

# **Univision News September Poll: Poll Overview & Key Findings**

# The Univision Latino Poll – Methodology

Univision News polling strives for the most accurate and representative Latino sample in the industry.

Every potential Latino voter must have an equal opportunity to participate and be included in our polling.

- Collaborative approach
  - Univision - Latino Decisions - North Star Opinion Research
- Sample consists of validated registered voters
  - All respondents drawn from and matched against the voter file
- Hybrid Mode – Online, Cell, Landline
- Bilingual always offered at point of contact
- Weighted to match Census CPS voter demographics
- Two Polls
  - National Latino – 1,043 Latino registered voters (+/- 3%)
  - Texas Voters
    - Statewide all racial groups – 1,004 representative sample of Texas registered voters (+/- 3.1%)
    - Oversample of 641 Latino Texas registered voters (+/- 3.9%)

# The Univision Latino Poll – Methodology

Univision News polling strives for the most accurate and representative Latino sample in the industry.

Every potential Latino voter must have an equal opportunity to participate and be included in our polling.

## Univision Polling Approach

- Second major poll of the 2020 campaign cycle (June, pre-Miami debate)
- Additional future polls planned around debates and primary elections
- Univision News will offer consistent and accurate insights into the Latino electorate

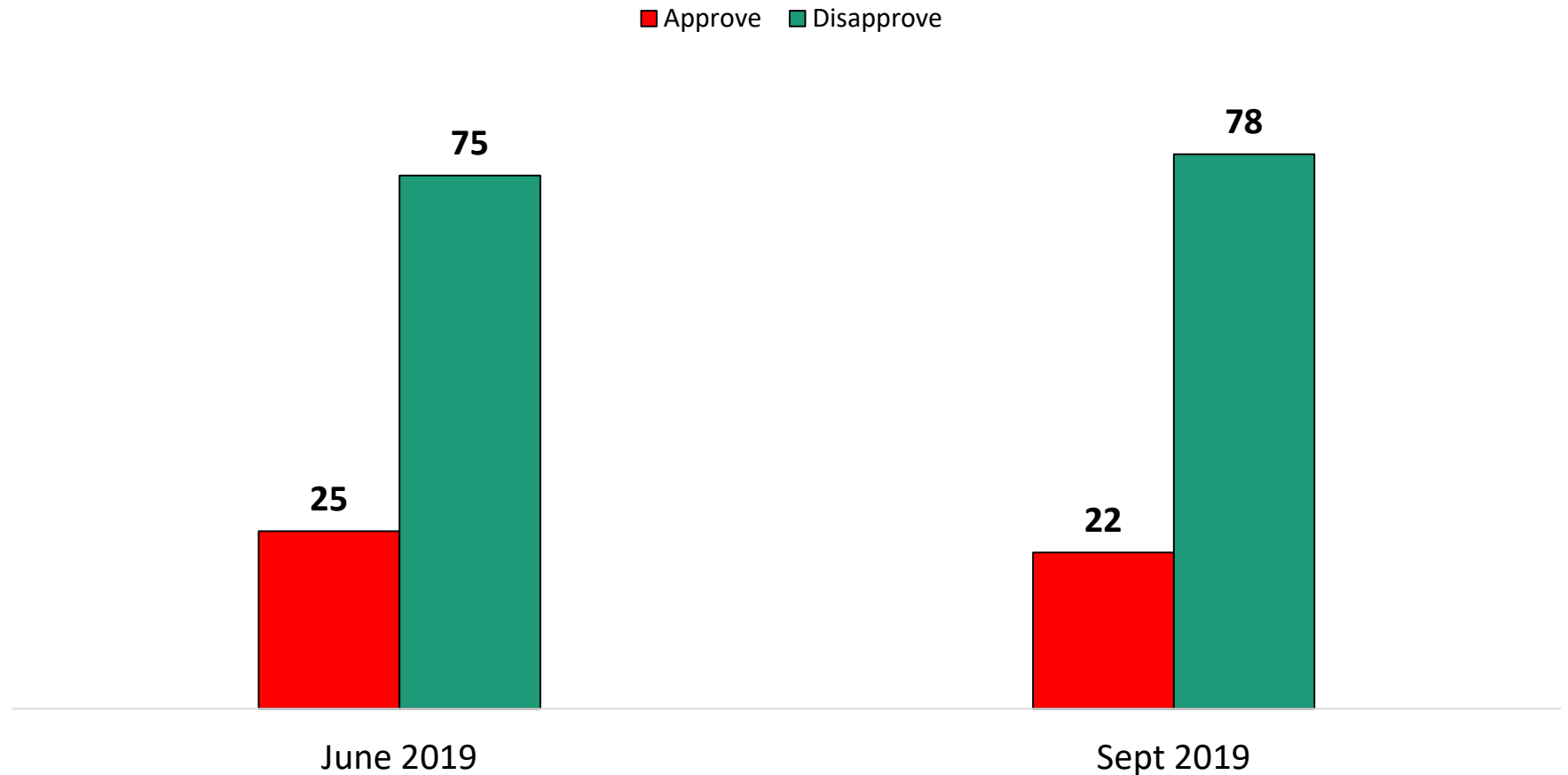
## Content:

