



CALIFORNIA STATEWIDE LATINO SURVEY

Latino  Decisions

September 2, 2020

Survey Details

2

- Field Dates: August 7-16, 2020
- Mode: Phone & Online
- Total N=1,202 registered Latino voters
- Margin of error +/- 2.8%
- Youth oversample of N=200
- San Joaquin Valley oversample of N=200

Survey Topics

- **The 2020 election, voting and candidates:** Likelihood and enthusiasm about voting in November; mobilizers and vote choice
- **COVID-19:** Experiences and attitudes about the impact of the pandemic
- **Black Lives Matter:** Opinions about policing, protests and the reform movement;
- **Vote-by-Mail:** Past experience with VBM, confidence of safety at the ballot;
- **Prop 16:** Ballot language and support of affirmative action

Key Takeaways

1. While overall enthusiasm for the election is high, younger Latinos demonstrate a lower intensity or enthusiasm about the 2020 election
2. Latinos support the Black Lives Movement, believe police violence is systemic, and younger Latinos in particular support the protests.
3. Latinos express high interest in the vote-by-mail system and questions remain about COVID and in-person voting
4. Proposition 16 is popular among the Latino community, but confusing language on the ballot may cause some Latinos to vote against it.

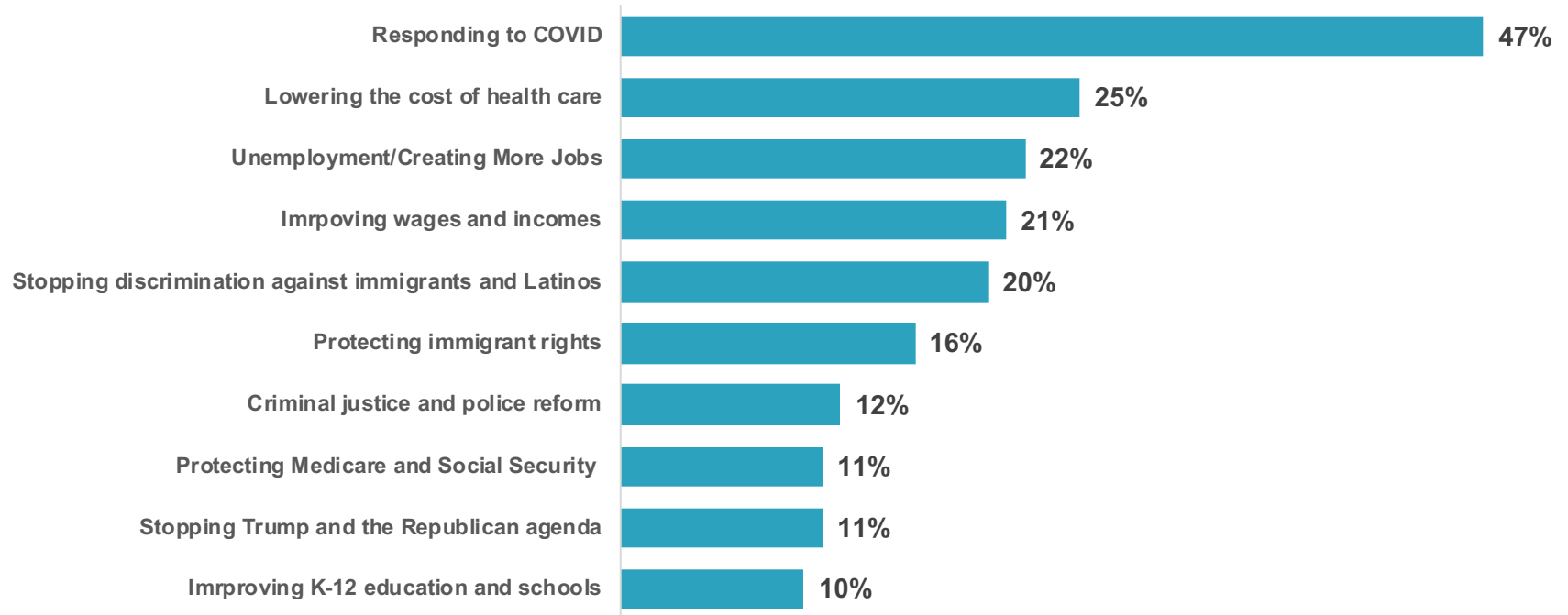
ELECTION 2020 ENTHUSIASM AND VIEWS ON PARTIES AND CANDIDATES



Top Issues for California Latinos

On the whole, what are the most important issues that you want for the next President and Congress to address?
(Respondents could select up to three)

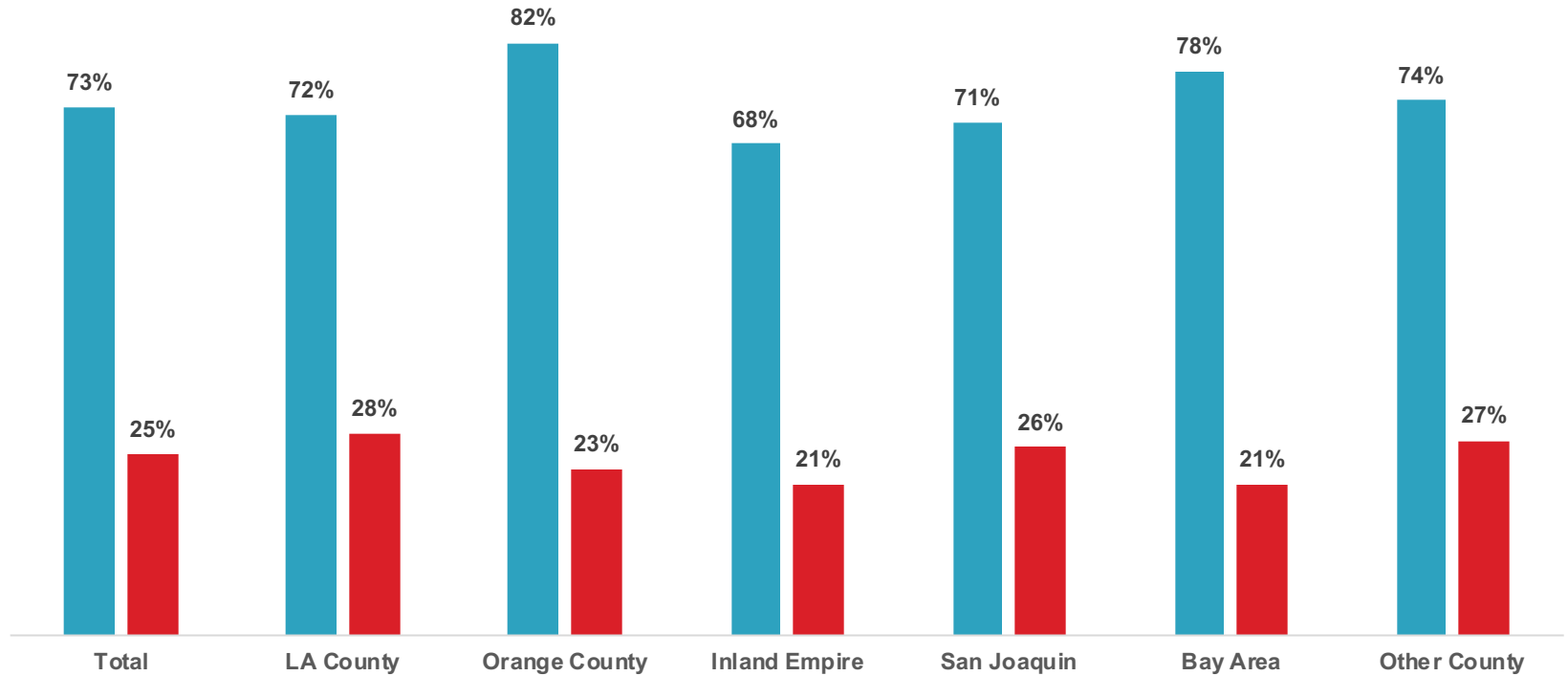
Top 10 Issues Among Latinos in California



