



October 16, 2024

# TOPLINES: Latinos and Misinformation

## September Poll Findings Leading Up to U.S. Election Day



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# ◆ Overview

1. Toplines on Uncertainty and Belief in Misinformation Among Latinos
2. Toplines on Shifts in Belief in Conspiracy Narratives and False Claims
3. Perceptions on “Political” Statements (Harris v. Trump)
4. Perceptions on Immigration Statements
5. Update on Trust and Distrust in Election Stakeholders



# ◆ Methodology

- **Survey Period:** September 6 to September 30, 2024
- **Method:** Online
- **Sample Size:** 3,000
- **Inclusion Criteria:** Latino adults residing in the United States
- **Language Preference:** 90% chose to take the survey in English; 10% chose to take the survey in Spanish
- **Geographic Coverage:** All 50 states plus DC
  - Texas, California, Florida, New York (59% of sample, aligning with national geographic distribution of Latinos)
- **Political Affiliation:** Democrats: 47%; Independents: 24%; Republicans: 29%; rest Unsure
- **Weighting:** Analyses and statistics are weighted to population targets using vendor-provided weights to address sample imbalances.



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# ◆ **Uncertainty + Shifts in Beliefs** ◆



## ◆ **Uncertainty + Rejection Still Dominate**

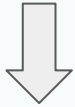
- In our March/April poll, **62% of Latinos in our sample either outright reject false claims or express uncertainty about them.**
- In this September poll, **66% of Latinos in our sample either outright reject false claims or express uncertainty about them – a four point increase.**



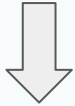
# ◆ Shifts in Conspiracy Narratives



- **“There is a Deep State composed of shadowy political figures that is working against the public”:**
  - among exposed, decrease in belief from 42% to 36% from March/April to September. Total percentage of Latinos who accept this has dropped from 21% to 17%.



- **“Traditional values are being eroded by a leftist political agenda that is being implemented in schools”:**
  - among exposed, decrease in belief from 42% to 41%. Total percentage of Latinos who accept this dropped from 22% to 20%.



- **“Corporations are all-powerful in American politics, with little room for the public to make a difference”:**
  - among exposed, decrease in belief from 50% to 47%. Total percentage of Latinos who accept this dropped from 28% to 25%.



- Belief in the broader narrative that **“Russia is controlling American politics by undermining our elections and causing rifts between Americans”** has increased from 31% to 38% among those who have seen this claim. This is a shift from 12% to 15% of the total sample accepting this claim.