- Democratic primary
- Presidential
  - Trump vs generic Democrat
  - Specific candidate matchups
  - Senate election in Texas
- El Paso and Gun Violence
- Race relations

# Trump Approval – National Latino

*Overall, do you approve or disapprove of the way Donald Trump is handling his job as President?*

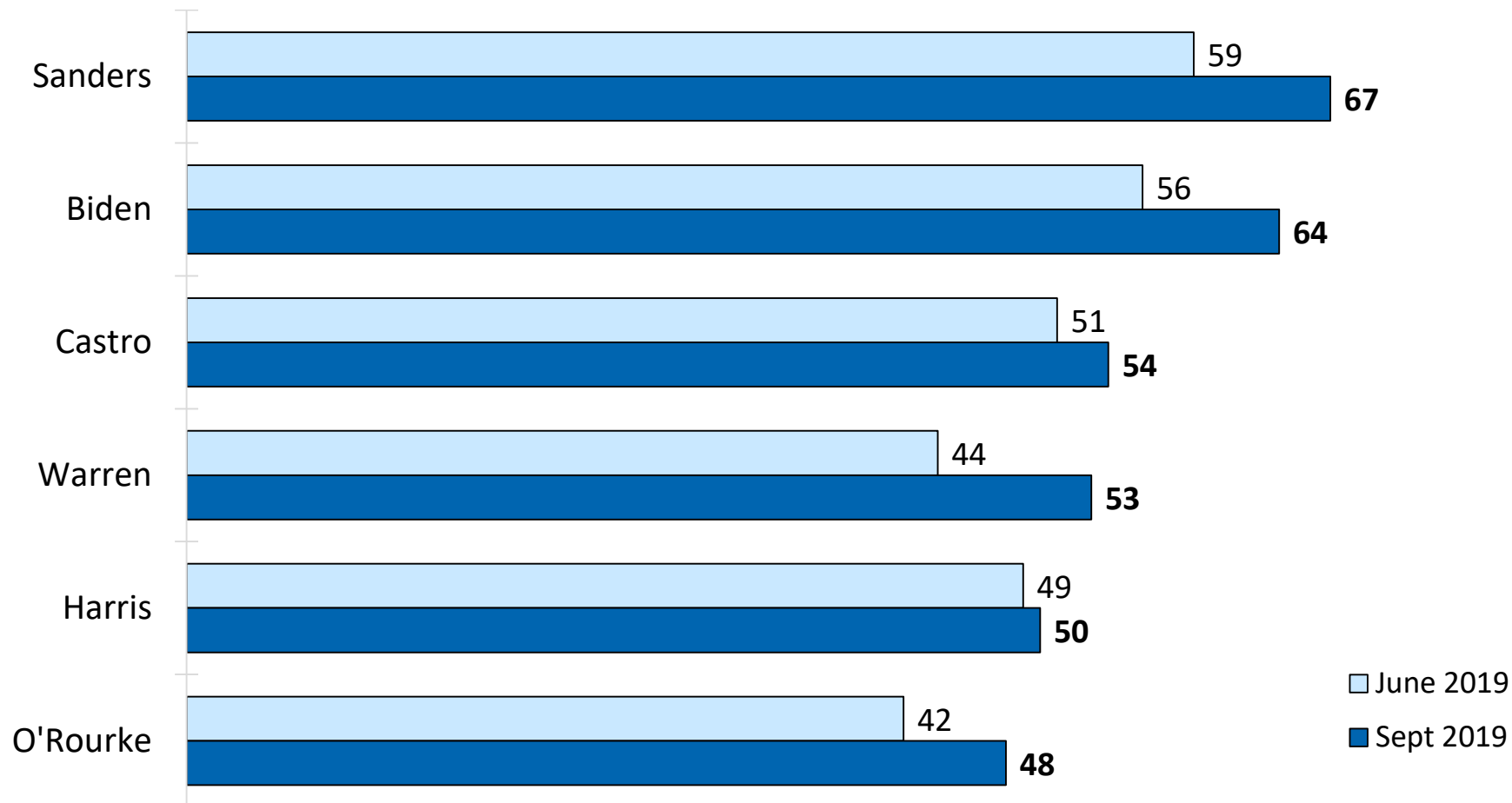
Trump approval remains low, 78% of Latino voters disapprove of Trump, up from 75% disapproval in June.