Latinos Certain to Vote and Satisfaction with the Direction of the Country

■ % of Latinos Certain They Will Vote

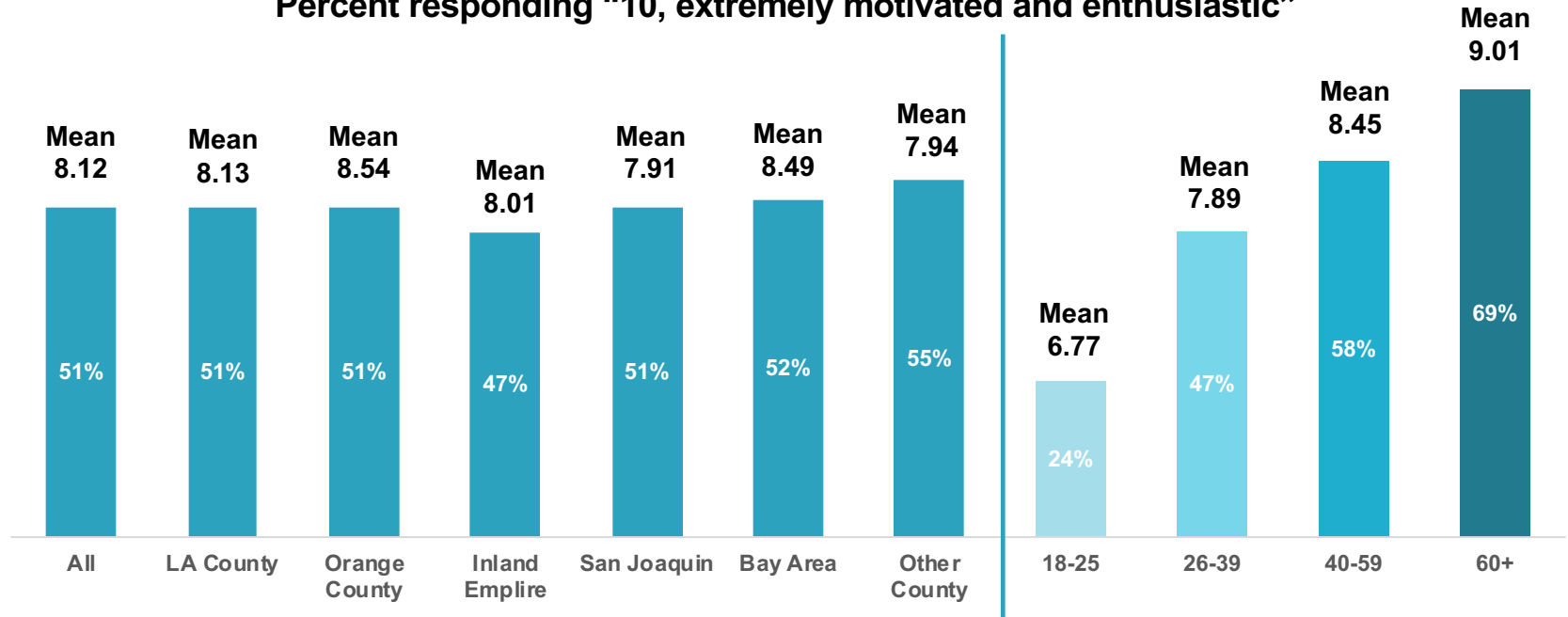
■ % of Latinos Who Believe The Country Is Headed In The Right Direction



Latino Voter Mobilization and Enthusiasm in 2020

On a scale from 0 to 10, how motivated and enthusiastic would you say you feel about voting in the 2020 election?

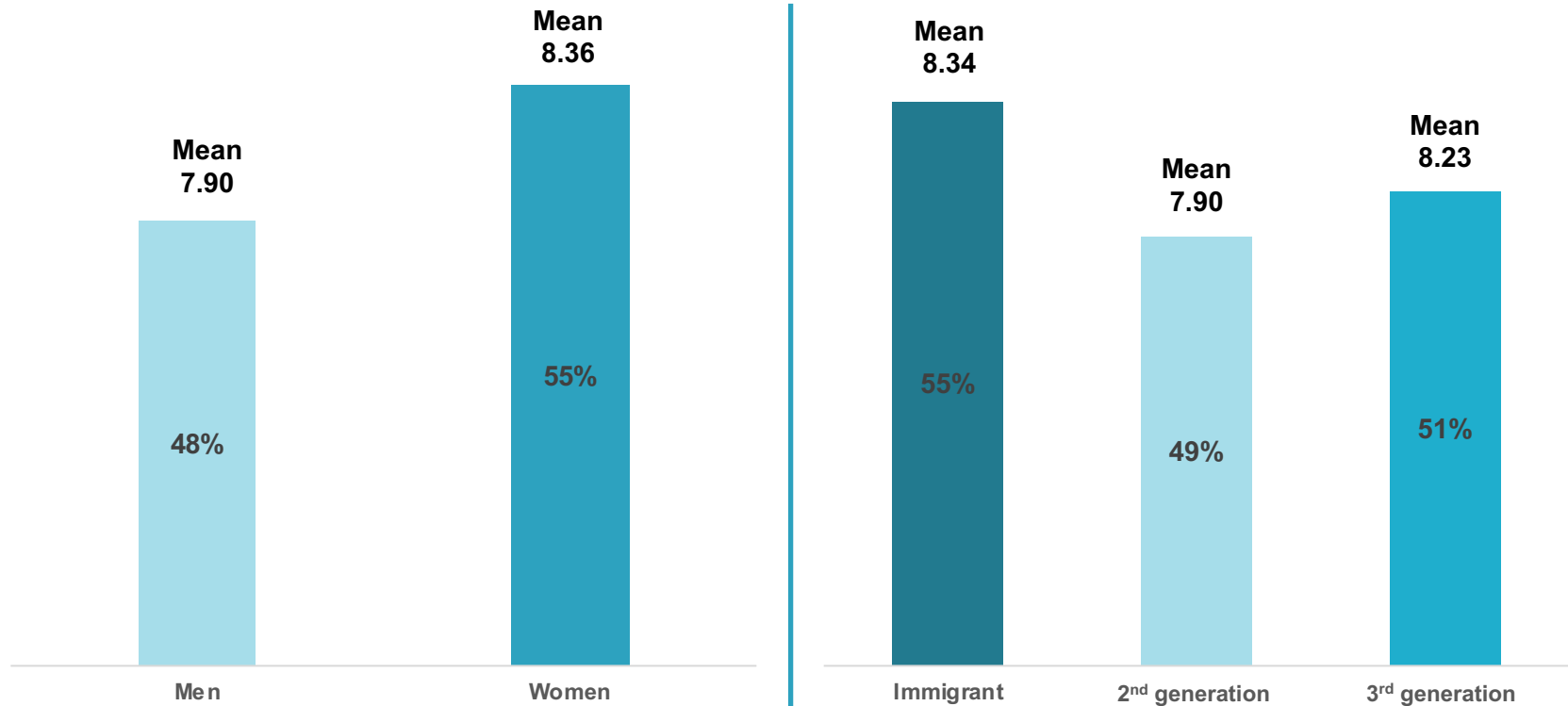
Percent responding “10, extremely motivated and enthusiastic”



