



# LATINO VOTERS IN THE 2020 ELECTION NATIONAL SURVEY RESULTS

November 5, 2020

Latino  Decisions

African American Research Collaborative

Asian American  Decisions

# About the Survey

**Total N=15,200 registered voters (+/- 0.8%)—5300 Latinos (+/- 1.4%)**

- Representative samples: Latino, African American, AAPI, Native American and White voters
- State samples: AZ, CA, CO, FL, GA, MI, NC, NV, OH, PA, TX, WI

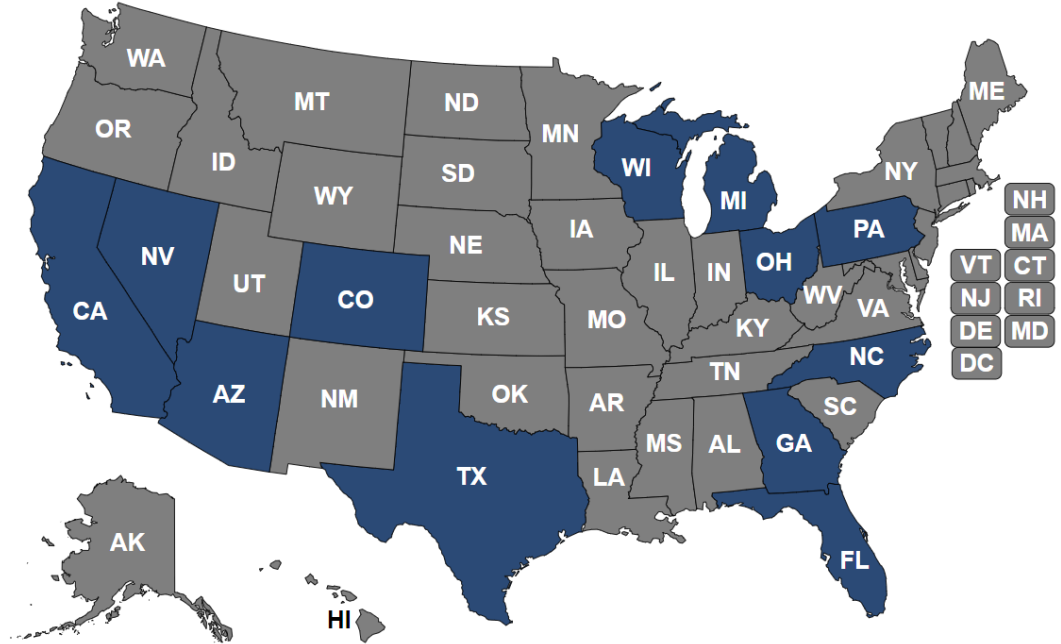
**Field Dates: October 23 - November 2, 2020**

- Screen already voted, certain voted
- Blended sample, 68% online, 32% live telephone interviews
- Language according to respondent preference: English, Spanish, Chinese Mandarin, Chinese Cantonese, Korean, Tagalog, Vietnamese, Hmong

**[Full Methods Statement on ElectionEve2020.com](https://electioneve2020.com)**

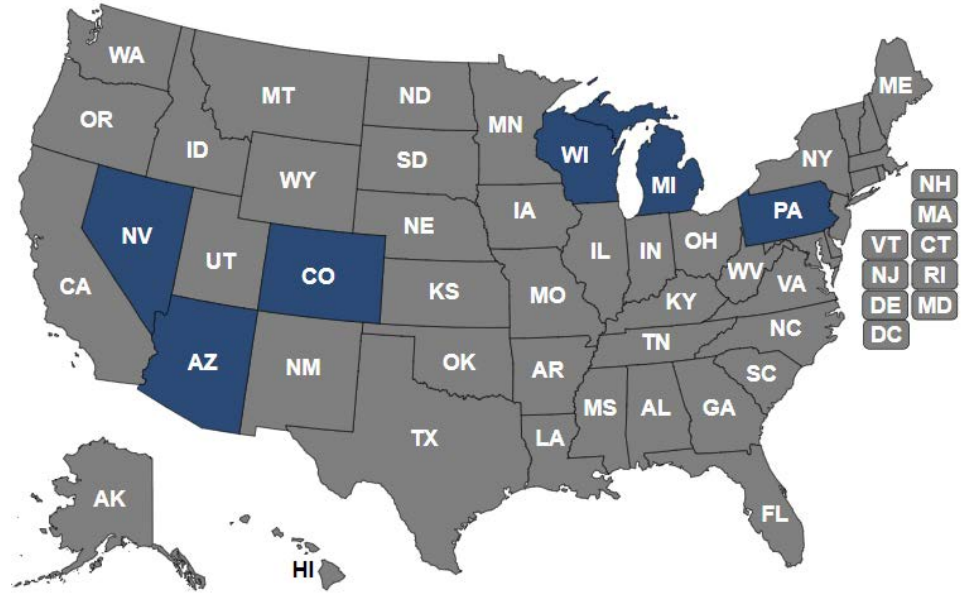
# National Survey and State Oversamples

<b>National 50-State Total</b>	<b>Latino</b> <b>5,300</b> ( $\pm 1.4\%$ )
<b>State Samples Total N</b>	<b>4,800</b> ( $\pm 4.9\%$ )
Arizona	400
California	400
Colorado	400
Florida	800 ( $\pm 3.5\%$ )
Georgia	400
Ohio	400
Michigan	400
North Carolina	400
Nevada	400
Pennsylvania	400
Texas	400
Wisconsin	400



# Current Latino Estimated Turnout

- Nevada 250,000
- Arizona 700,000
- Wisconsin 135,000
- Michigan 110,000
- Pennsylvania 300,000
- Colorado 300,000