# Democratic Primary Candidate Favorability

*Do you have a favorable or unfavorable impression of {candidate name} - National Latino Registered Voters*

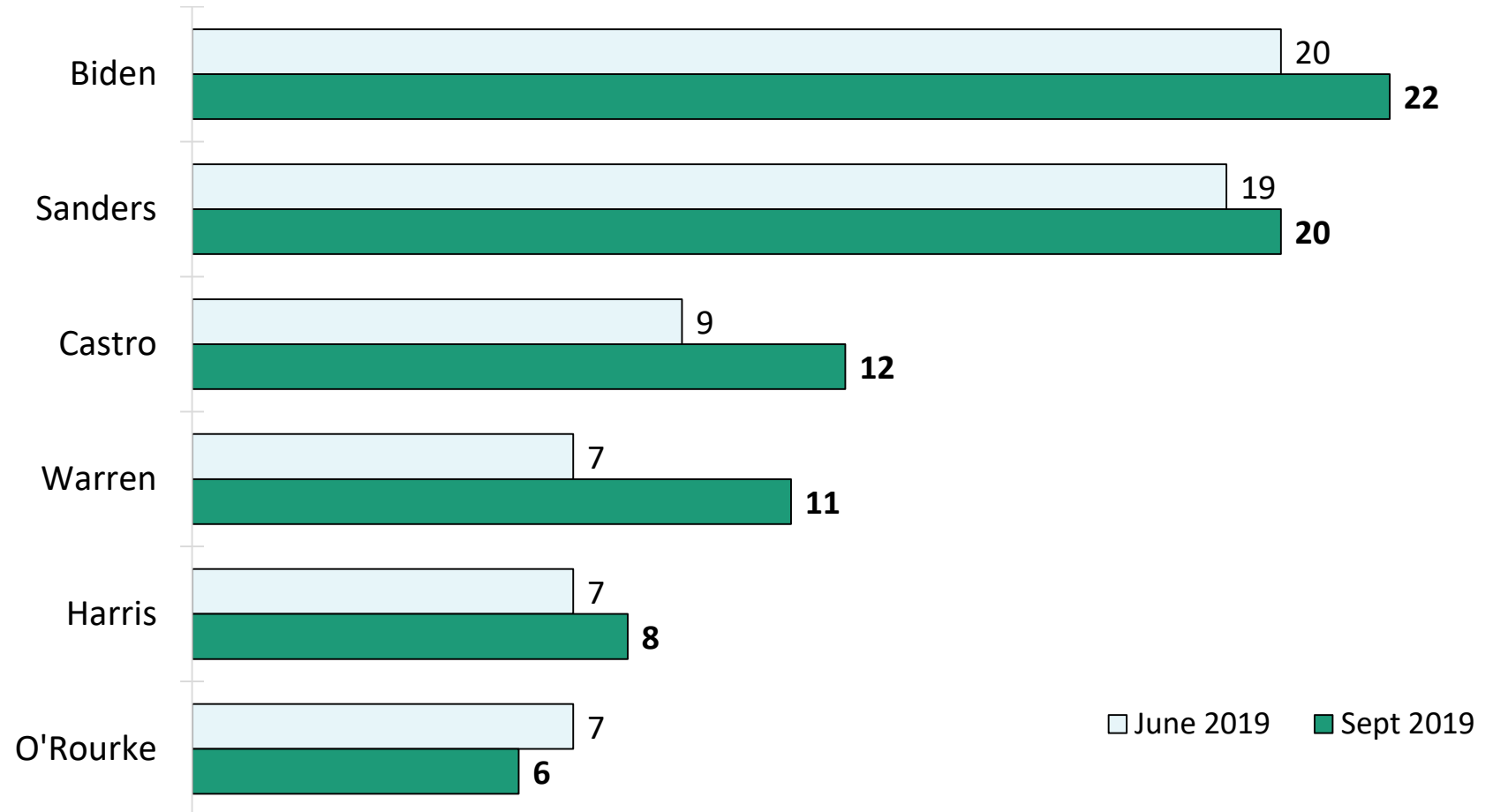
Since June, Biden and Sanders experienced favorability gains of +8, and Warren +9.



