



## TAKEAWAYS: Latinos & Trust

*Findings from a DDIA poll of 3,000 Latinos conducted in September 2024, the full findings of which were released in February 2025*

The Digital Democracy Institute of the Americas (DDIA) partnered with YouGov to conduct a nationally representative poll of 3,000 U.S. Latino adults, from September 6 to September 30, 2024, in English and Spanish.

The poll explored the five key topics below. This document outlines takeaways from the highlighted areas:

1. Familiarity and belief in a series of misinformation narratives and claims, including over time.
2. **Changes in levels of trust in elections, and efficacy and vote intention since the primaries.**
3. Agreement with new election-specific claims about Kamala Harris and Donald Trump.
4. Sentiments around immigration-related topics.
5. Updated views on generative-AI technologies and regulation.

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### Trust in Political Parties

- Latinos' trust in electoral and democracy-related officials remains strongly correlated with partisanship. A persistent lack of mutual trust underscores the deep partisan divide in electoral attitudes and likely contributes to heightened suspicions about the integrity of electoral processes.
- Neither Latino Republicans nor Latino Democrats expressed high levels of confidence in the opposing party to do the right thing on election day.
  - **The percentage of Latino voters in the sample who trusted Democrats to “do the right thing” on Election Day was 45% in September, up from 41% in March/April.**
  - **The percentage of Latino voters in the sample who trusted Republicans to “do the right thing” on Election Day stayed around 31% in September, as well as in March/April.**

## Measures of Affective Polarization

*Note: **Affective polarization** refers to the tendency of people to view their own political party positively while holding negative views toward opposing parties. It's a measure of the emotional divide between political groups, rather than differences in policy positions or ideologies.*

- Our analysis reveals significant **affective polarization** among Latino Democrats and Republicans:
  - Latino Democrats:
    - Rate their own party (in-party) at 76 on a 0-100 thermometer scale
    - Rate Republicans (out-party) at 22
    - Resulting in an affective polarization score of 57
  - Latino Republicans:
    - Rate their own party at 72 on a 0-100 thermometer scale
    - Rate Democrats at 24
    - Resulting in an affective polarization score of 54
  - Latino Independents:
    - Rate Democrats at 34 on a 0-100 thermometer scale
    - Rate Republicans at 34

## Trust in Electoral Authorities

- Latino Republicans expressed more ambivalence (neither trust nor distrust) toward election authorities like Secretaries of State, election administrators, and poll workers compared to their Democratic counterparts, who exhibited fairly high levels of trust. This is consistent with the DDIA poll conducted in March/April.
- That said, in the September wave of polling, we also saw an increase in average levels of trust across various democratic institutions.
  - Trust in **Secretaries of State** in September was 44%, up from 41% in March/April.
  - Trust in **Election Administrators** was 47% in September, up from 43% in March/April.

## Trust in Other Democracy-related Actors

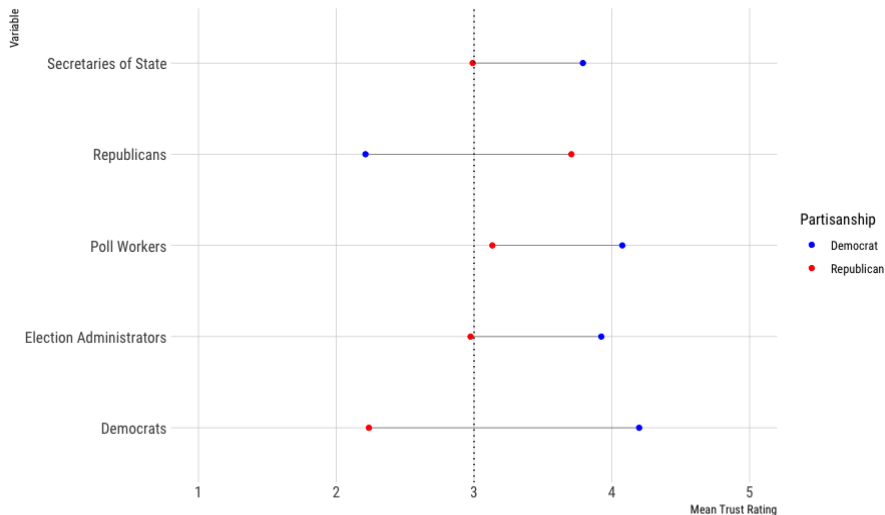
- Among Latino Democrats:
  - **Most trusted: Scientists; journalists; fact-checkers; other Democrats**
  - **Least trusted: Fox News; social media; Supreme Court; Republicans**
- Among Republicans:
  - **Most trusted: Scientists; Supreme Court; religious leaders; other Republicans**

- Least trusted: CNN; MSNBC; “media organizations”; journalists; activists;

## GRAPHS

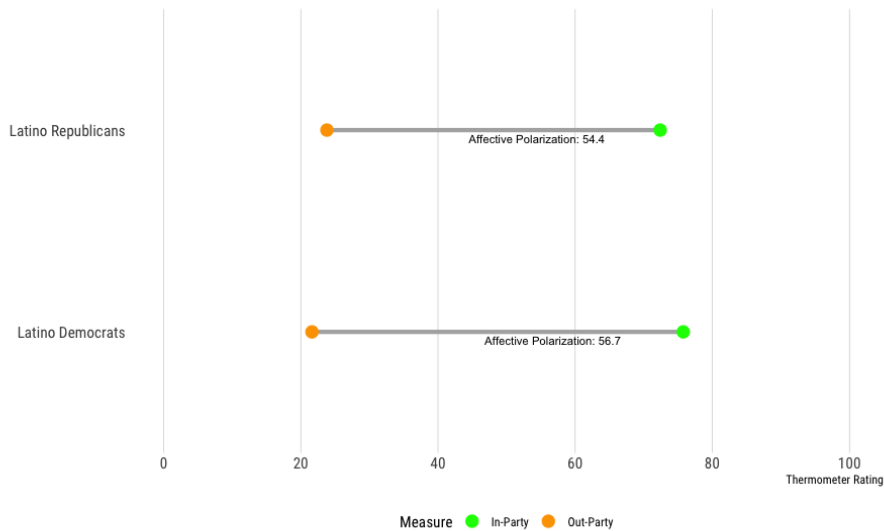
### Comparison of Trust Ratings by Political Affiliation

Dashed line represents ambivalence. Scores lower than this line represent greater distrust. Scores higher than this line represent greater trust.



### Partisan Affect and Polarization

In-Party, Out-Party, and Affective Polarization Scores



## **APPENDIX -**

### **FULL LIST OF STAKEHOLDERS MEASURED FOR TRUST:**

We measured trust in election-related groups such as:

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

As well as other 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