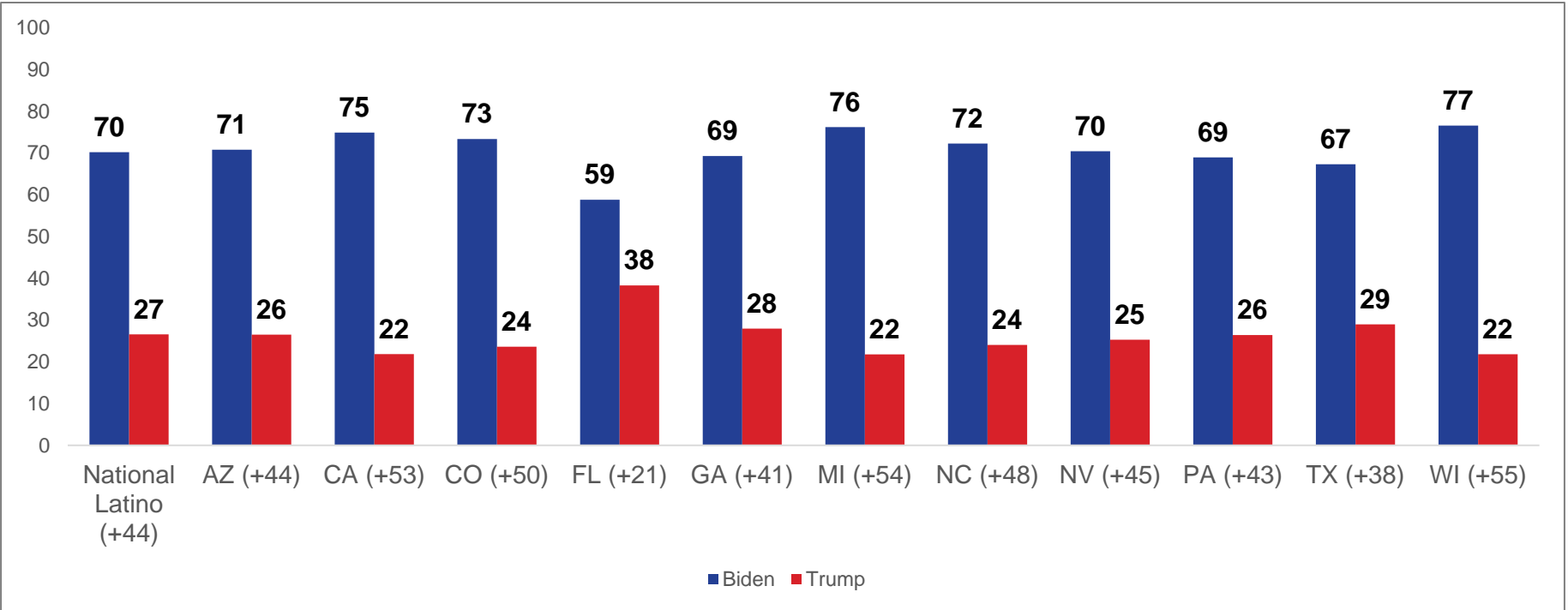


2020 VOTE CHOICE



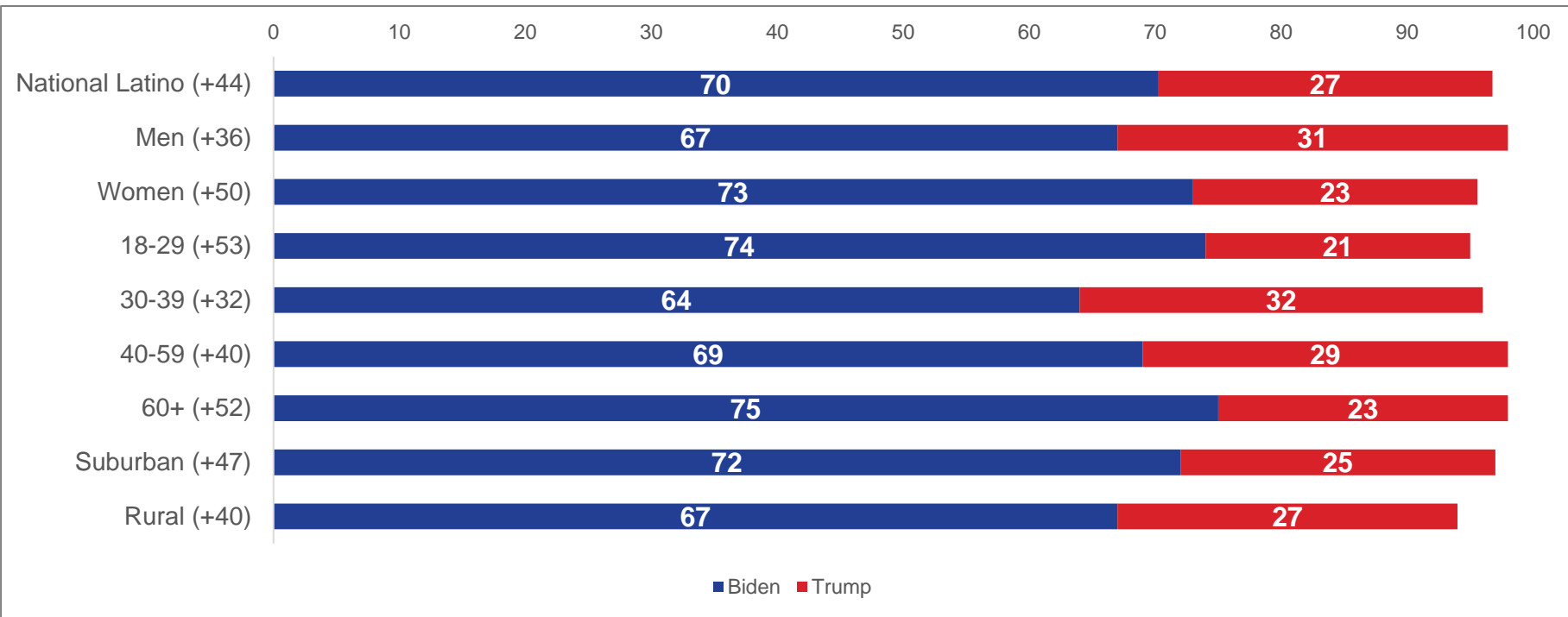
# Latino Presidential Vote by State

In the election for President, did you vote for the Democratic candidate Joe Biden, Republican candidate Donald Trump or someone else?



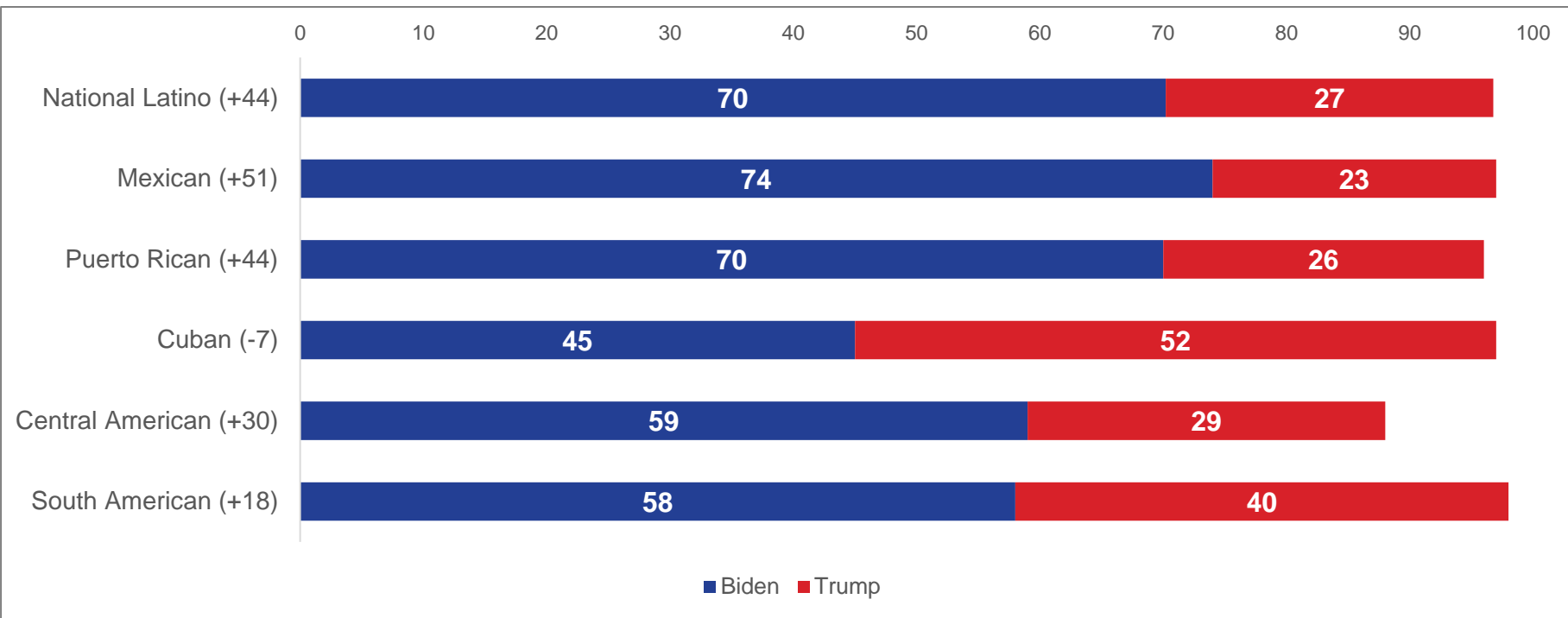
# Presidential Latino Vote by Subgroup

In the election for President, did you vote for the Democratic candidate Joe Biden, Republican candidate Donald Trump or someone else?



# Presidential Latino Vote by National Origin

In the election for President, did you vote for the Democratic candidate Joe Biden, Republican candidate Donald Trump or someone else?

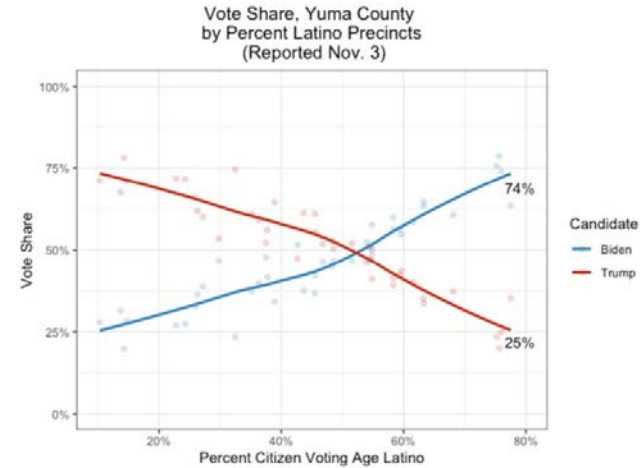
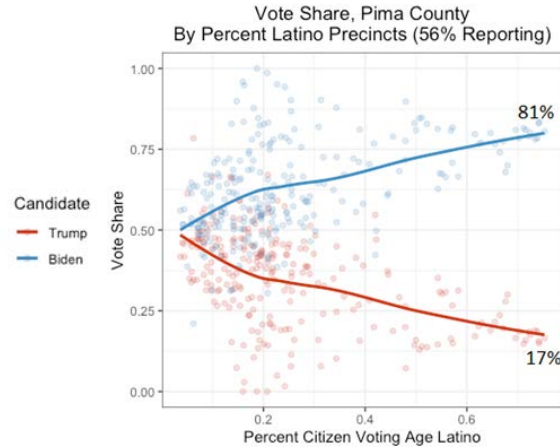
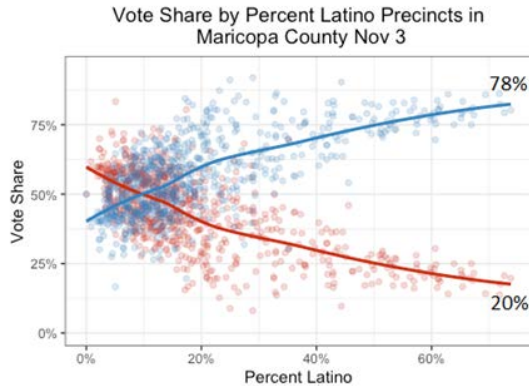