## Belief among Exposed

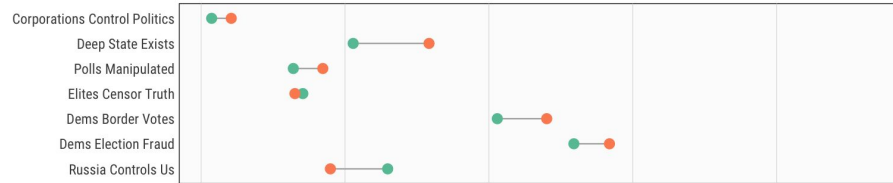
Accept

Election Relevant



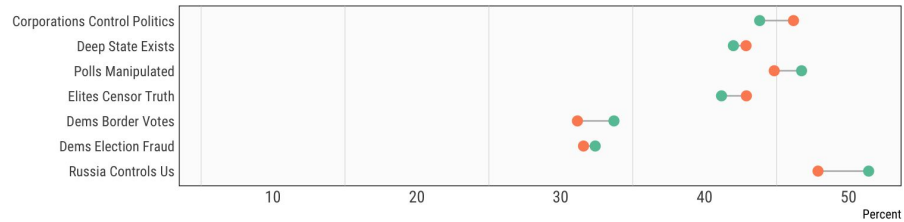
Reject

Election Relevant



Uncertain

Election Relevant



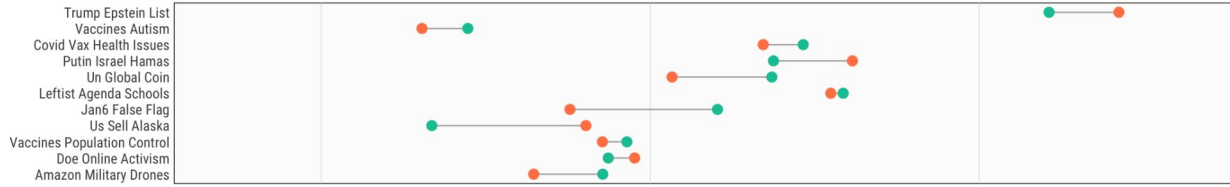
Wave ● Wave 1 ● Wave 2



## Belief among Exposed

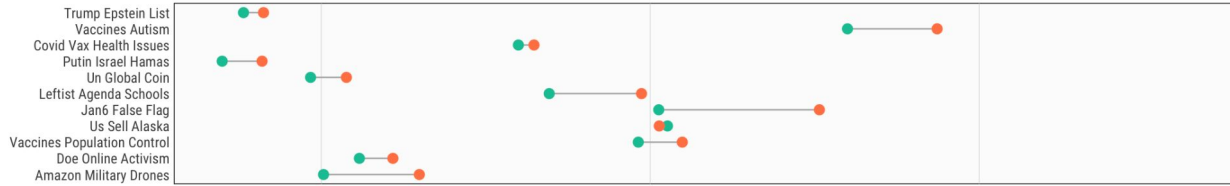
Accept

Non-Election Relevant



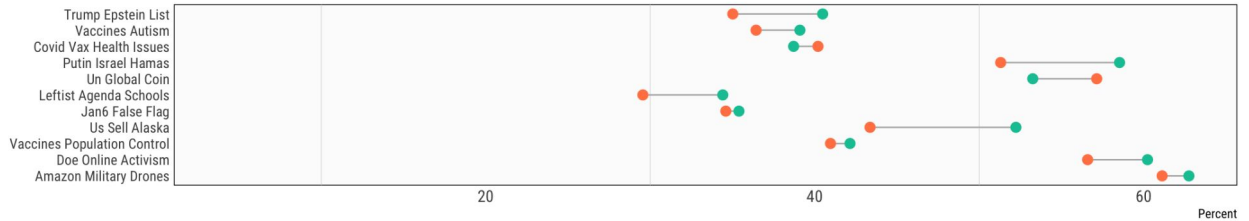
Reject

Non-Election Relevant



Uncertain

Non-Election Relevant



Wave ● Wave 1 ● Wave 2





# ◆ Current Salient Claims

- **“Kamala Harris is a communist.”**
  - 37% of the sample have seen this claim
  - Of those who have seen it, 32% believe this claim
  - Total of around 12% of the sample have both seen and believe this claim
- **“Kamala Harris misrepresents herself as African American.”**
  - 48% of the sample have seen this claim
  - Of those who have seen it, 32% believe this claim
  - Total of around 15% of the sample have both seen and believe this claim



