

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



SNAPSHOT OF REGISTERED LATINO VOTERS

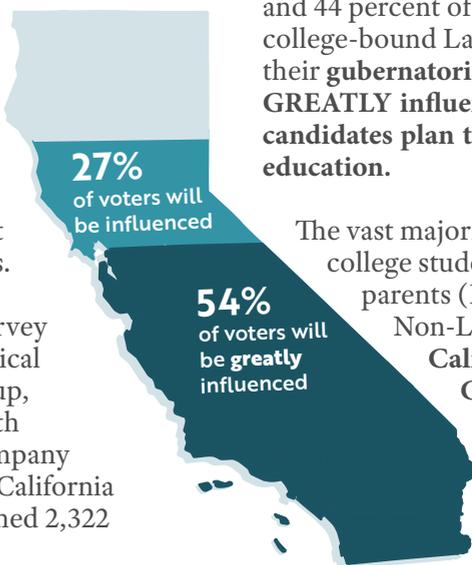
- 40%** Forty percent of potential Latino college students are the first generation in their family planning to enroll in higher education.
- 48%** Only half of potential Latino college students say they know enough about higher education options to make a good choice (vs. nearly 70 percent of Non-Latinos).
- 76%** Three out of four potential Latino college students plan to work while in college.

CALIFORNIA VOTER POLL: LATINOS AND HIGHER EDUCATION

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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.

¹ Potential College Students: Not currently enrolled in any postsecondary program, but planning to do so within the next two years

SUPPORT FOR NEXT CA GOVERNOR TO PRIORITIZE COLLEGE AFFORDABILITY