# Closer Look at Arizona—Potential Flip

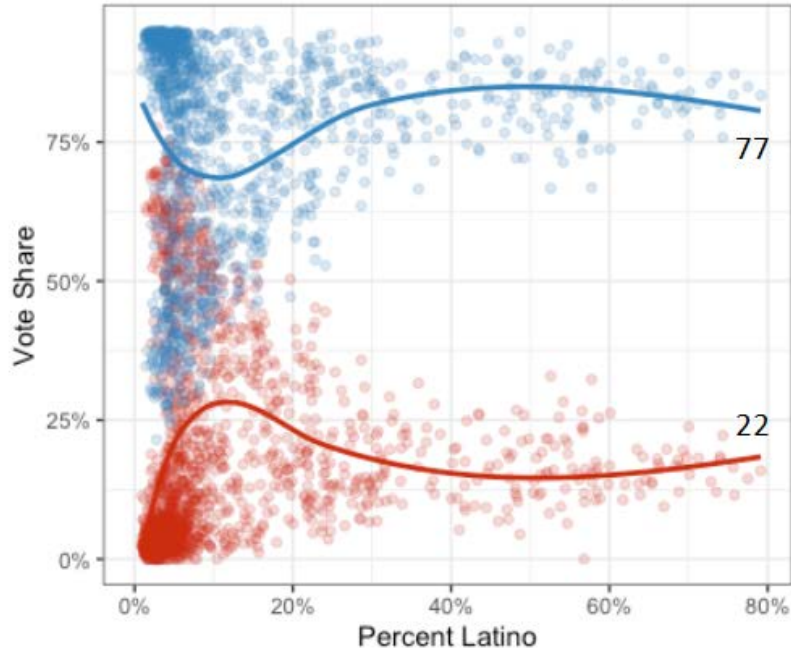
Precincts with high concentrations of Latino voters show:

- Over 75% support for Biden in Maricopa County
- 80% support for Biden in Pima County
- 74% support for Biden in Yuma County

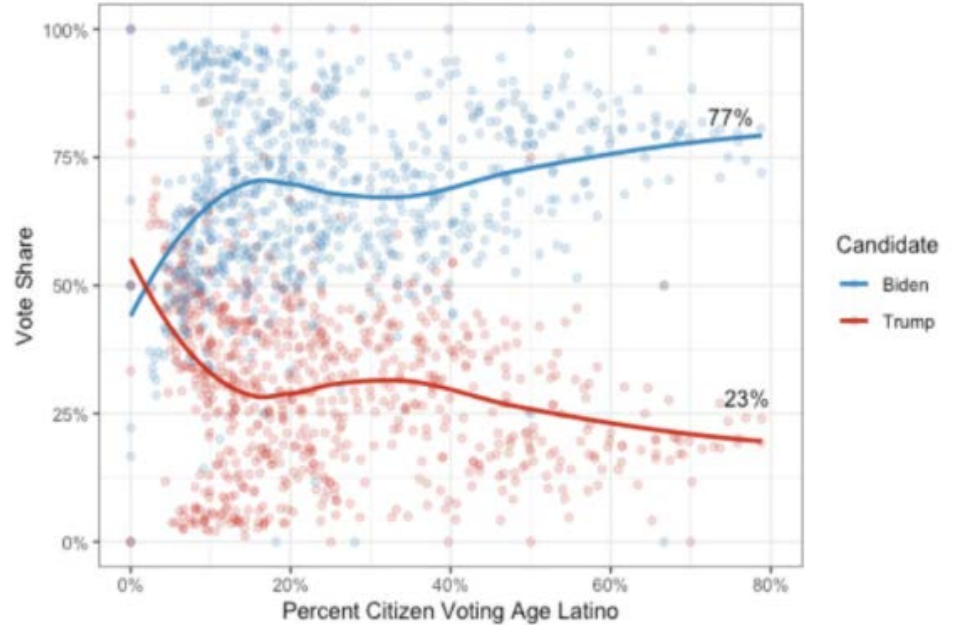


# Other Illustrative Results—PA and TX

Presidential Vote by Percent Latino  
Precincts Philadelphia County, PA

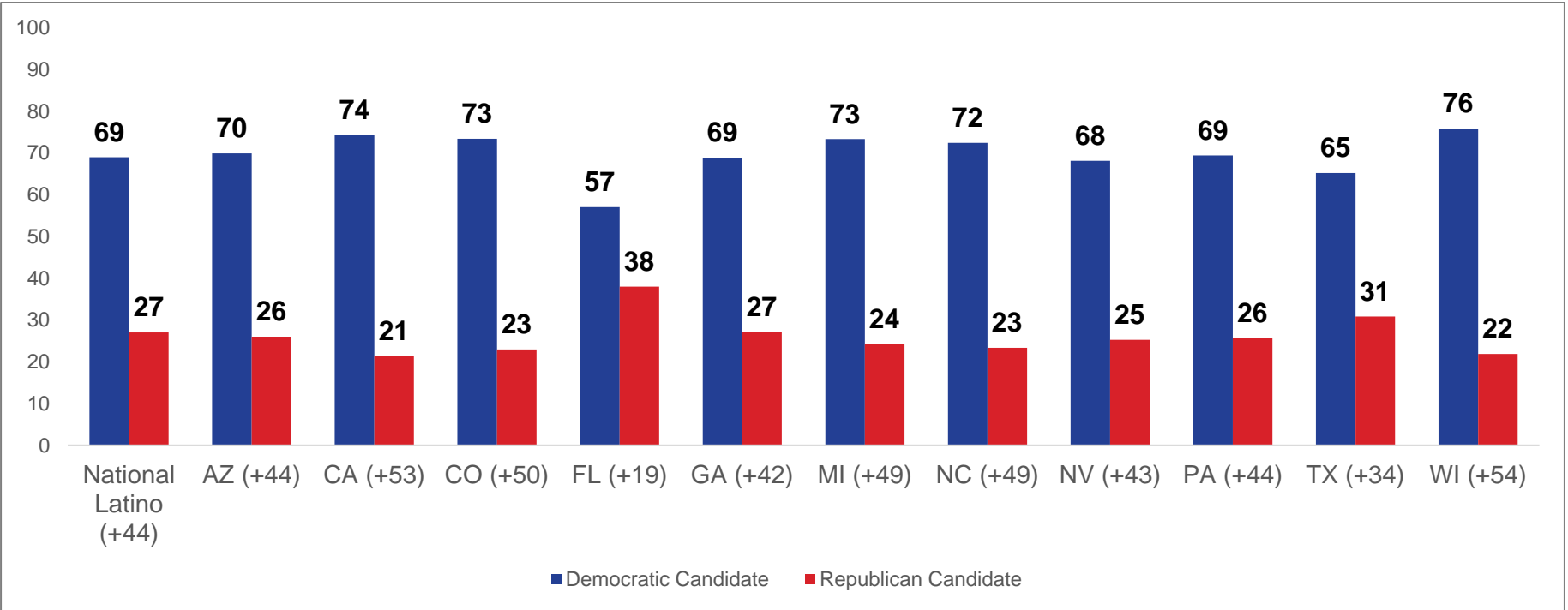


Vote Share, Dallas County  
by Percent Latino Precincts  
(43% reporting)