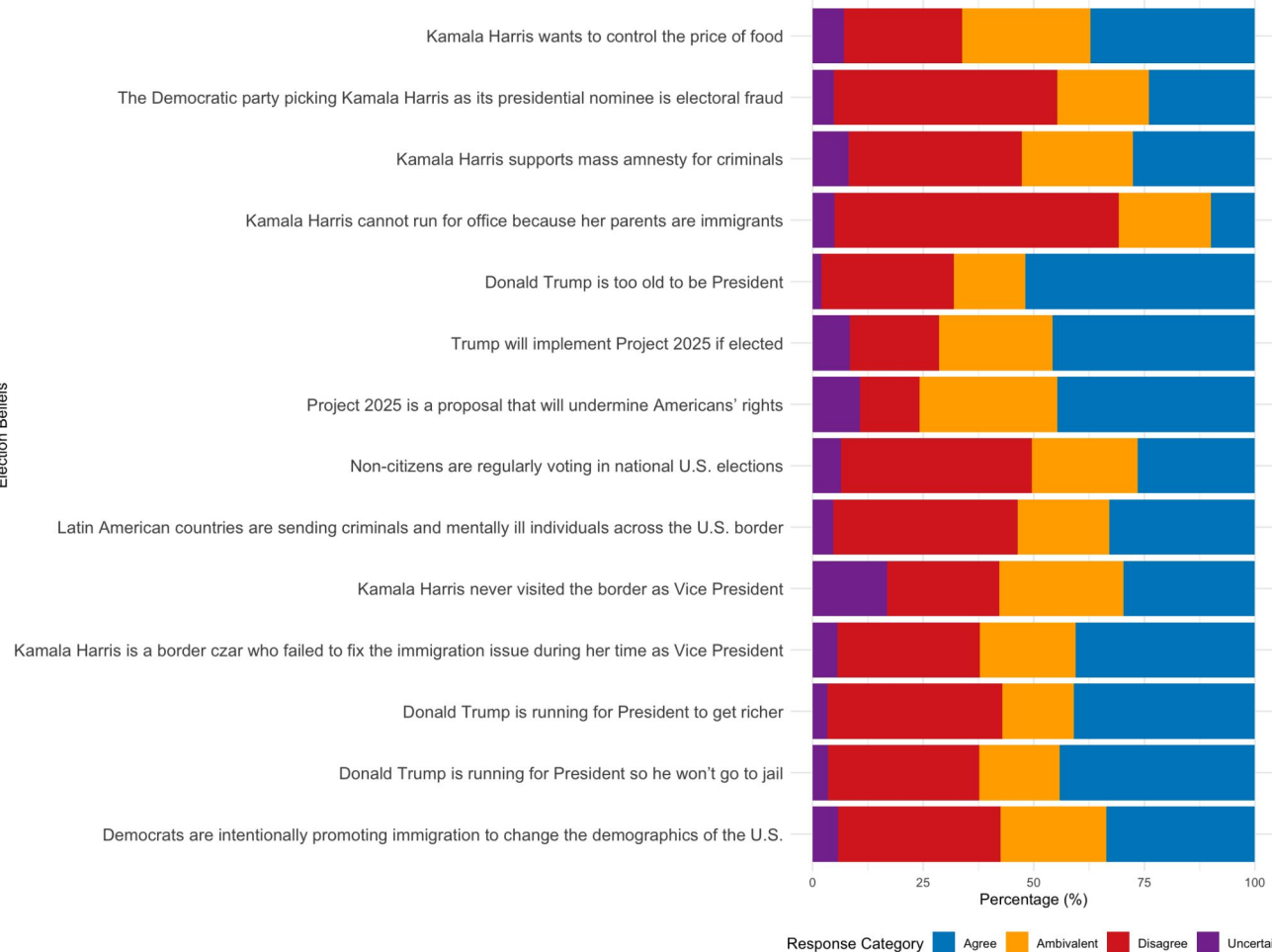
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# ◆ “Political” Statements ◆



Distribution of Responses by Election Beliefs

Election Beliefs



Response Category Agree Ambivalent Disagree Uncertain



# ◆ Levels of Agreement with Select Statements

Note: percentages for some of these claims do not sum up to 100% due to rounding to the nearest integer

- **Donald Trump is too old to be President**
  - **52% agree, 30% disagree,** 16% neither agree nor disagree, 2% don't know
- **Kamala Harris is a border czar who failed to fix the immigration issue during her time as Vice President**
  - **41% agree, 32% disagree,** 22% neither agree nor disagree, 6% don't know
- **Non-citizens are regularly voting in national U.S. elections**
  - **26% agree, 43% disagree,** 24% neither agree nor disagree, 6% don't know
- **Project 2025 is a proposal that will undermine Americans' rights**
  - **45% agree, 14% disagree,** 31% neither agree nor disagree, 11% don't know
- **Trump will implement Project 2025 if elected**
  - **46% agree, 20% disagree,** 26% neither agree nor disagree, 8% don't know
- **Kamala Harris cannot run for office because her parents are immigrants**
  - **10% agree, 64% disagree,** 21% neither agree nor disagree, 5% don't know