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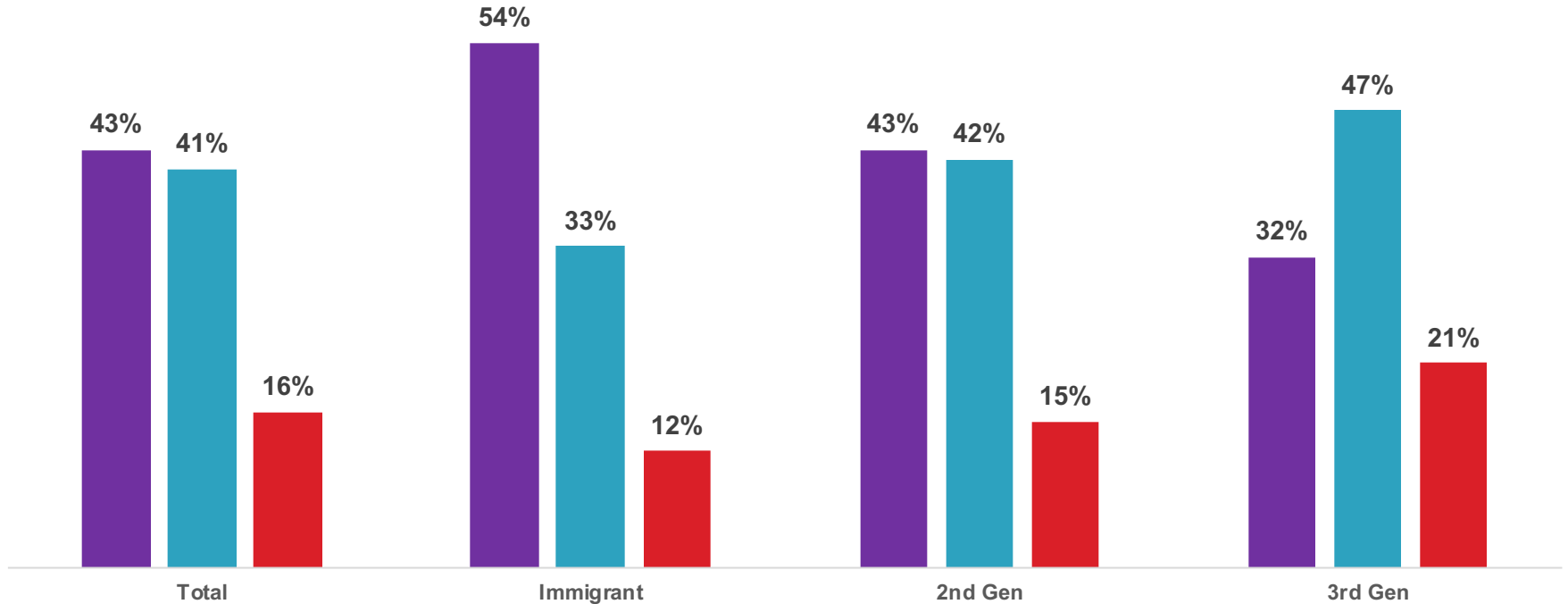
What is motivating Latinos to vote in 2020

Which of the following do you agree with most?

■ I want to support the Latino community

■ I want to support the Democratic candidate

■ I want to support the Republican candidate

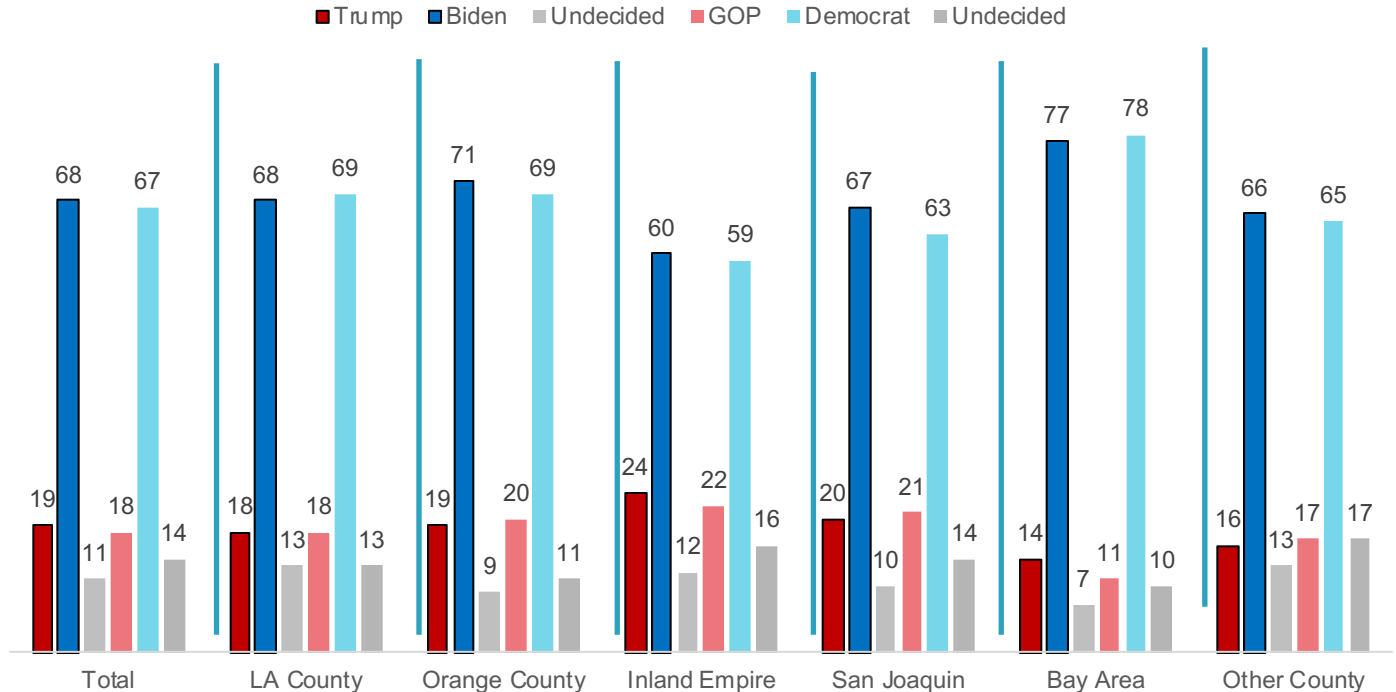


Latino Vote Choice

Thinking about [Presidential election/election for U.S. Congress] do you plan to vote for [Republican candidate Donald Trump or the Democrat Joe Biden/the Republican candidate or the Democratic candidate]?

Support for Biden and Democratic candidates is high across the state

The Inland Empire has the highest support for both Trump and GOP candidates but also has the high percent of Latinos who are undecided voters.