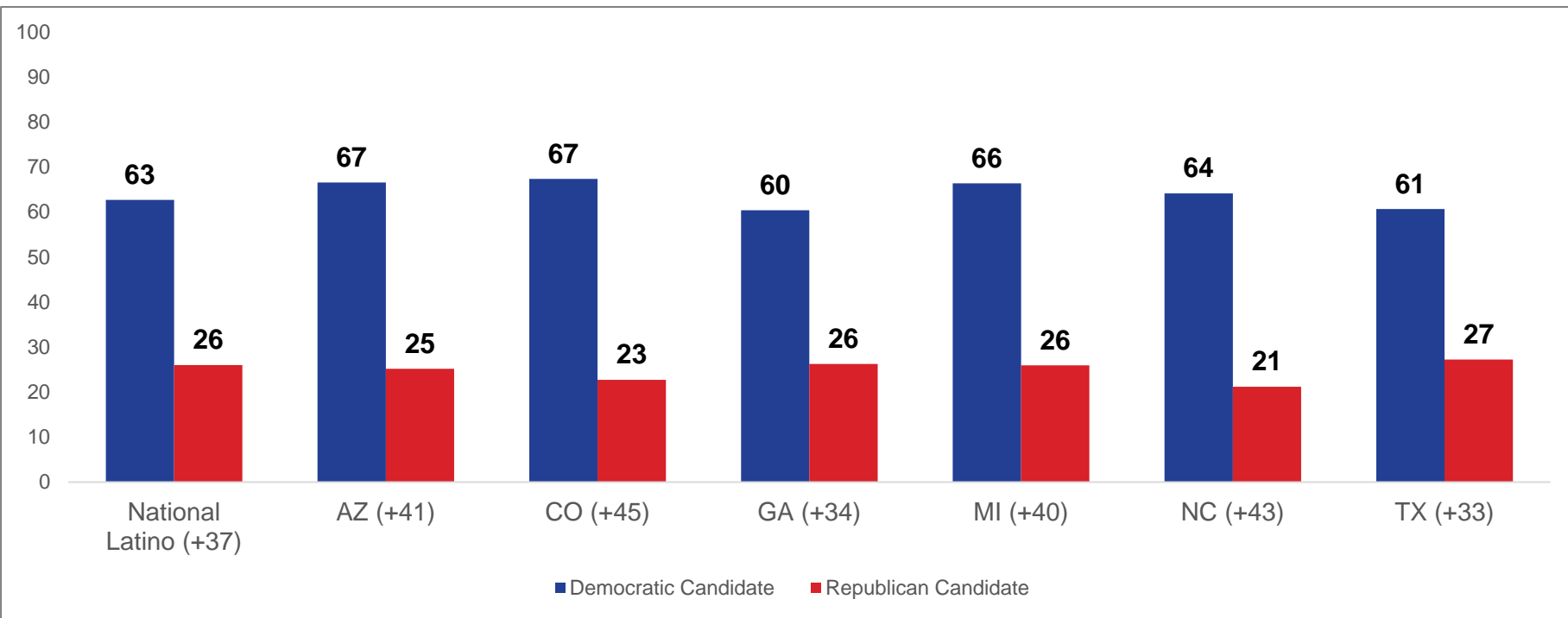
# House Vote by State

In the election for U.S. House of Representatives, did you vote for the Democratic candidate or the Republican candidate in your district?



# Senate Vote by State

In the election for U.S. Senate, did you vote for the Democratic candidate or the Republican candidate?



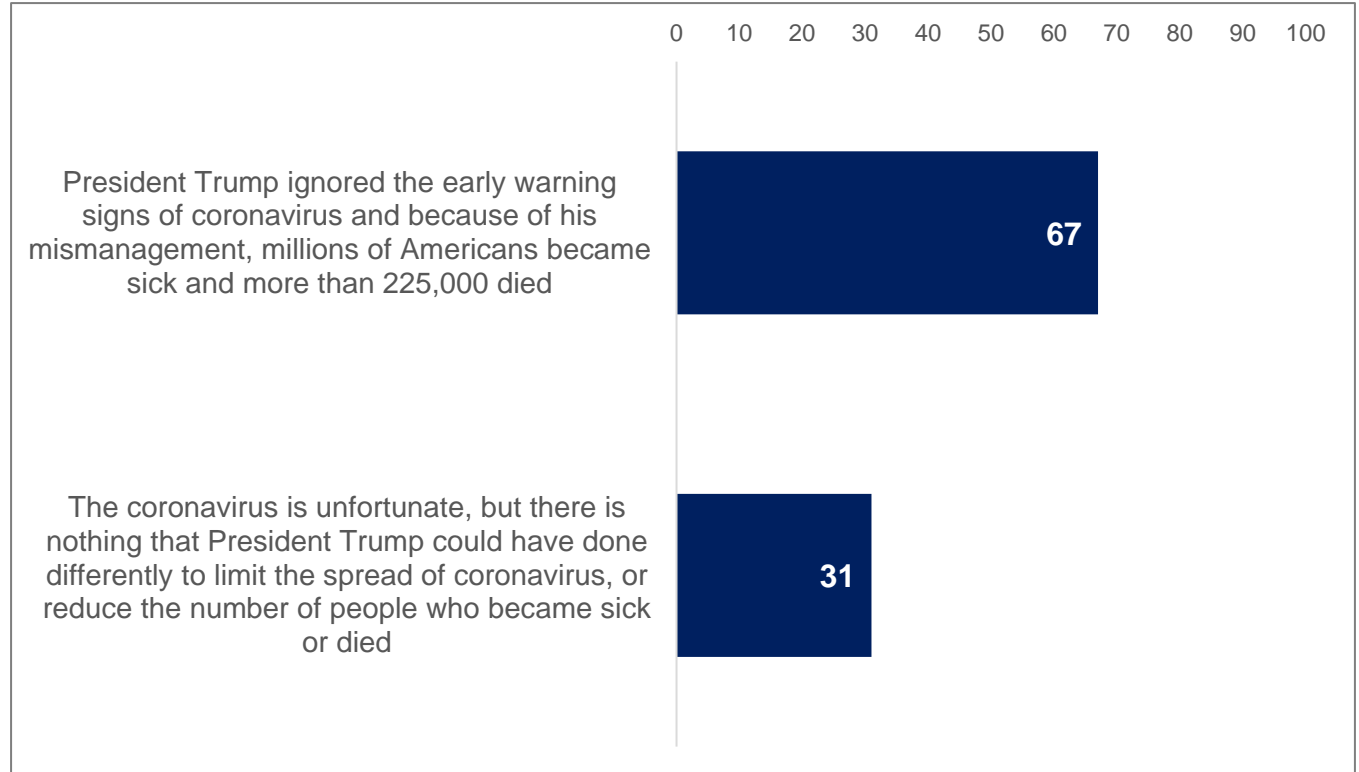
# REFERENDUM ON TRUMP



# Referendum on Donald Trump - COVID

Overwhelmingly, Latino voters say that Trump ignored the early warning signs of Coronavirus.

Latinos see COVID a threat and nearly 70% strongly support a national mandate to wear masks in public.



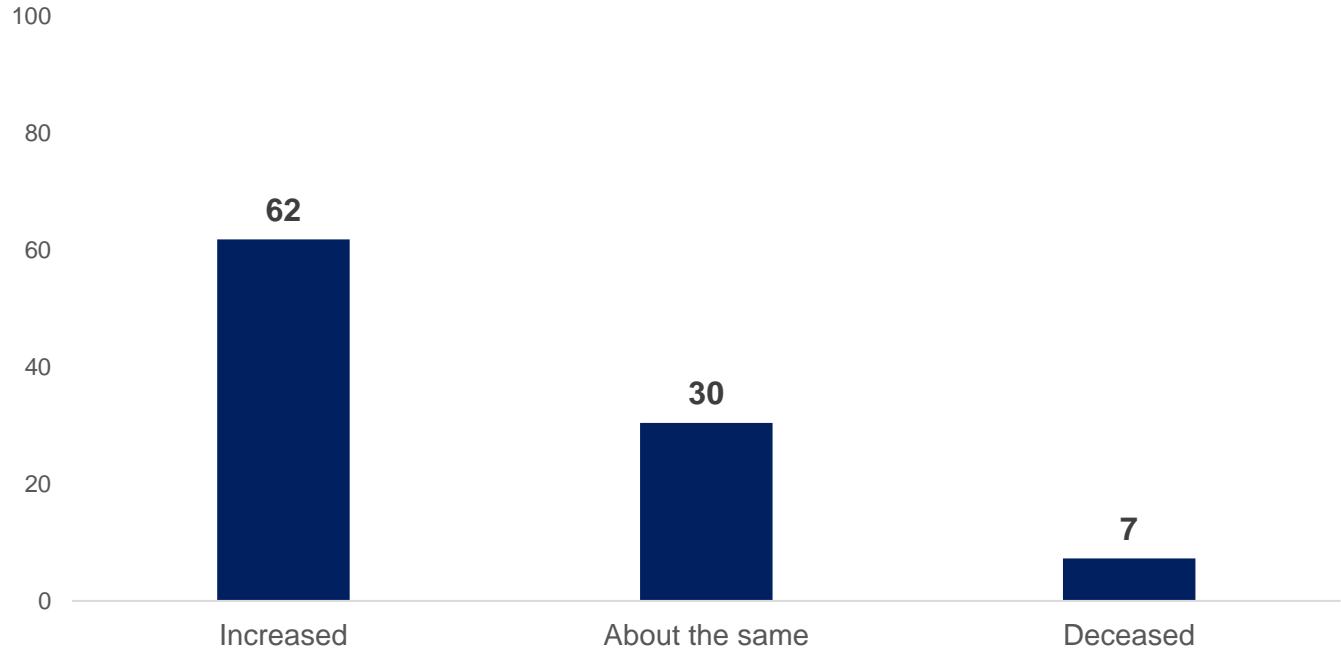
# Racial Division

Over the past four years, do you think racism and discrimination against your community/racial and ethnic minorities has increased, stayed about the same, or decreased?

Addressing racial issues is a top priority for Latinos.

After four years of a Trump administration, 6 in 10 Latinos believe racism has increased (62%).