# Democratic Primary Vote – National Latino

*[Dem and Dem leaners only] Among the candidates running for President, who are you currently planning to vote for?*

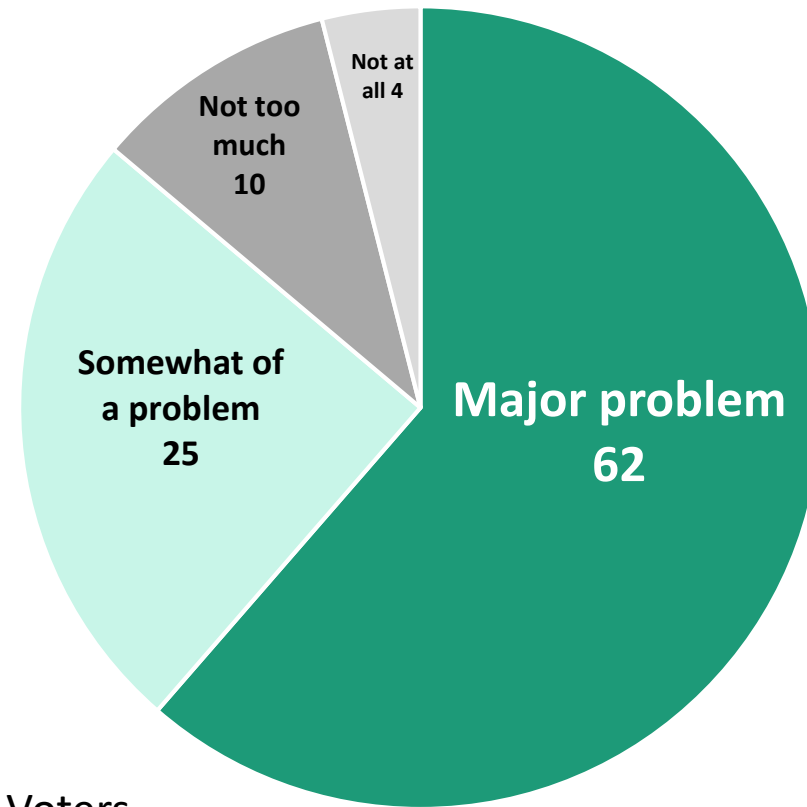
Biden, Sanders, Castro, Warren are now all in double digits. A notable shift from our June poll.