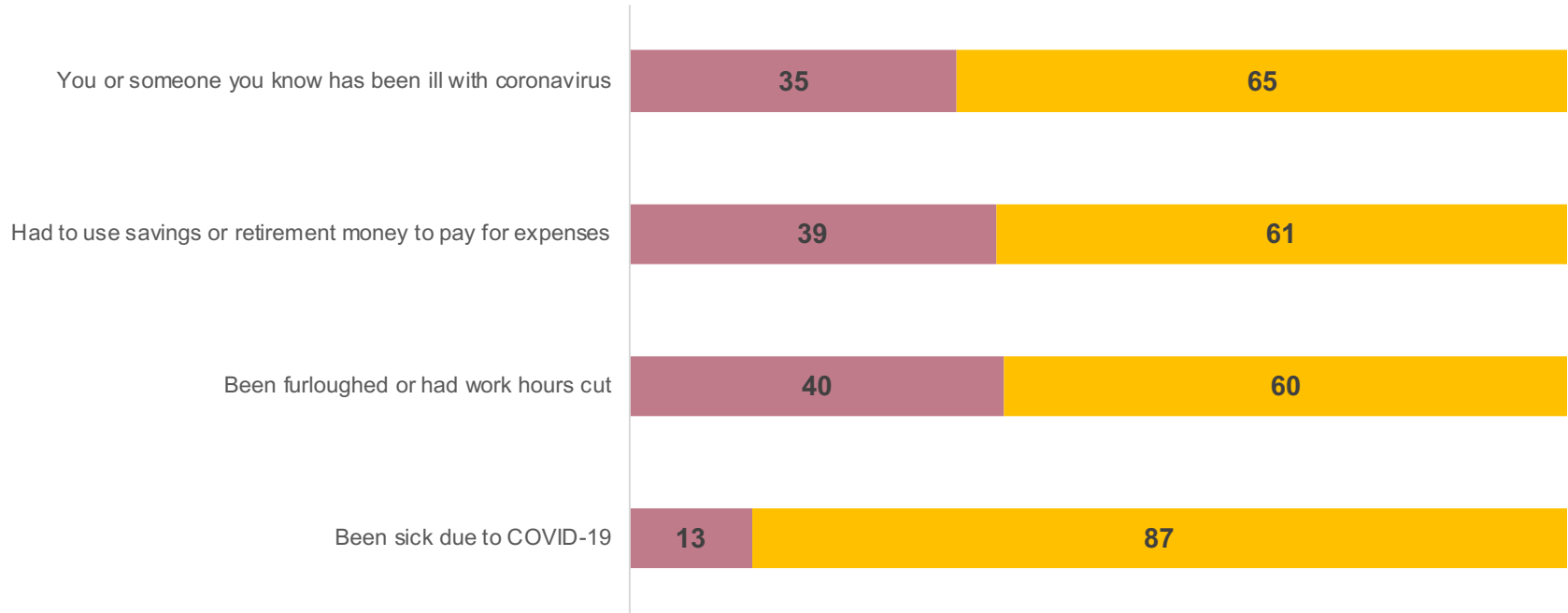
COVID AND BLM MOVEMENT



Impact of COVID on Latino families

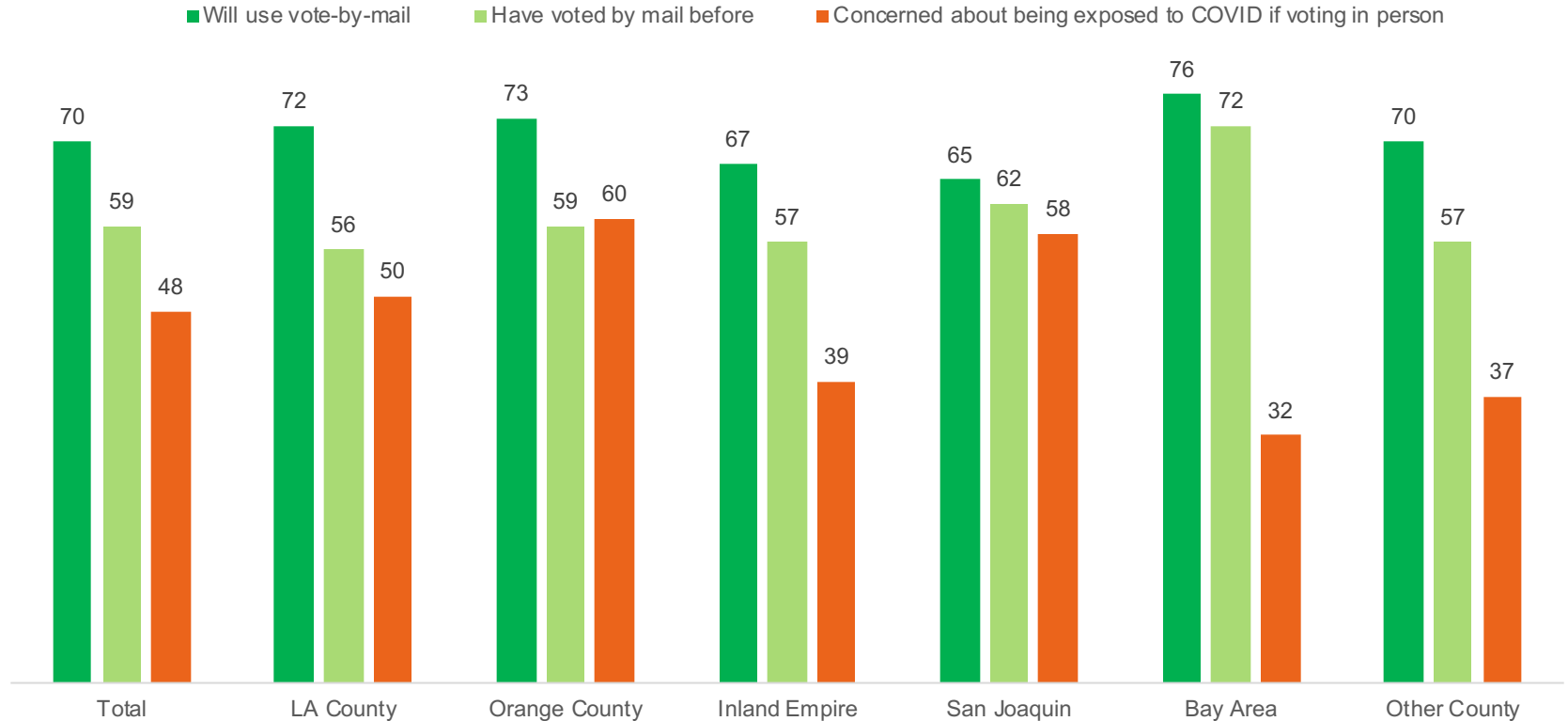
Over the past few months as a result of the coronavirus or COVID-19, have you, or someone in your household...