Spanish-speaking Latinos are especially likely to indicate racism and discrimination has increased 57%.

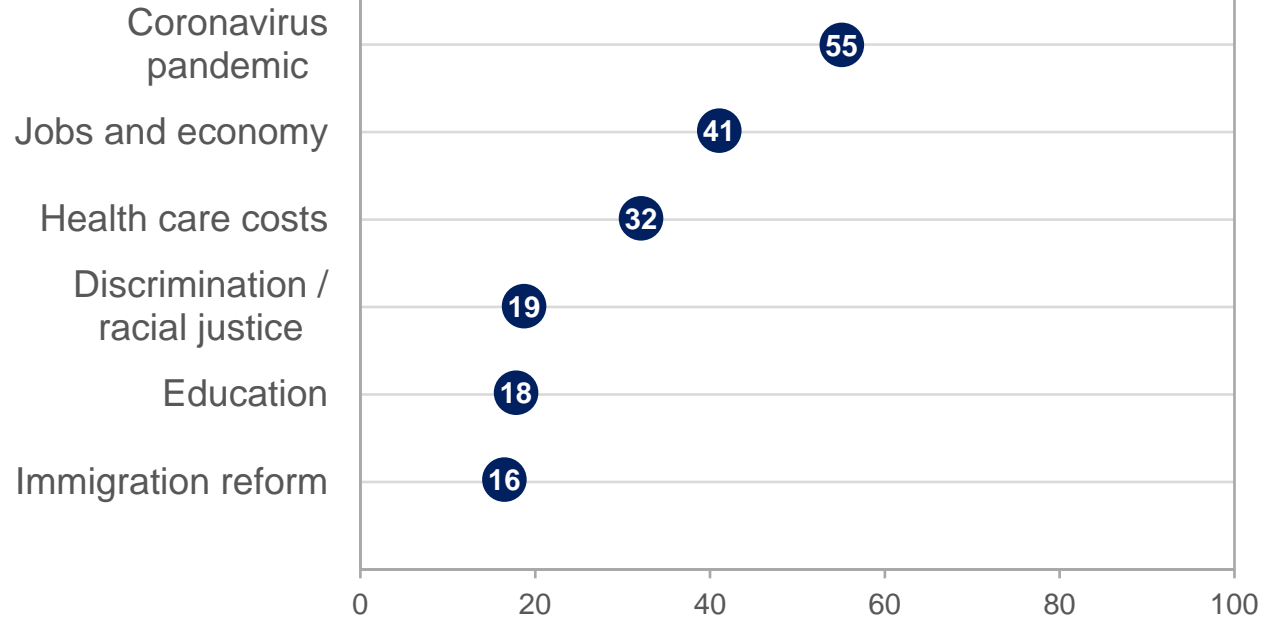


# Top Issue Priorities

COVID is the top priority issue for Latinos.

While immigration is not as salient in previous years, Latinos have taken note of the rise in racism and discrimination toward immigrant and POC communities, which emerges as 4<sup>th</sup> top issue.

Addressing discrimination and racial justice is especially important for young Latinos 18-29 (24%)





# 2020 ELECTION AMID THE COVID CRISIS



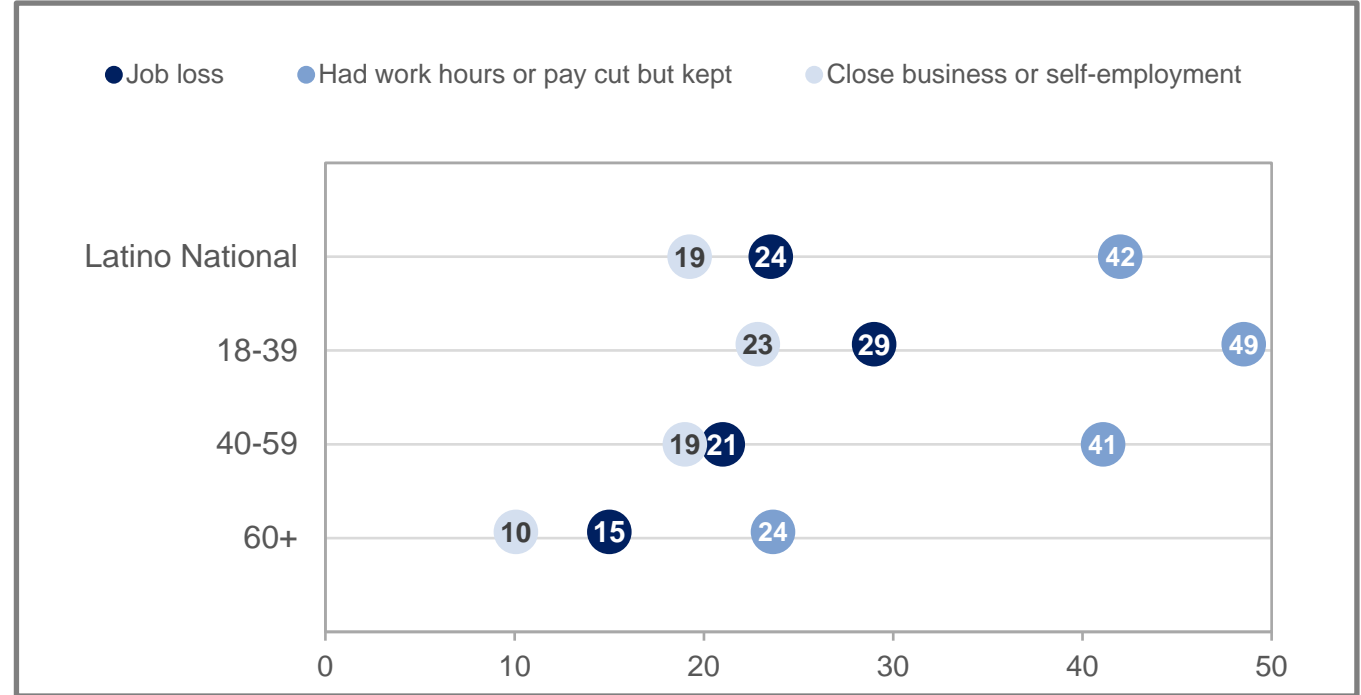
# COVID Economic Impact

Latinos have been disproportionately economically impacted by the pandemic.

Latino households have lost work or income (lay off, pay cut, closing their business) due to the pandemic.

\* 1 in 4 Latino voters are currently unemployed and looking for work

**Percent of households that experienced a job loss, pay cut, and/or closed a business they own due to the pandemic.**



# Prevalence and Proximity to COVID among Latinos

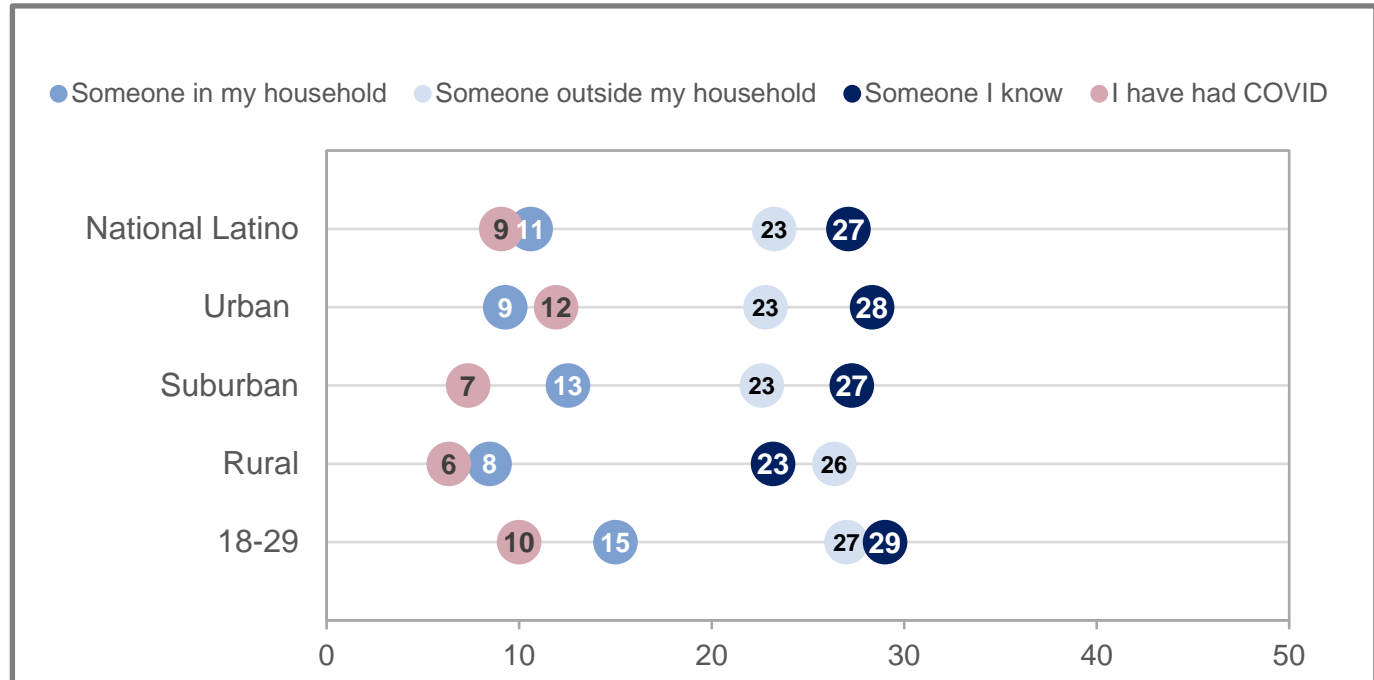
About one in ten (9%) of households report at *least* one person in the home contracted coronavirus.

