

Winning New York's Latino voters on safety

November 2025

VeraACTION

We commissioned a GSG poll of NYS general election voters to understand their feelings about safety

Our polling sample

- Pollster: Global Strategy Group (GSG)
- Sample size: 1,000 likely 2026 general election voters (margin of error +/- 3.1%)
- Dates: October 15–19, 2025
- Sub-samples and margins of error (MoE):
 - 257 likely 2026 Dem Primary voters, MoE +/- 3.8%
 - 220 likely 2026 Black voters, MoE +/- 6.6%
 - 202 likely 2026 Latino voters, MoE +/- 6.9%
 - 208 likely 2026 AAPI voters, MoE +/- 6.8%



Our three main takeaways about Latino voters in NY

Mental health services, strong community trust in law enforcement, and affordability are key to safety.

Latino voters are strongly opposed to ICE raids, but some believe the narrative that deportations create safety

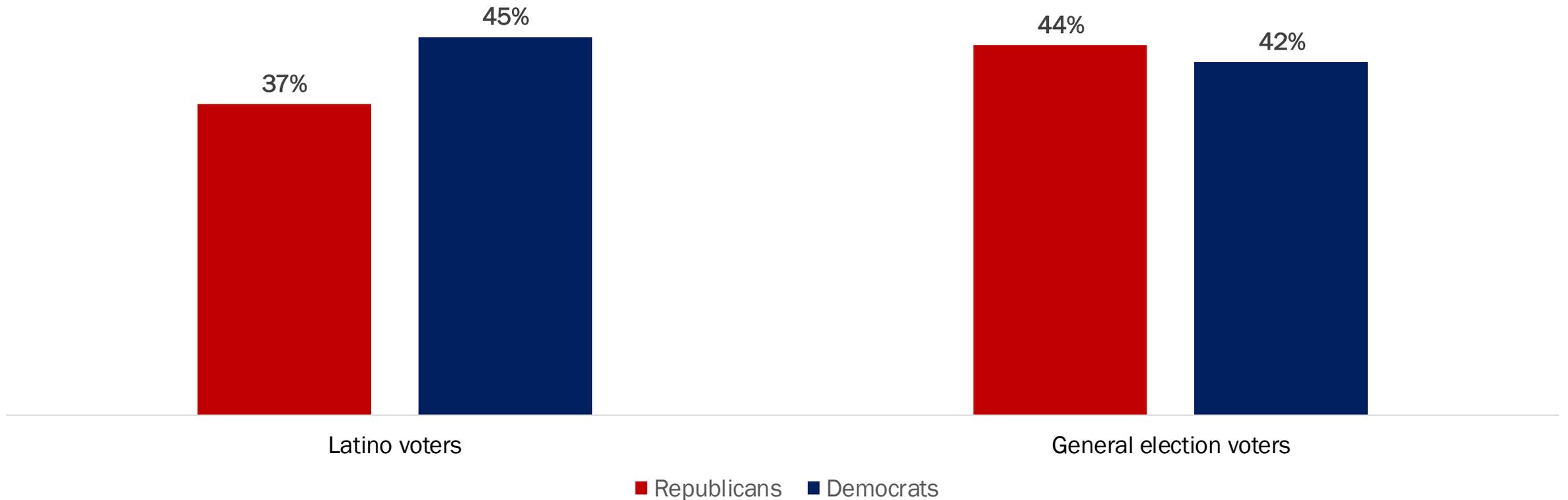
By meeting voters where they're at, the right messenger can shift perspectives

Takeaway 1.

Mental health services, trust between community and law enforcement, and affordability are key to safety.

Latinos trust Democrats more than Republicans on the issue of safety and justice, but it's close

Which political party do you trust more when it comes to issues of crime and safety?



To win on safety with Latino voters, provide an affirmative, comprehensive vision of safety

BUILD SAFE COMMUNITIES:

We should fully fund things that are proven to create safe communities - like good schools, jobs, and affordable housing - and help prevent crime by increasing treatment for mental health and drug addiction and by getting illegal guns off the street.