# Racism against Latinos major problem

*Generally speaking, how much of a problem do you think racism against Latinos and immigrants is today?*

Among Latino voters, 87% think racism against immigrants and Latinos is a problem today, including 62% who say it is a "major problem"



National Latino Registered Voters

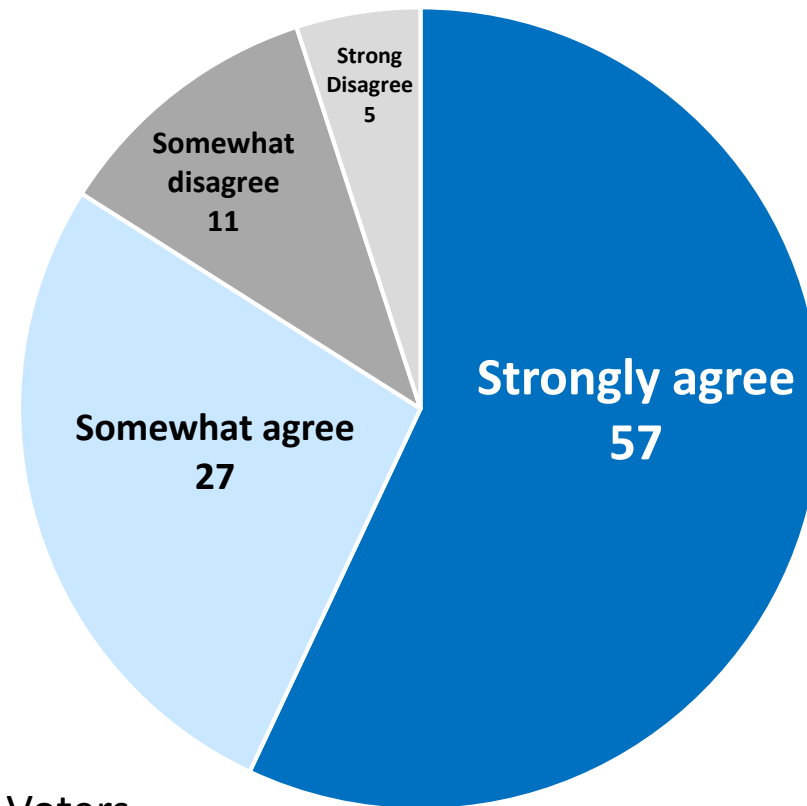
# White supremacist groups pose threat

*Please indicate if you agree or disagree with each of the following statements:*

*White supremacist groups pose a threat to the United States*

Among Latino voters, 74% believe that White supremacist groups pose a threat to the United States.

The majority, 57%, strongly agree.