One in three (29%) have one or more friends or acquaintances who have/had it.

One in four (26%) have family members, outside the household, who have gotten coronavirus.

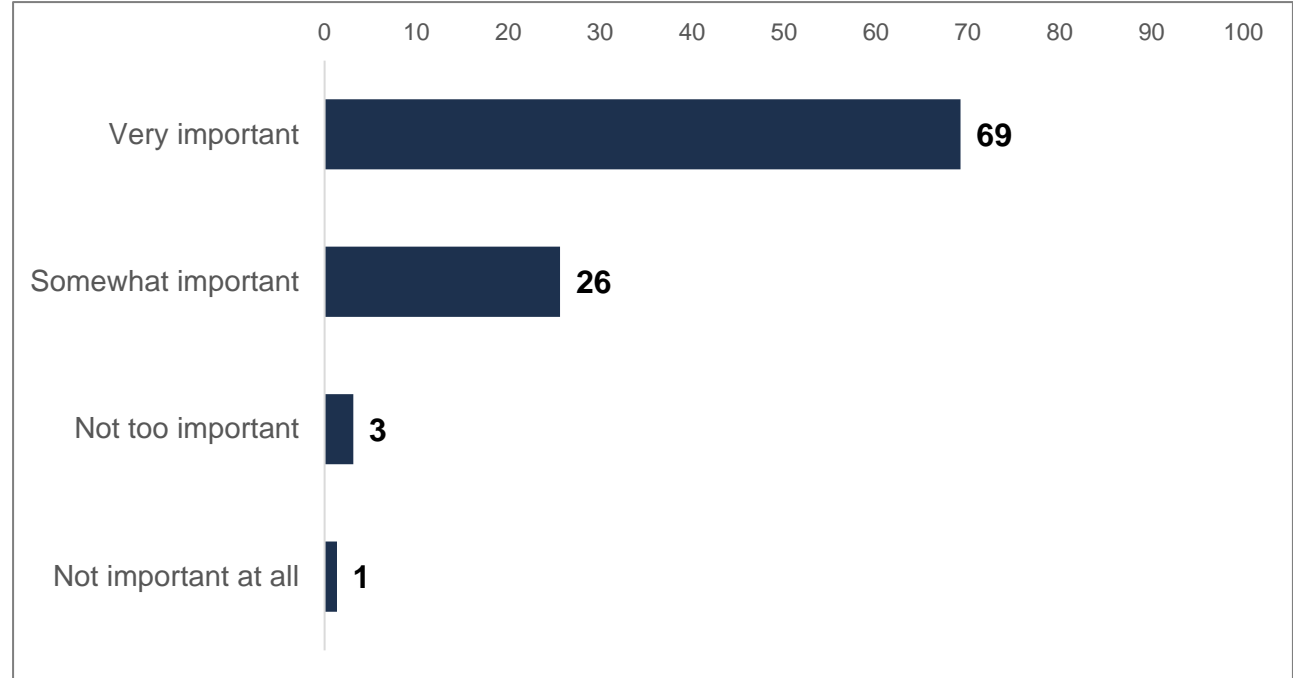
Note: these are not mutually exclusive categories.

**Have you or a family member or friend become ill due to the coronavirus?**  
(Percent yes for each category illustrated)



# Strong Support for Economic Stimulus

How important is it to you that the next Congress pass a comprehensive stimulus bill with over 2 trillion dollars in additional funding for unemployment benefits, stimulus payments, small business loans, and support for state and local government.