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# ◆ Immigration Beliefs ◆



# ◆ Non-Citizens Voting Claims

- False claim: “**Democrats are failing to secure the U.S. southern border in order to allow undocumented immigrants to vote for them in U.S. elections**” accepted the claim in both of our surveys.
  - In March/April, 50% had seen the claim. In September, this number was 51%.
    - Of those 50% who were familiar in March/April,
      - 41% accepted it
      - 26% rejected it
      - The remainder was uncertain
    - Of those 51% who were familiar in September,
      - 40% accepted it
      - 29% rejected it
      - The remainder was uncertain
    - Said another way, around 20% of the sample had SEEN and ACCEPTED this claim both in March/April and in September.



# ◆ Non-Citizens Voting Claims

- When directly asked about whether “non-citizens are regularly voting in national U.S. elections,” **26% of the 3,000 Latinos in our September sample agreed with this claim.**
- While the non-citizens voting claim has been accepted by some Latinos, beliefs in these claims have not worsened over time.



## ◆ Open-Ended

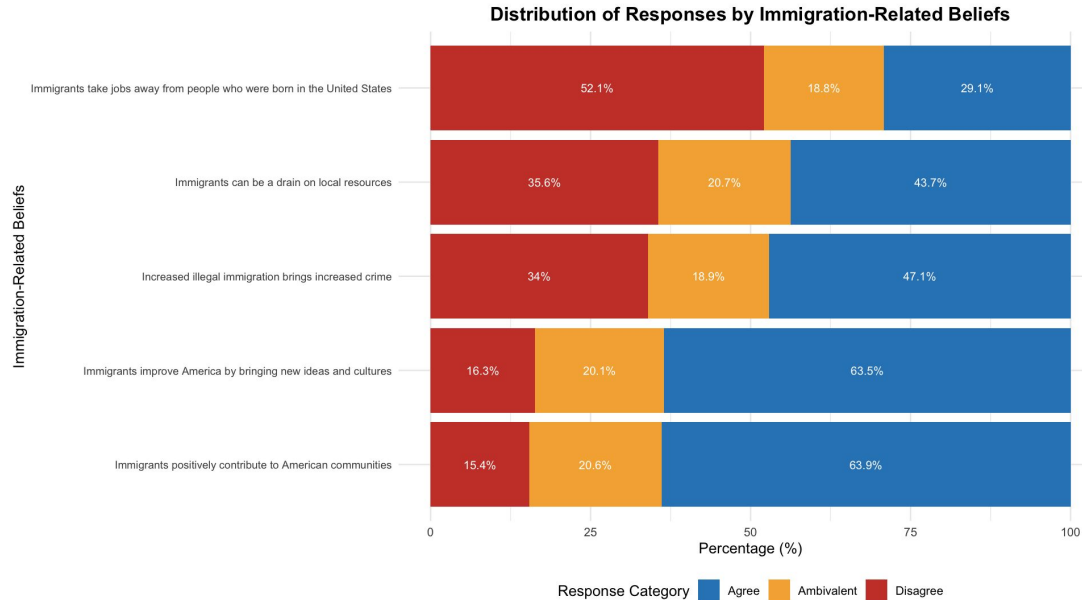
- This survey went into the field before, but was still out during the time when, Donald Trump first began spreading the “Haitian immigrants are eating people’s pets” claim.
  - **When asked to list a negative piece of information about American political parties or candidates in an open-ended question, around 260 people of the 3,000 (around 9% of the sample) organically raised that they had seen the claim above**
- This shows the degree to which one single false claim can pollute our communities’ information environment.





