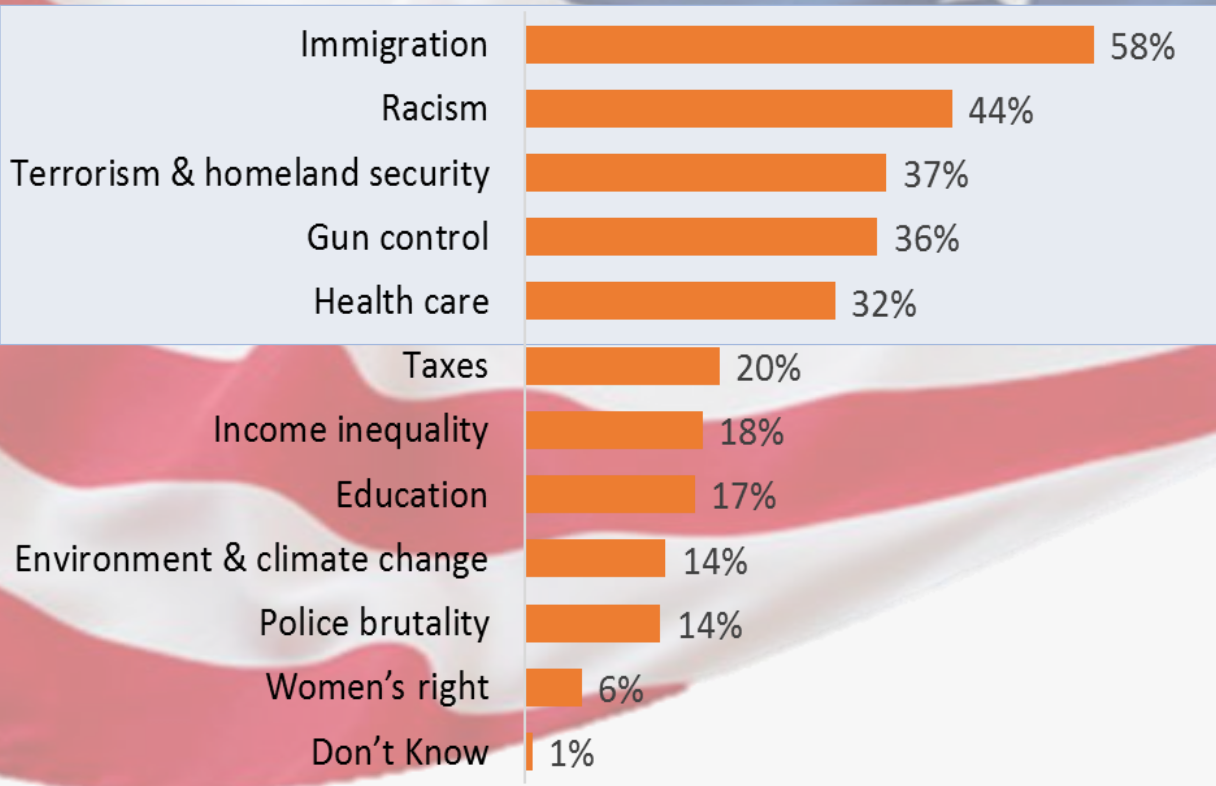
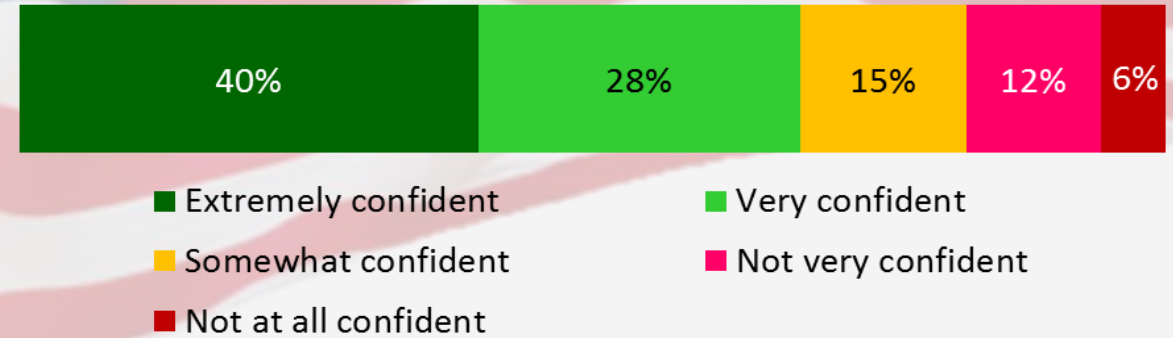


Spanish Dominant Hispanics Are Extremely Confident They Will Participate and Decide The Future Of The Country

Most important problem facing the country



Confidence about going out to vote in Nov 2018



According to SSG's primary survey, 68% of Spanish Dominant Hispanics who can vote in Federal elections feel very to extremely confident that they will go out and vote in the November 2018 Mid-Term elections.

Spanish Dominant Hispanics consider that Immigration, Racism, Homeland Security, Gun Control And Health Care are the top 5 issues facing the country. The ranking of these issues don't change between Millennials and Xers/Boomers but the level of importance for Immigration and Health Care is significantly higher among Spanish Dominant Xers & Boomers. Interestingly, Racism is identical regardless of Generation.

*Spanish Dominant (SD) Hispanics are those who prefer to speak Spanish Only, Spanish Mostly and Equally English and Spanish at home. Sources: SSG Consumer Confidence Survey (Jan-Mar, 2018), n = 496 Hispanic Spanish Dominants, projectable and representative nationally.