National Latino Registered Voters

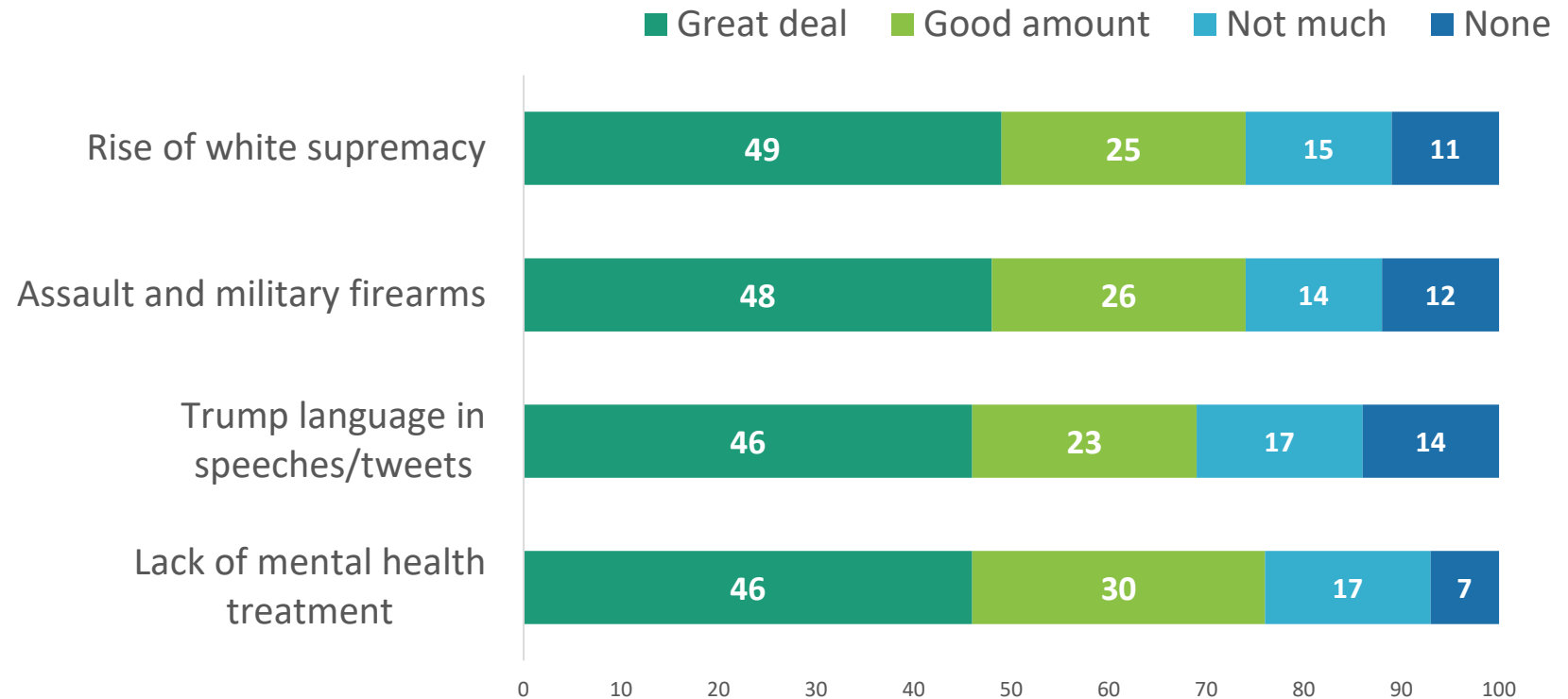


# Factors responsible for El Paso shooting

*How much responsibility – if any – does each item bear for the mass shooting that took place at a Walmart in El Paso*

69% of Latino voters make a direct connection between language used by President Trump and the El Paso shootings

74% sight the rise of white supremacy as a contributing factor



National Latino Registered Voters

# Wide support for stronger gun laws

*Please indicate if you agree or disagree: Congress should pass a law expanding background checks to all gun sales and transfers.  
Please indicate if you agree or disagree: Congress should ban the sale of assault weapons like the AR-15 rifle.*