Latino	Black	AAPI	White	Overall
55%	69%	64%	48%	52%

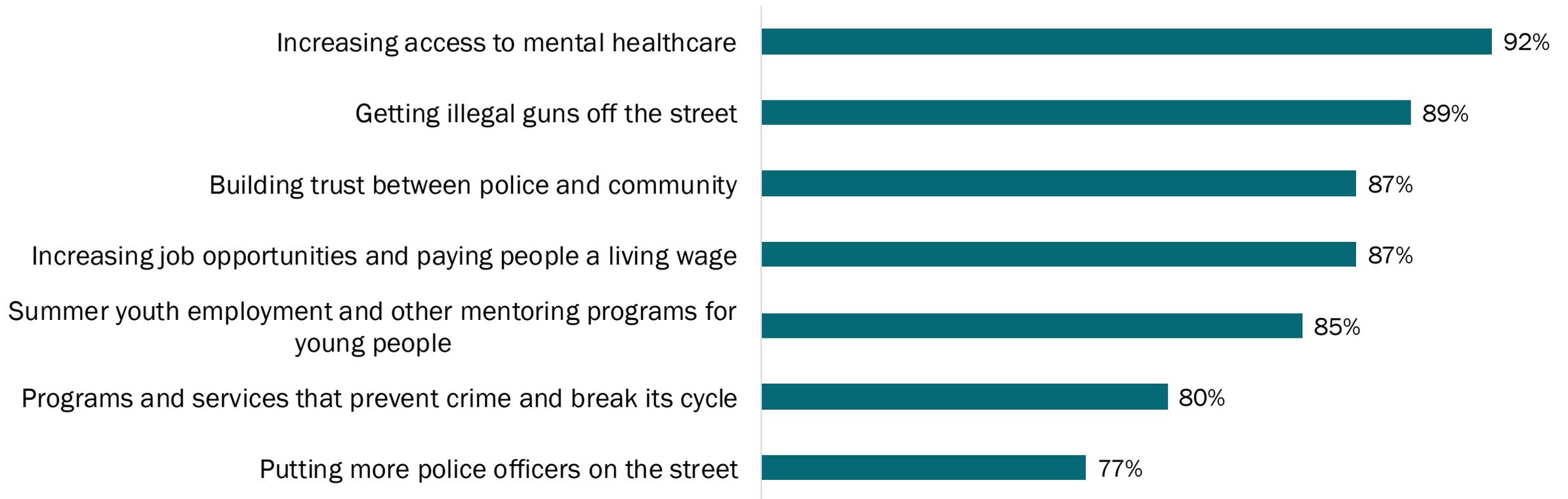
TOUGH ON CRIME:

We should do more to get tough on crime - like having longer sentences for people convicted of violent crimes, maintaining strong bail laws to keep dangerous people behind bars, and providing police with more support and resources.

44%	30%	36%	50%	47%
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This vision builds on the kinds of community-based solutions Latino voters prefer to more police

Solutions Latino voters say will make their communities “a lot” or “somewhat” safer



Takeaway 2.

While our poll shows that Latino voters are strongly opposed to ICE raids, it also highlights the work to be done to counter narratives that deportations create safety

Latino voters generally oppose ICE raids, but some diverge from the general voting population when it comes to safety.

Do you support or oppose the federal government sending ICE to cities to deport illegal immigrants?

61%



Opposition

39%



Support

Which statement do you find more convincing (general voter public)?

The way to make New York safer is by investing in things that improve quality of life-good schools, well-paying jobs, affordable healthcare, and housing. Instead, politicians are too busy scapegoating immigrants for political points instead of fixing our broken system. Wasting taxpayer money on mass deportations targeting law-abiding residents and even citizens distracts from solutions that truly keep us safe.

52%

New York is being overrun by migrant crime and Democrats' open border policies are to blame. We cannot spend billions in taxpayer money to shelter illegal migrants-many of them criminals-and provide them free benefits while New Yorkers struggle to pay bills. It's time to deport dangerous migrants creating chaos and crime and restore peace of mind to law-abiding Americans.

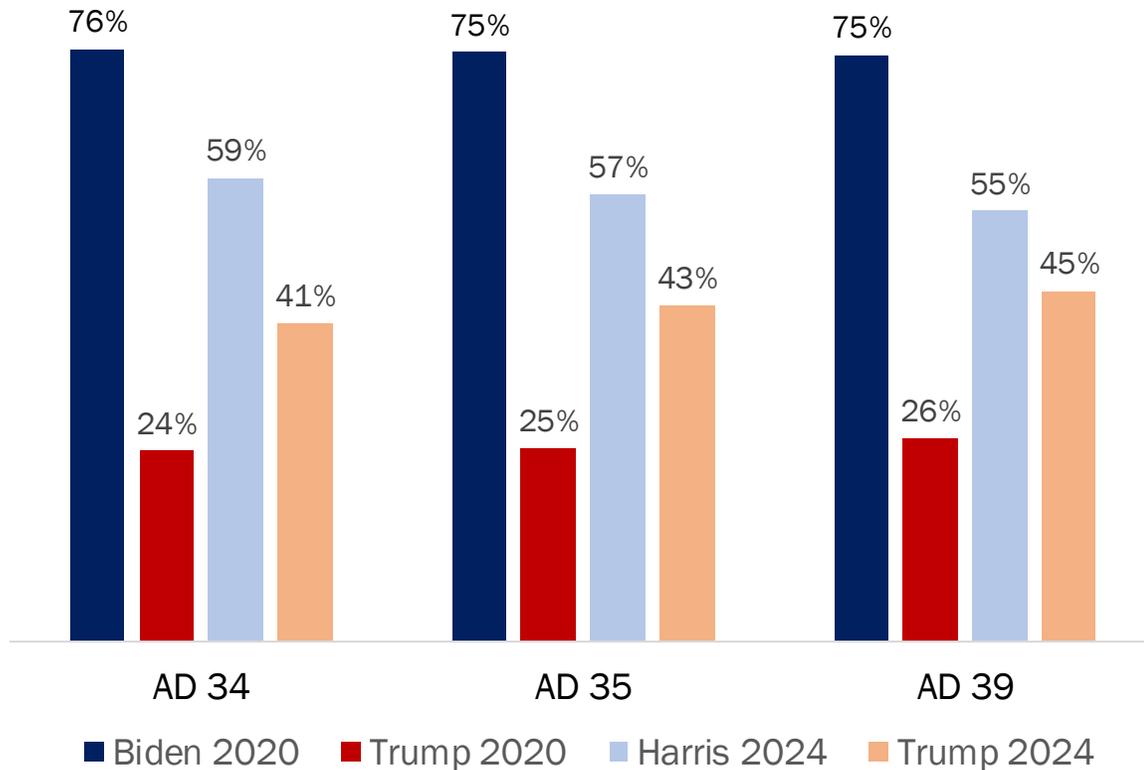
41%

Takeaway 3.