■ Yes ■ No



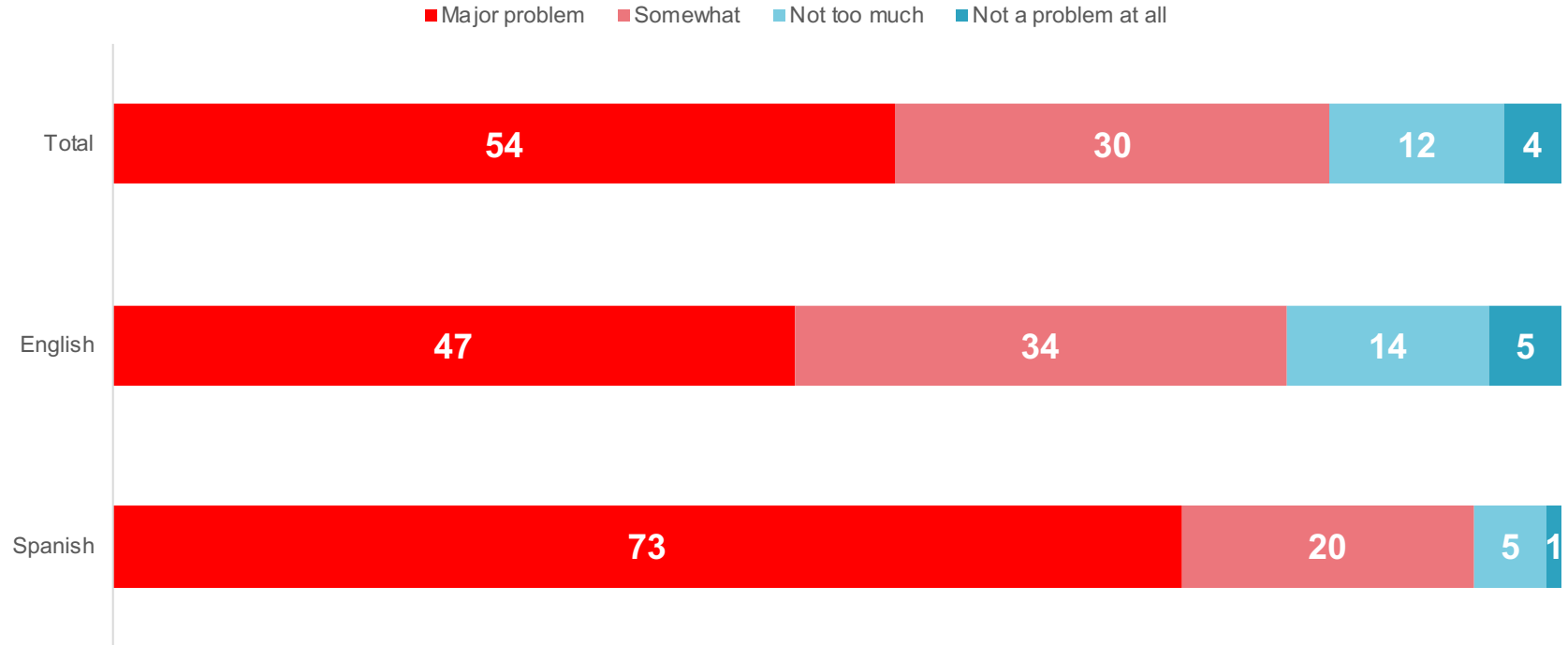
Latinos and vote-by-mail

Most Latinos note that they will be using the vote-by-mail system and nearly half note that they are concerned they will be exposed to COVID if they vote in person.

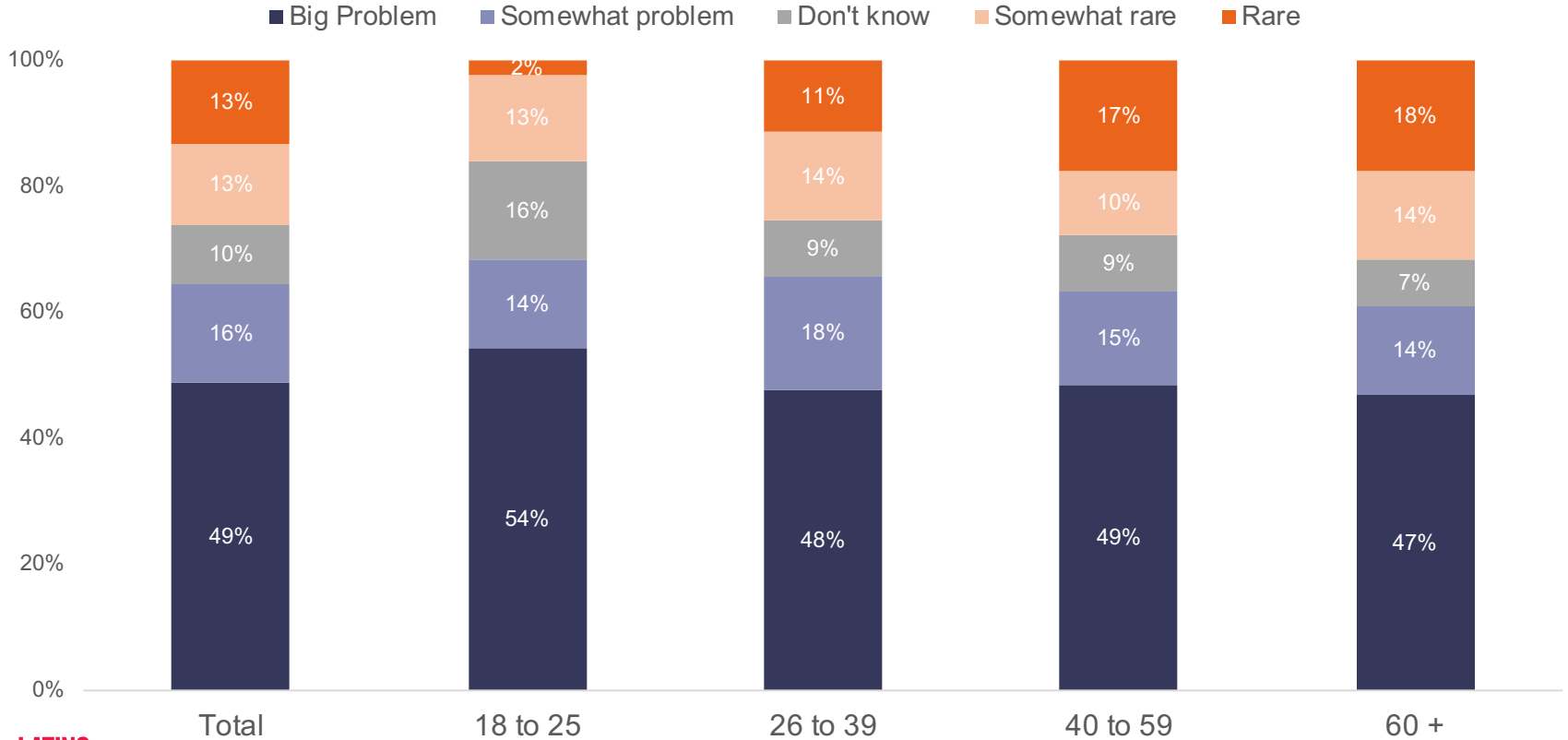


Racism against Latinos and Immigrants

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



Do you think police violence against Black people is a big problem or these incidents are rare?