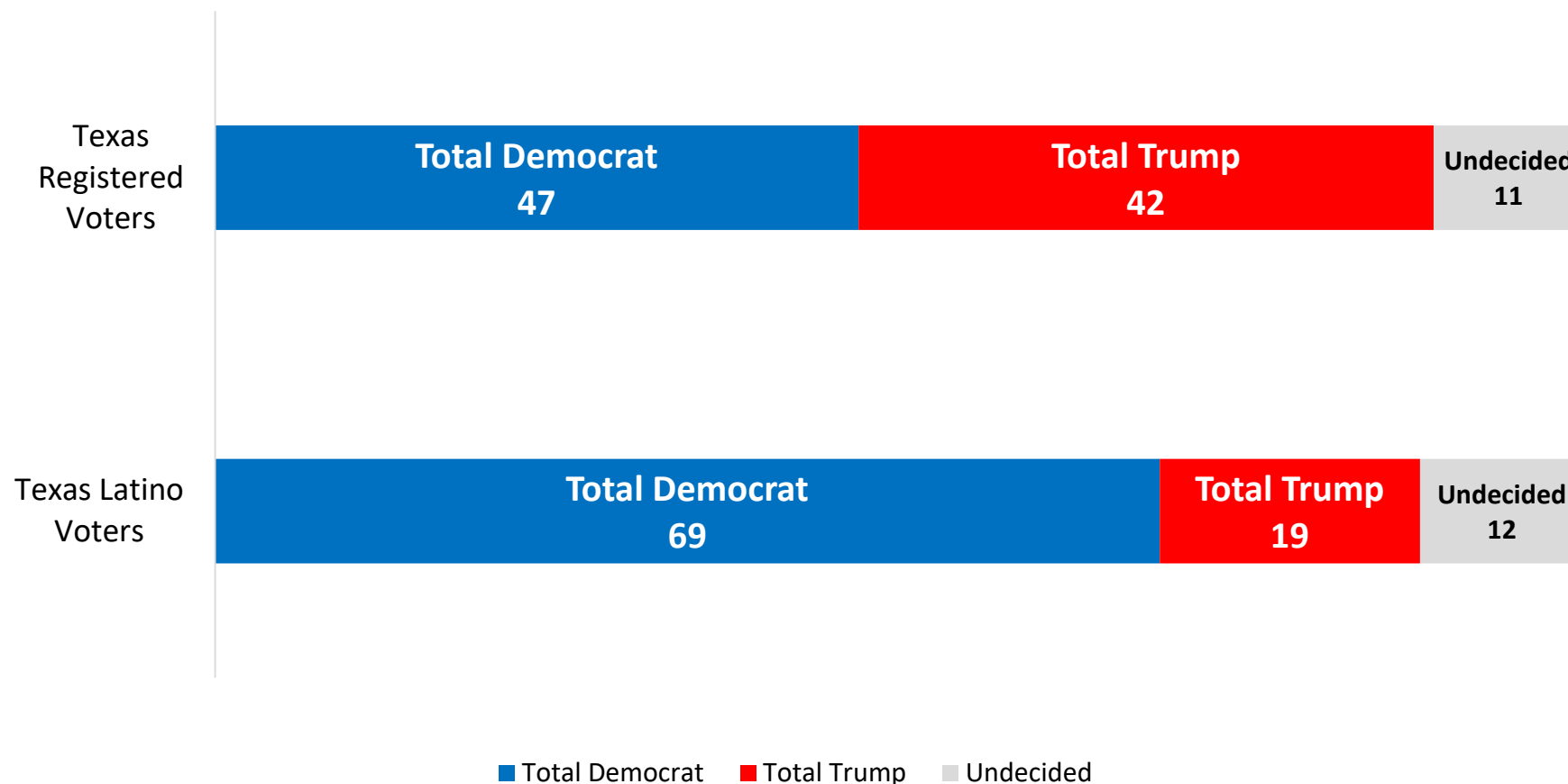
An overwhelming majority (92%) believe Congress should pass a law expanding background checks on all gun sales and transfers; 76% strongly agree. And, 84% of Latinos support a ban on assault weapons



# Presidential Vote in Texas Statewide

*Thinking ahead to the 2020 election for President of the United States, do you plan to vote for [ROTATE: Donald Trump or the Democratic Candidate?]*

In a statewide sample (all racial groups) Texans report a +5% preference for a Democratic candidate over Trump in the 2020 presidential race.