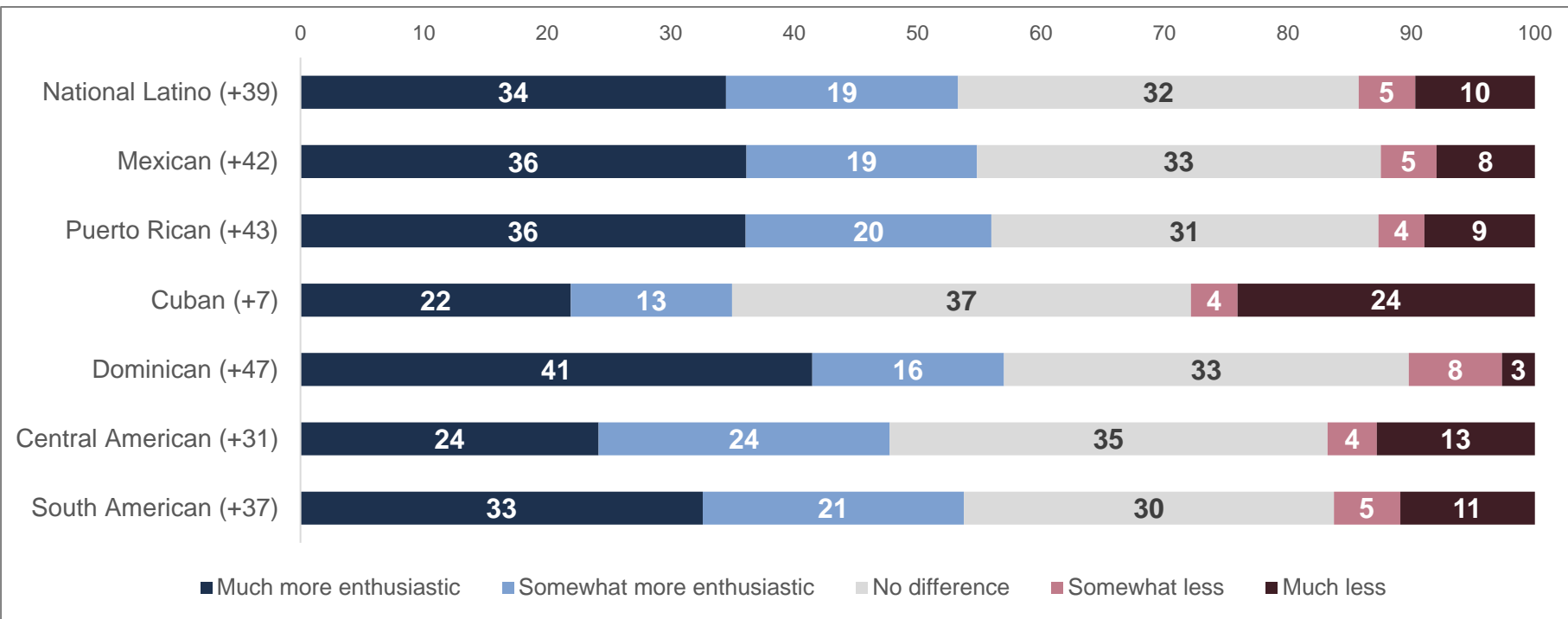


# TURNOUT AND MOBILIZATION



# Enthusiasm over Woman of Color as VP

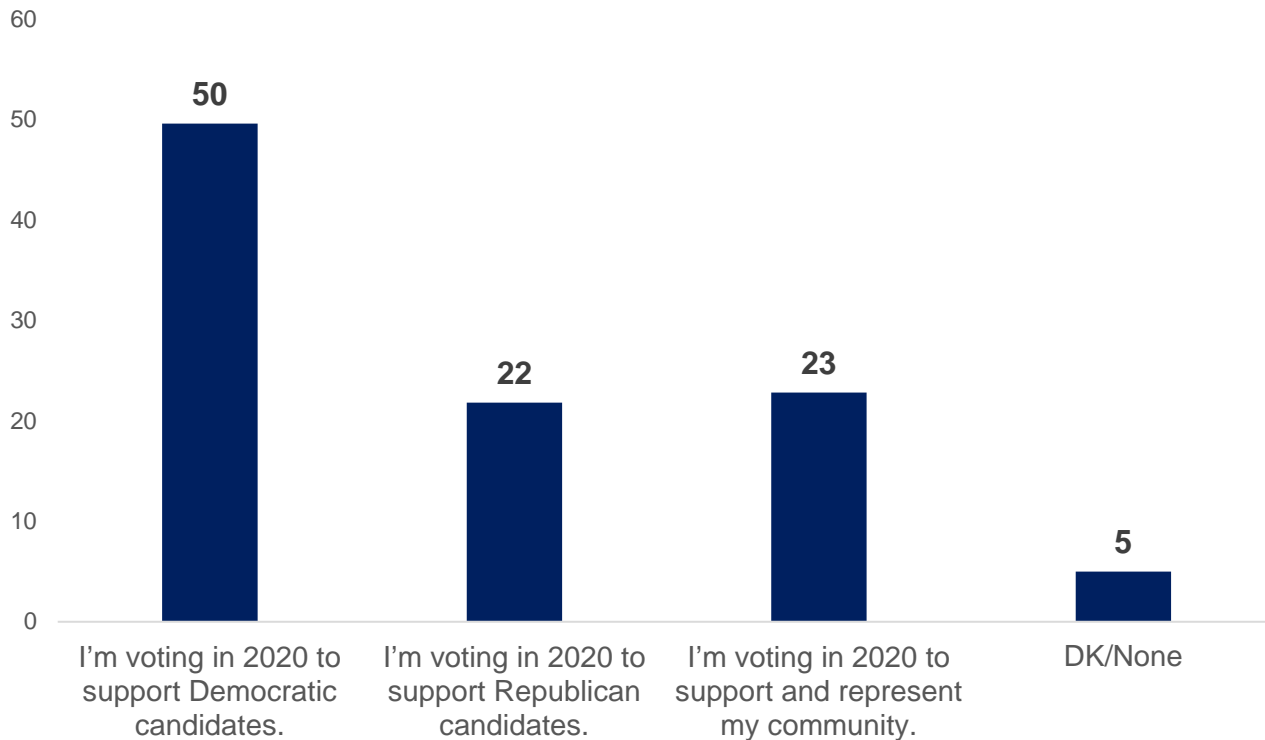
Did Joe Biden's selection of Kamala Harris as his running mate make you more or less enthusiastic about voting for him, or did it not make a difference?



# Voting to represent and support community

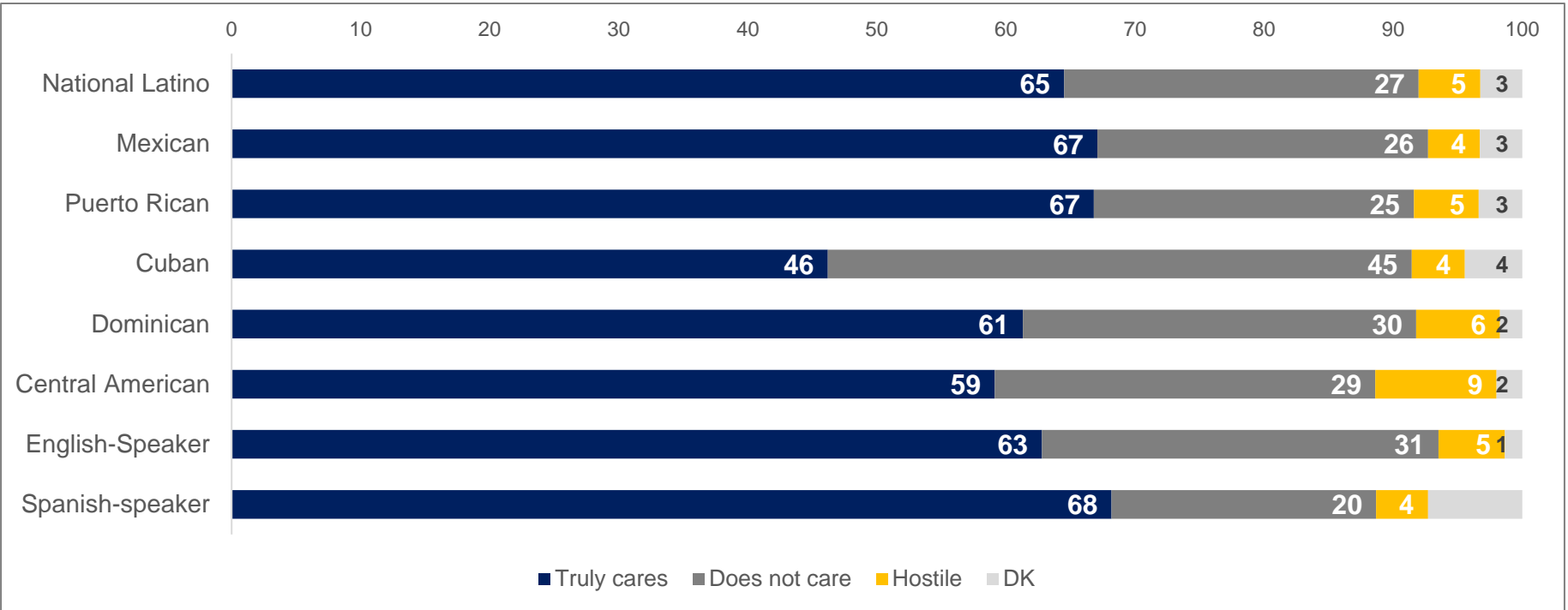
Clear referendum on Trump and Republican candidates and strong support for Democrats.

Latinos also used their vote to show support and represent the Latino community.



# Perceptions of Candidates – Biden Outreach

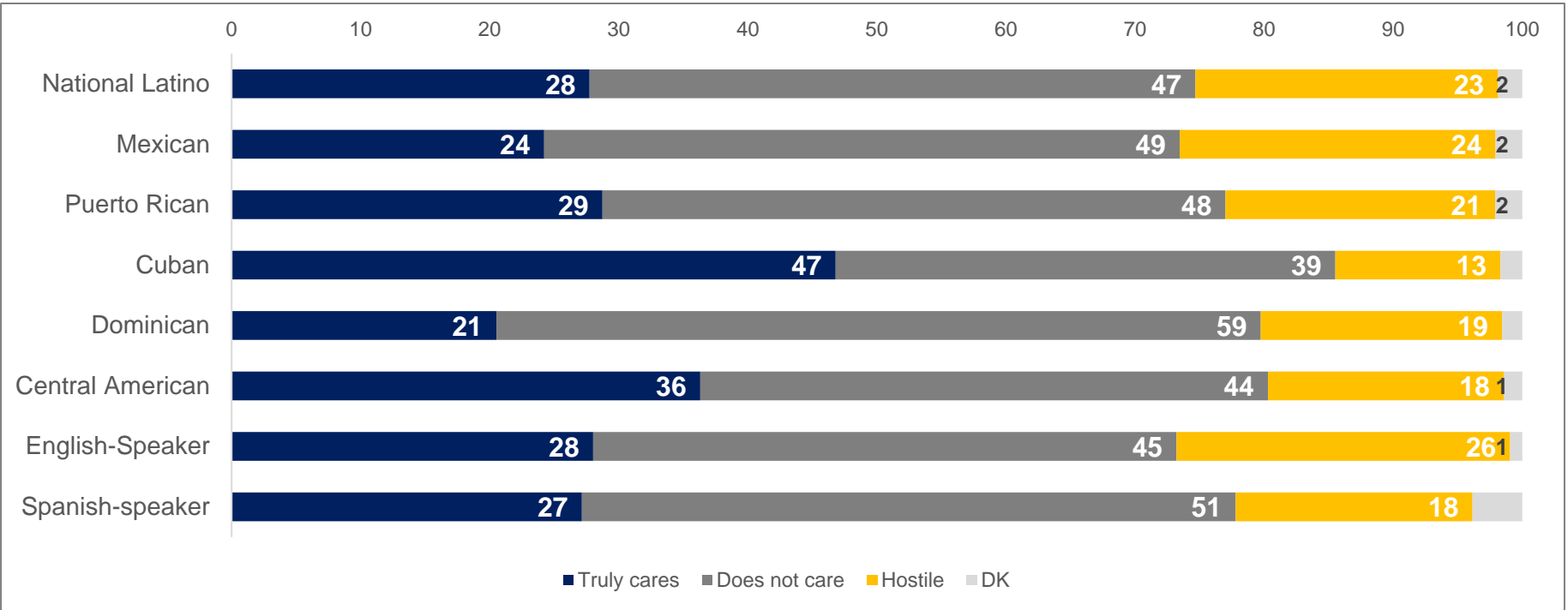
Thinking about the 2020 presidential campaign, would you say that Joe Biden truly cares about voters like you, that Joe Biden does not care too much about voters like you, or Joe Biden is hostile towards voters like you?