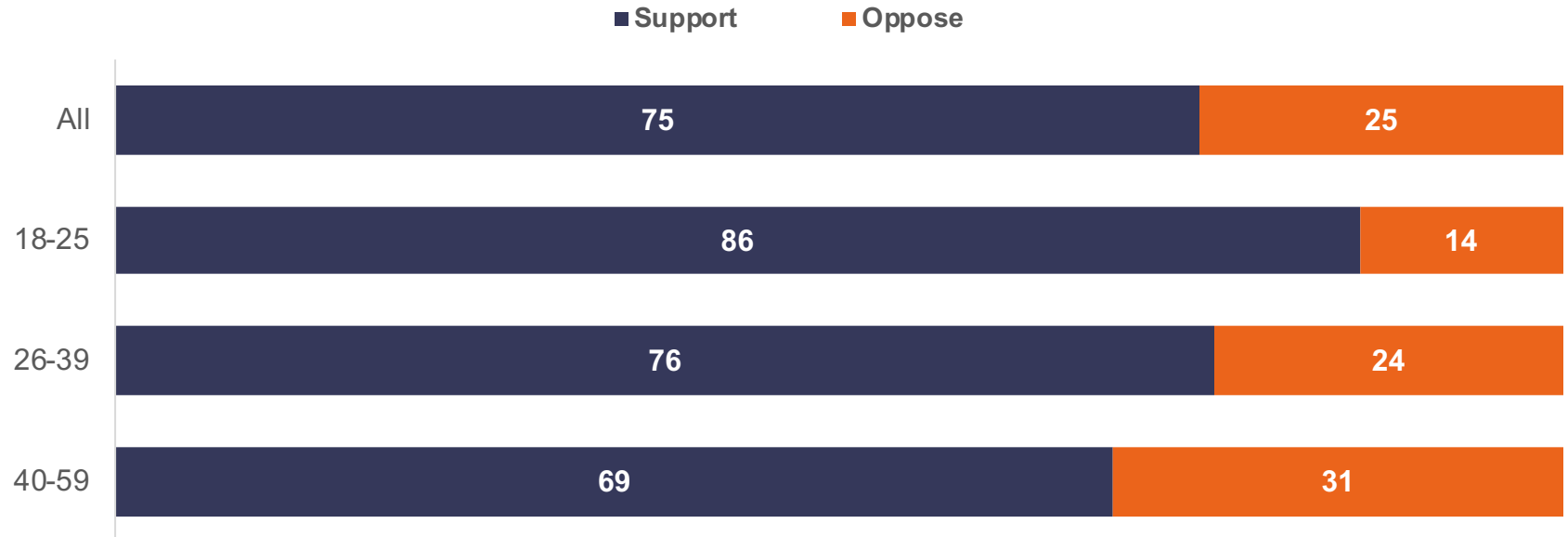


Overall, Latinos support BLM protests

Some cities have recently experienced protests related to the police killing of George Floyd, an unarmed black man, in support of Black Lives Matter. Generally speaking, do you support or oppose the protesters?

17

Latino support for BLM protests

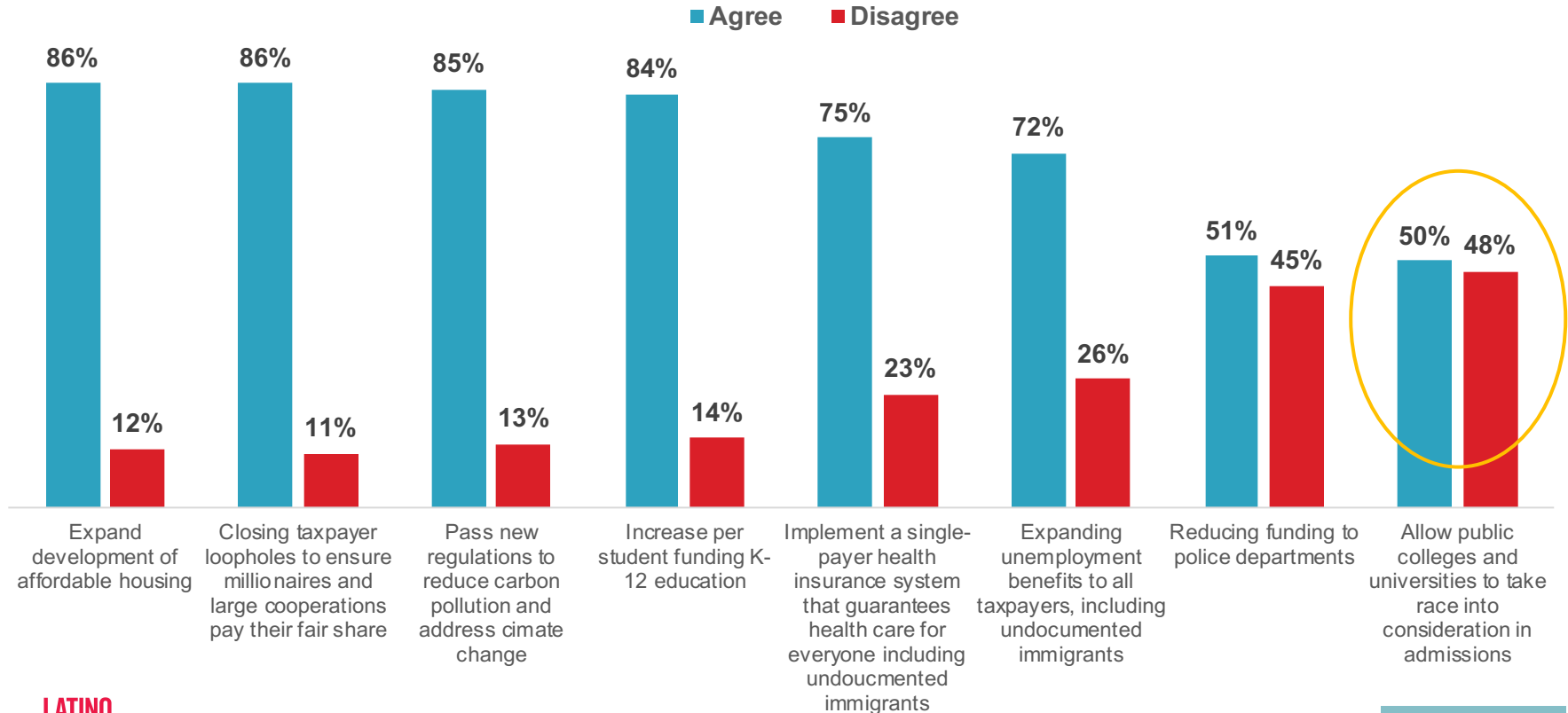


POLICY ISSUES AND PROP 15 & 16



Policy Issues Important to Californians

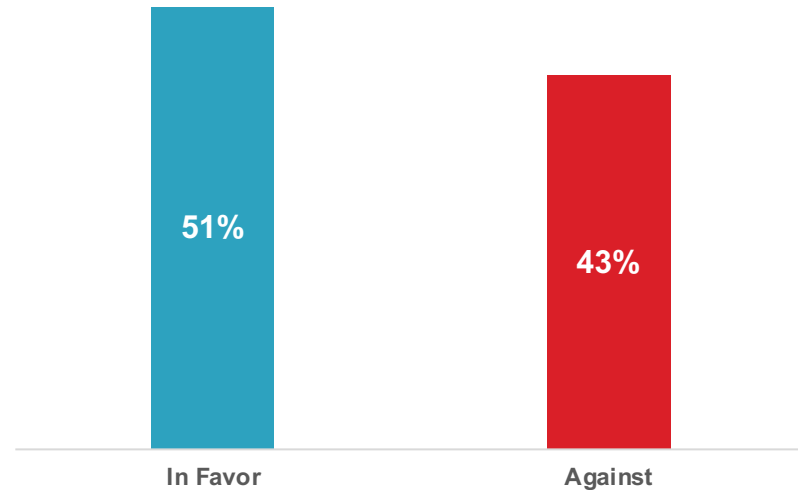
Please indicate if you agree or disagree that the state of California should take new steps to address:



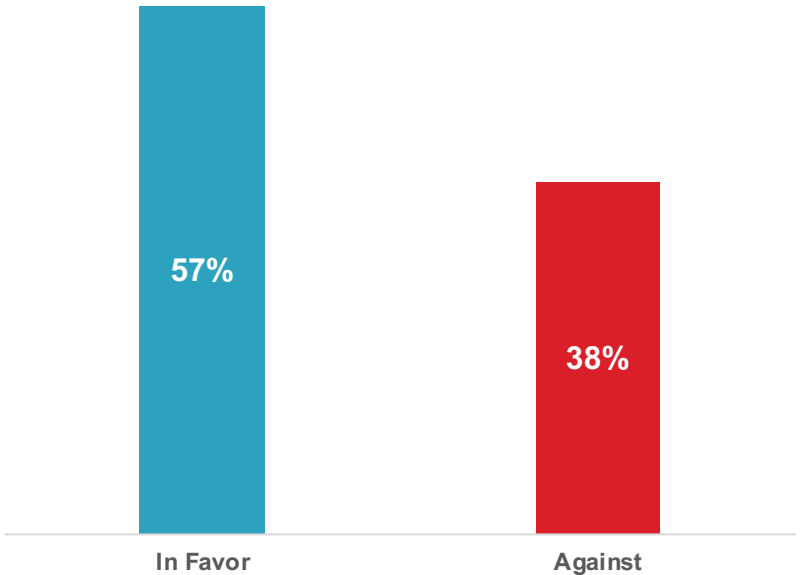
Proposition 16 Ballot Language

Proposition 16, called “Repeal Proposition 209 Affirmative Action Amendment,” would repeal proposition 209 which passed in 1996...