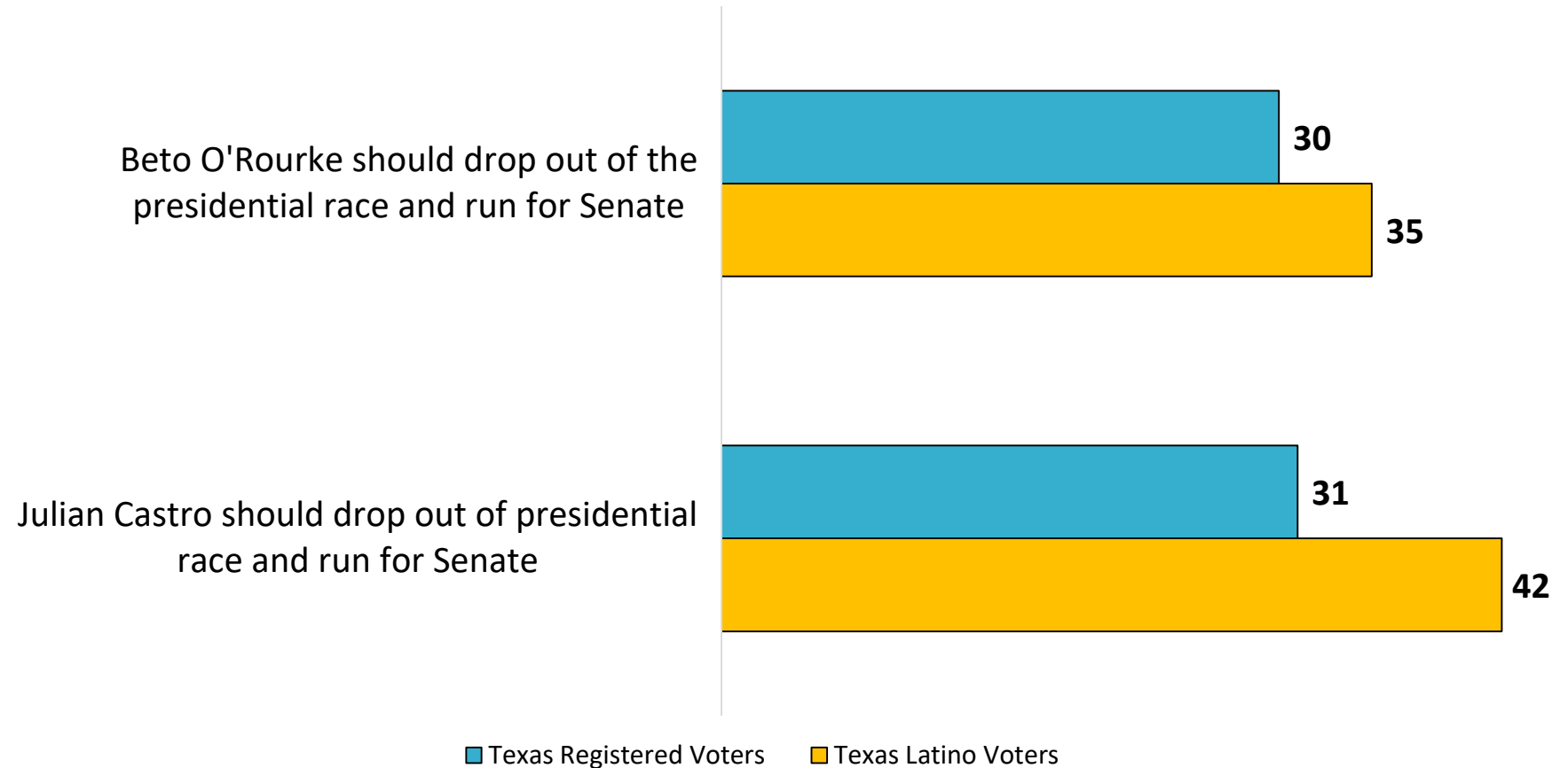


# Castro and O'Rourke - President or Senate

*Are you satisfied with the current field of Democratic candidates running for Senate in Texas, or do you think former [Congressman Beto O'Rourke / Housing Secretary Julian Castro] should drop out of the presidential race and instead run for U.S. Senate in Texas?*

Most Texas voters do not want for Castro or O'Rourke to drop out of the presidential race to run for Senate.

There is a bit more support among Latinos to see Castro in the Texas Senate race though.



# Texas: Democratic Primary Candidate Vote

*[Dem and Dem leaners only] Among the candidates running for President, who are you currently planning to vote for?*

O'Rourke is a leading choice ranking first among Texas Latinos and statistically tied with Biden for first among all voters statewide.