The recent Mayoral election demonstrates that a strong messenger can shift voter perspective around safety if they talk about core items that matter to them, like affordability.

Case study: Although Democrats lost many Latino voters to Trump in the last election...

Latino support in the 2020 and 2024 presidential elections



Commentary: Latinos in New York and the 2024 presidential election

Precinct-level data shows that Harris won Latinos by less than Biden did, but Latino voters did not defect to Trump en masse.

By ELI VALENTIN

DECEMBER 22, 2024

“Across the Latino-majority election districts in Assembly districts 34, 35 and 39 (the neighborhoods of Corona, Elmhurst and East Elmhurst), I found that **Latino support for Democrats declined by about 18 percentage points between 2020 and 2024.**”

...Mamdani won them back by focusing on everyday issues like healthcare and affordability



THE HILL

NEWS

Mamdani: 'So many of our victories' were in Trump neighborhoods

BY MIRIAM WALDVOGEL - 06/30/25 12:08 PM ET

CITYLIMITS

Latino Voters and the Political Earthquake in New York

BY ELI VALENTIN JULY 2, 2025 11 MIN

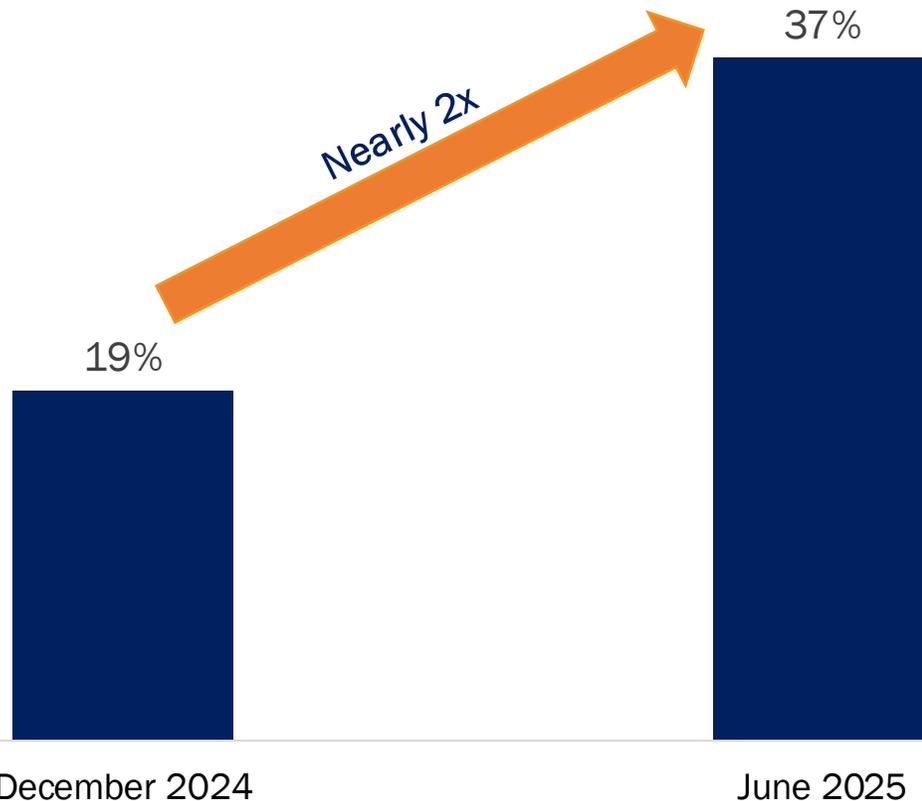
“Latino support for Mamdani, particularly in Queens, should help us understand that the increase in support for Trump in 2024 was not necessarily an indication of an ideological rightward shift. What these results may be telling us is that economic populist messaging resonates deeply with Latino audiences.”

AND he shifted public opinion on policing in the process

Support for taking the burden off the police to solve every social problem so they can focus on serious crimes



Opinion: Mamdani's proposed Department of Community Safety would be a win for New Yorkers



The New York Times
A Bigger N.Y.P.D.? Mamdani Has a Different Idea.

Source: Lake Research Partners poll of Democratic primary voters in December 2024, commissioned by Vera Action, and Change Research Associates exit poll of Democratic primary voters in June 2025

Key takeaways

1

Lean into mental health and affordability as tools to create safety.

2

Shift voters with an affirmative vision of immigrant justice linking family unity with mental health and affordability.

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