Prop 209 ended the process of taking race, sex, color, ethnicity, and national origin into account in public employment, public education, and public contracting. Prop 16 repeals Prop 209 and would allow California to take race or ethnicity into account once again in employment, education and contracting.

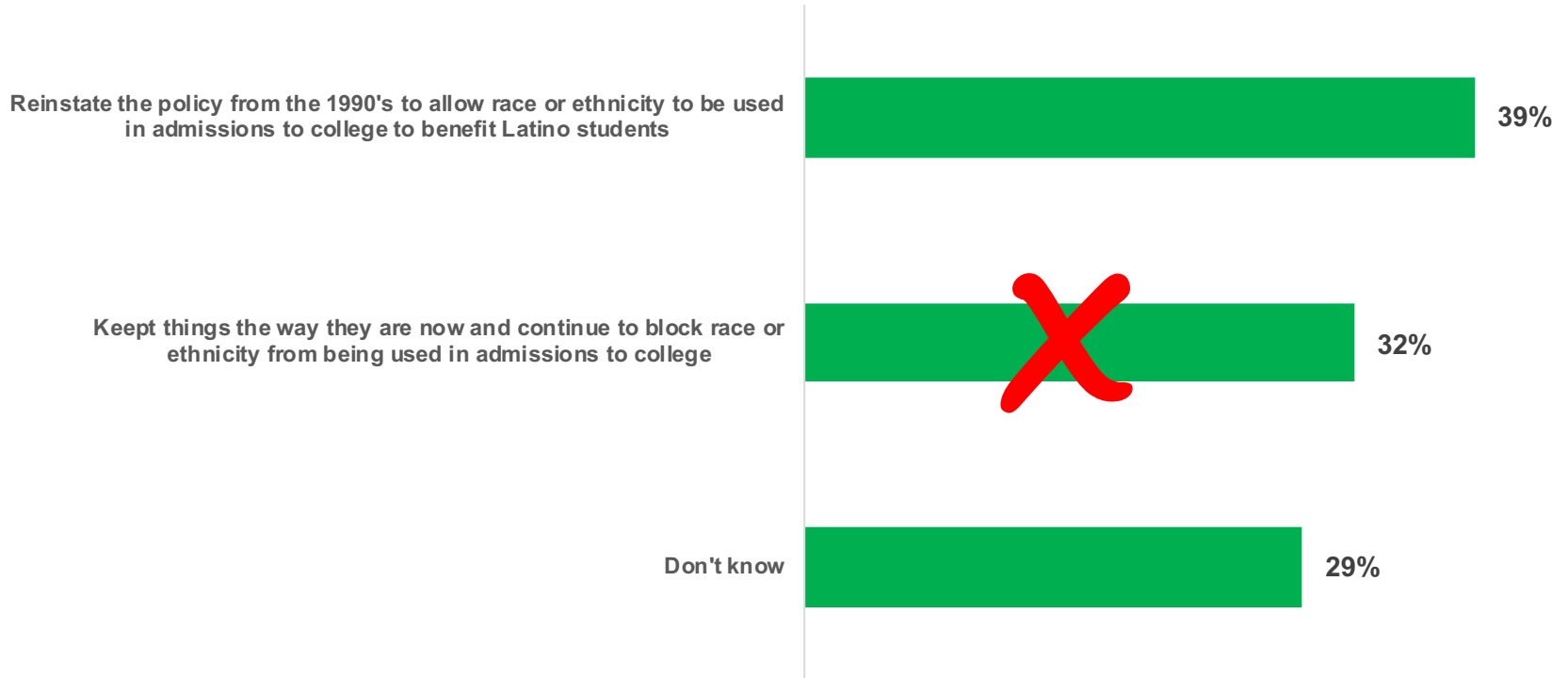


Prop 209 states that the state cannot discriminate against or grant preferential treatment to persons on the basis of race, sex, color, ethnicity or national origin in public employment, public education, and public contracting. Prop 16 repeals Prop 209.



Perceptions of what Prop 16 will do

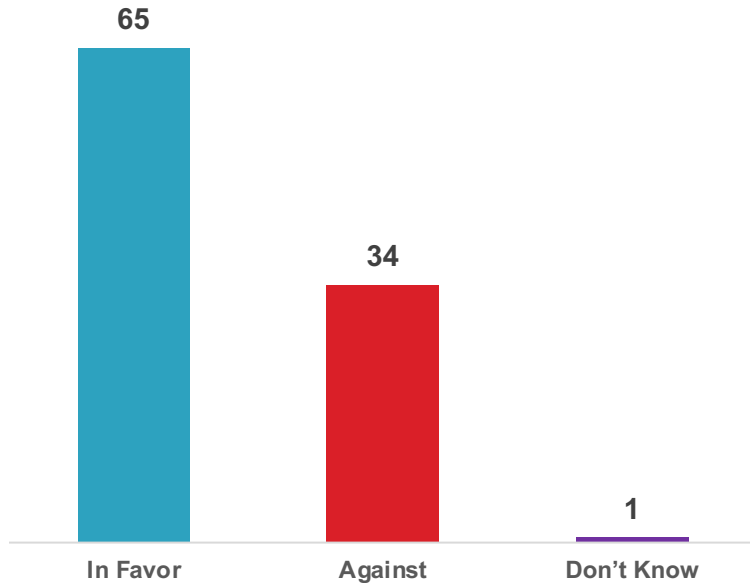
Based on what you have now heard, do you think a 'Yes' vote on Prop 16 will:



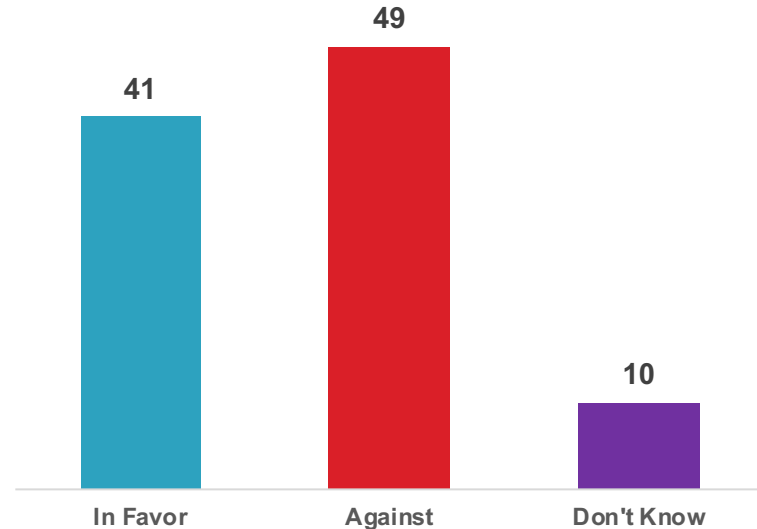
Ballot Language is Important

Favorability towards Proposition 16 based on knowledge of Prop 16

Latino favorability towards Proposition 16 among those who said it would reinstate affirmative action