# ◆ Other Immigration Statements

- Immigrants take jobs away from people born in the U.S.:**  
52.1% disagree, 29.1% agree
- Immigrants can be a drain on local resources:** 35.6% disagree, 43.7% agree
- Increased illegal immigration brings increased crime:** 34% disagree, 47.1% agree
- Immigrants improve America by bringing new ideas and cultures:**  
16.3% disagree, 63.5% agree
- Immigrants positively contribute to American communities:**  
15.4% disagree, 63.9% agree





# **Trust, Distrust,** and Misinformation



## ◆ Stakeholders

We measured trust in election-related groups such as:

- Secretaries of State
- Poll Workers
- Election Administrators
- Democrats
- Republicans
- The President

As well as other democracy-related actors:

- The Supreme Court
- Congress
- Religious Leaders
- Activists
- Media organizations (CNN, MSNBC, Fox News, Telemundo, Univision)
- Journalists
- Local Journalists
- Fact-Checkers
- Political Parties
- Religious Leaders
- Tech Companies
- Social Media
- Scientists
- Neighbors



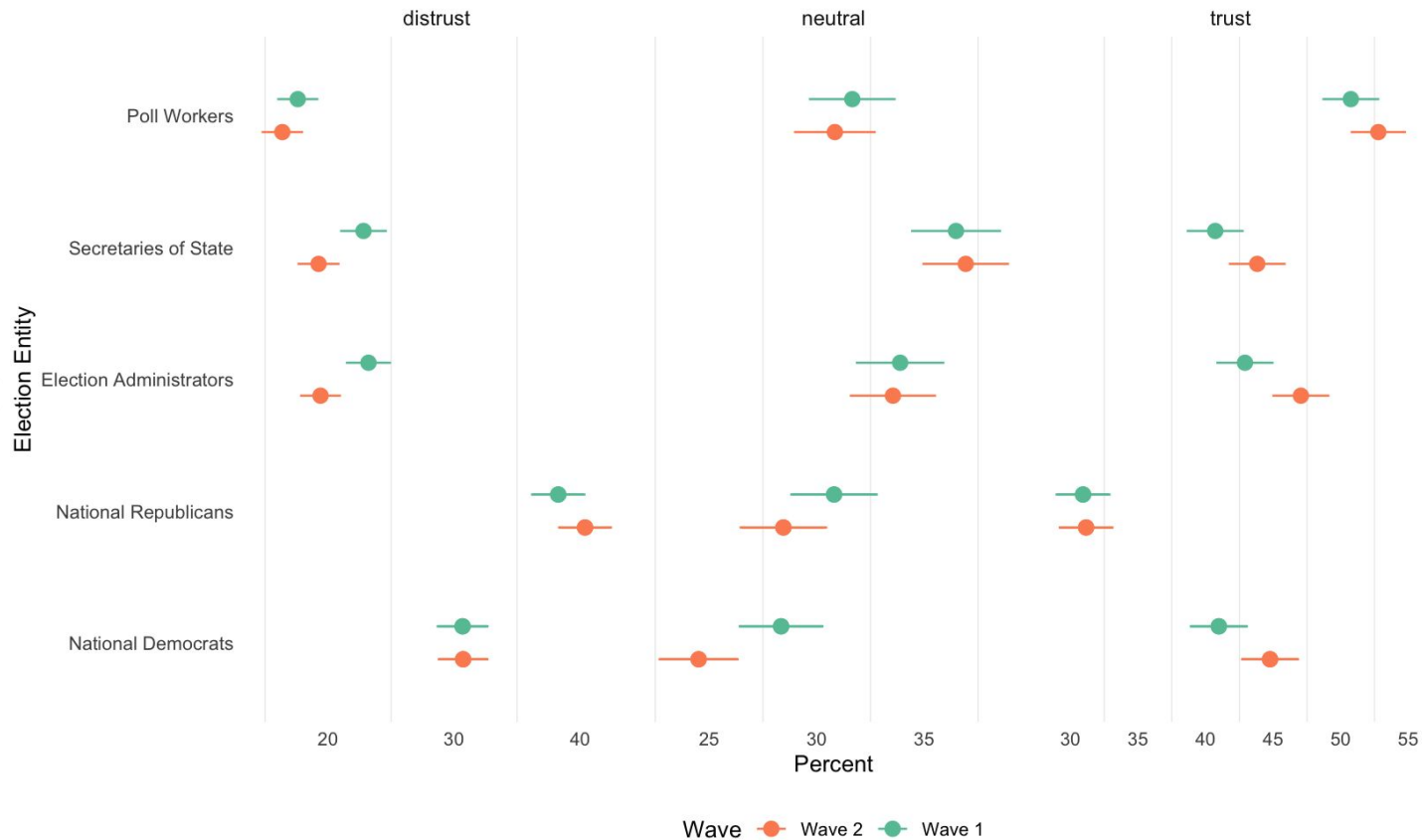
# ◆ Shifts in Trust

- Below is an update on shifts in trust in election stakeholders, specifically.
- In this wave of polling, we saw an increase in trust across various democratic institutions.
  - Trust in **Secretaries of State** has increased by 3 points since March/April, from 41% to 44% across survey waves.
  - Trust in **Election Administrators** has moved from 43% to 47% across the two waves.
  - **The percent of Latino voters in the sample who trust Democrats to “do the right thing” during Election Day has jumped** from 41% in March/April to 45% in September.
  - **The percent of Latino voters in the sample who trust Republicans to “do the right thing” during Election Day is around** 31% in our two waves.



## Election Trust Percentages in Wave 1 and Wave 2

Error bars represent 95% confidence intervals





## ◆ Resources - DDIA (2024)

### Best Practices for Producing Culturally Competent Prebunking Content to Counter Misinformation Impacting Latinos

- [Landing Page](#)
