A new survey shines a light on what registered Latino voters in California think about higher education and where change is necessary. The findings come at a critical time when Latinos—who represent 14.9 million Californians and make up the largest ethnic group at nearly 40 percent of the state’s population—have potential to significantly impact upcoming elections.

The March 2018 survey by Univision’s Political and Advocacy Group, in collaboration with online research company Media Predict and California Competes, questioned 2,322 Latino and Non-Latino voters about plans for college and issues central to California’s higher education system.

54 percent of Latino parents of potentially college-bound students and 44 percent of potentially college-bound Latino students say their gubernatorial vote will be GREATLY influenced by how the candidates plan to address higher education.

The vast majority of potential college students and their parents (Latino and Non-Latino) want California’s next Governor to make college affordability a priority.

SNAPSHOT OF REGISTERED LATINO VOTERS

40% Forty percent of potential Latino college students are the first generation in their family planning to enroll in higher education.

48% Only half of potential Latino college students say they know enough about higher education options to make a good choice (vs. nearly 70 percent of Non-Latinos).

76% Three out of four potential Latino college students plan to work while in college.

SUPPORT FOR NEXT CA GOVERNOR TO PRIORITIZE COLLEGE AFFORDABILITY

<table>
<thead>
<tr>
<th></th>
<th>Support</th>
<th>Neutral</th>
<th>Oppose</th>
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</thead>
<tbody>
<tr>
<td>Potential College Students - Latino</td>
<td>21%</td>
<td>3%</td>
<td>77%</td>
</tr>
<tr>
<td>Their Parents</td>
<td>13%</td>
<td>2%</td>
<td>85%</td>
</tr>
<tr>
<td>Potential College Students - Non-Latino</td>
<td>18%</td>
<td>6%</td>
<td>76%</td>
</tr>
<tr>
<td>Their Parents</td>
<td>14%</td>
<td>4%</td>
<td>82%</td>
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</tbody>
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SNAPSHOT OF REGISTERED LATINO VOTERS

“74 percent of registered Latino voters will be influenced by higher education in this election.”

CALIFORNIA VOTER POLL:
LATINOS AND HIGHER EDUCATION

March 2018