Latino favorability towards Proposition 16 among those who said it either keeps the status quo or that they don't know



Numbers are Effective

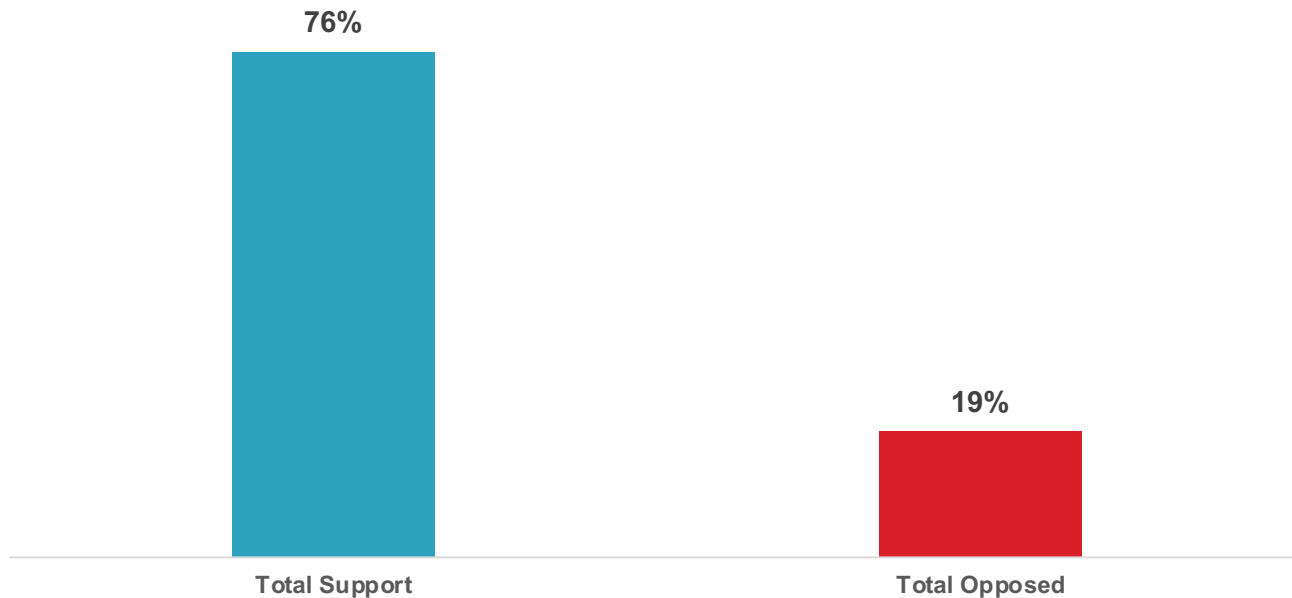
Today, even though [Hispanic/Latinos] make up 40% of the California population, they make up only 22% of the University of California student population. Prop 209 created this problem. A yes vote on Prop 16 will repeal Prop 209 and help the [Hispanic/Latino] community receive an equal opportunity to pursue a higher education here in California

23

Latinos are confused with the language of Prop 16 and support depends on their interpretation.

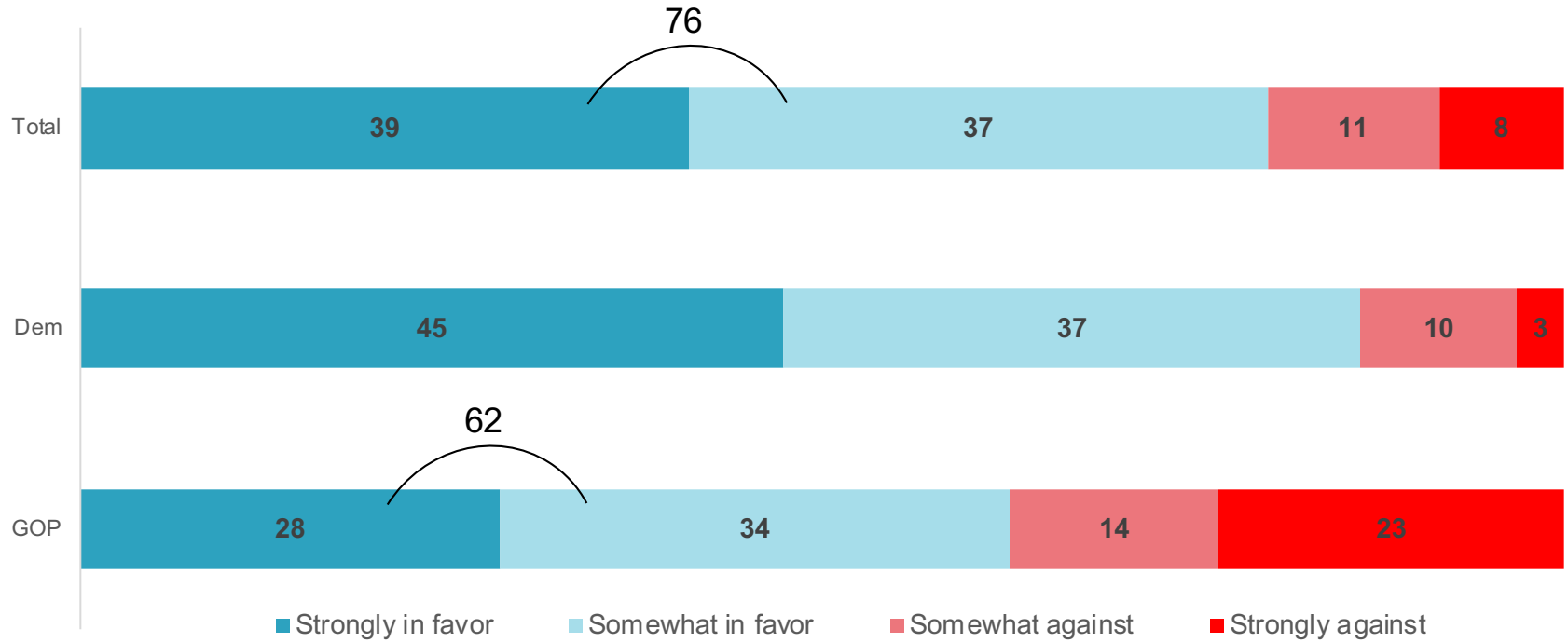
However, when given data and numbers to display the disparities, support for Proposition increases overall.

Support for Prop 16 after being shown UC statistics



Support for Proposition 15

Proposition 15 is called Increasing Funding for Public Schools, Community Colleges and Local Government Services by Changing Tax Assessment of Commercial and Industrial Property. This would require commercial and industrial properties to be taxed based on their current market value rather than their original purchase price. The new tax revenue would be invested in local public schools and local governments. Would you vote in favor of this initiative or vote against it?



Key Takeaways

1. Enthusiasm and turnout
2. Both Dems and GOP opportunities to increase outreach to Latinos
3. Latinos support the Black Lives Movement
4. High levels of confidence with vote-by-mail
5. Confusion in ballot language can play a role in how Latinos vote on Prop 16



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