- [Full Guidebook PDF](#)
- [Full Deck](#)



## ◆ Resources - DDIA (2024)

### Polling on Familiarity and Belief in Misinformation, Trust in Electoral Stakeholders, and Perceptions About AI Among Latinos

- [March/April 2024 Poll Takeaways - Latinos & Misinformation](#)
- [March/April 2024 Poll Takeaways - Latinos & Trust](#)
- [March/April Poll Takeaways - Latinos & AI](#)
- [Full Poll Report \(PDF\)](#)
- [Full Poll Deck \(PDF\)](#)



# ◆ Resources - DDIA (2024)

## Narrative Analysis of Latino Spaces Online

- Ongoing coverage of [issues and narratives](#) in Latino spaces online (also available in Spanish and Portuguese)
- Summaries of Latino usage of key [platforms and apps](#) (also available in Spanish and Portuguese)
- A [review of academic literature](#) on U.S. Latinos and disinformation





## ◆ Resources - DDIA (2023)

### Polling On Familiarity and Belief in Misinformation Among Latinos and Effective Counter-Measures

- **(Memo 1):** [In and Out of the Rabbit Hole: Exploring Misinformation Adoption among Subgroups of Latinos in the United States](#)
- **(Memo 2):** [Unpacking Misinformation Adoption Among U.S. Latinos: Toward a Typology](#)
- **(Memo 3):** [Seeking Antidotes to Misinformation: An Analysis of Effective Counter-Strategies among U.S. Latinos](#)



# ◆ Resources - Equis (2022-2024)

- **Polling On Familiarity and Belief in Misinformation Among Latinos**
  - [Equis Misinformation Poll Summary](#)
  - [Equis Misinformation Poll Full Results](#)
- **Trusted Messengers**
  - Equis Experiment: [The Role of Trusted Messengers in Countering Disinformation](#)
- **Latino Media Consumption Research**
  - [Equis Playbook: Media Consumption Among Latinos](#)
  - [Equis and Harmony Labs YouTube Research](#)



# ◆ Contact Information

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*We look forward to working more closely with you all over the rest of this year and in 2025!*