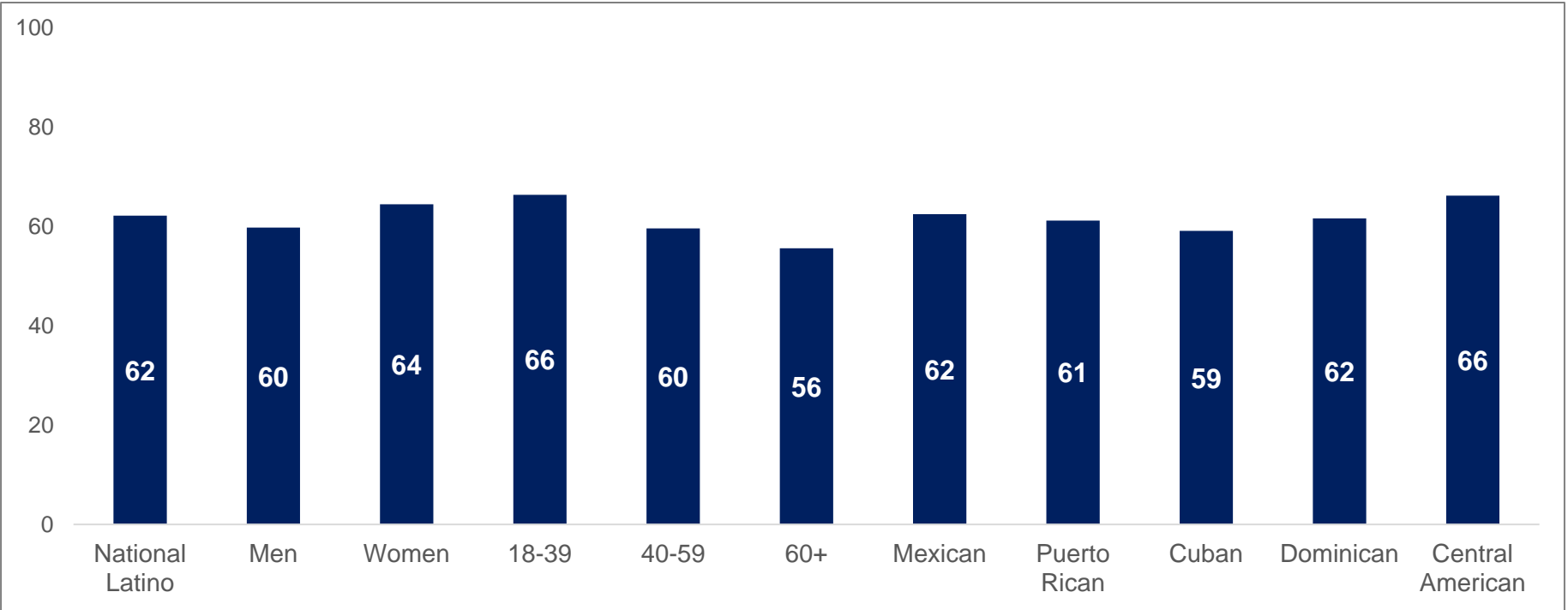
# Perceptions of Candidates – Trump Outreach

Thinking about the 2020 presidential campaign, would you say that Donald Trump truly cares about voters like you, that Donald Trump does not care too much about voters like you, or Donald Trump is hostile towards voters like you?



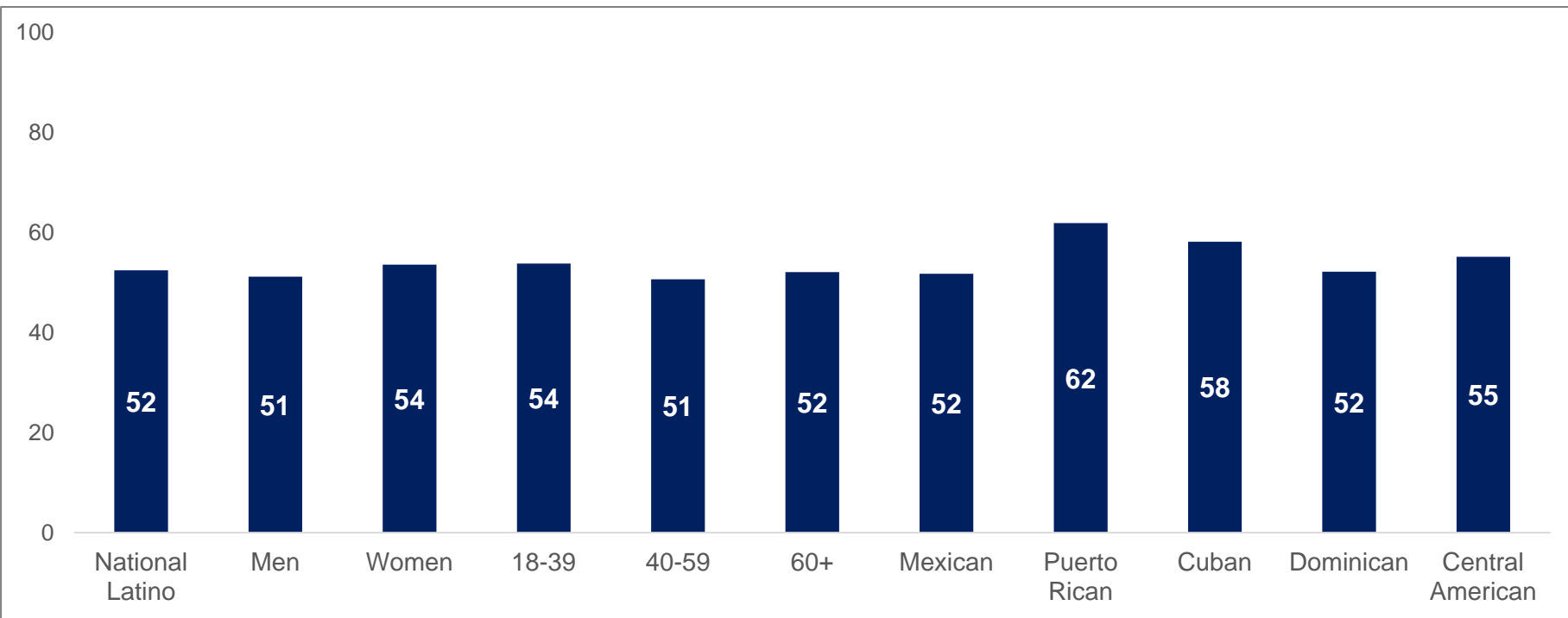
# Self mobilization

## Encourage your friends or family to register or vote



# Voter Outreach and Contact

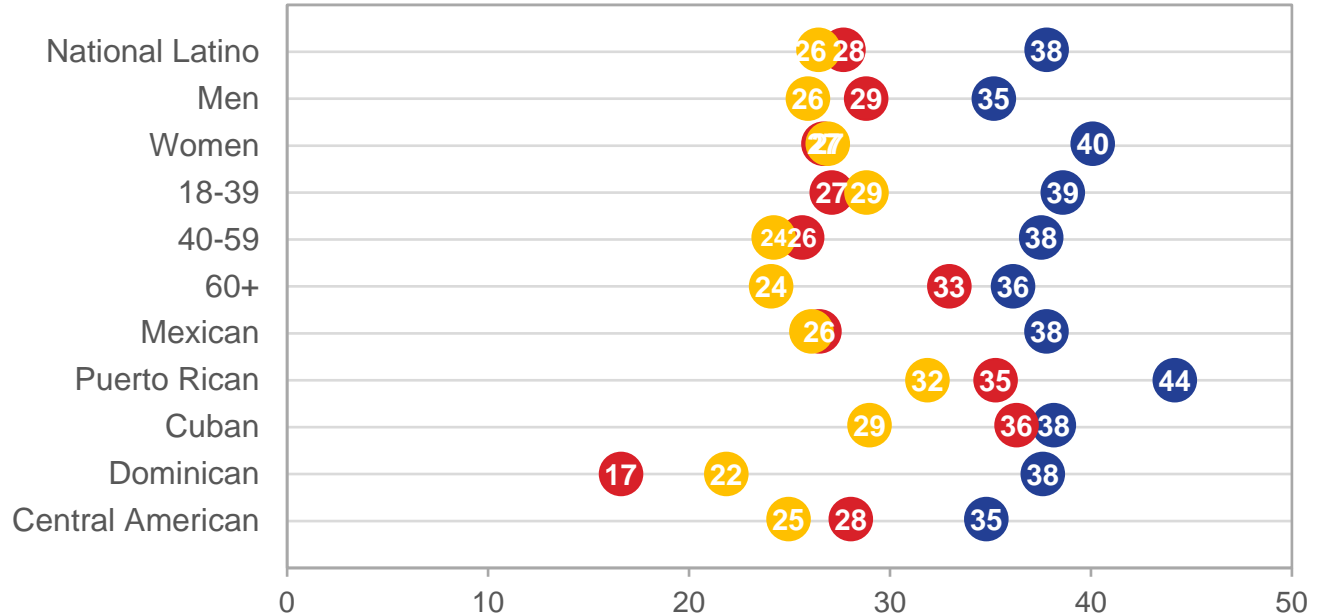
Over the past few months, did anyone from a campaign, political party, or a community organization contact you to ask you to vote, or register to vote?



# Voter Outreach and Contact

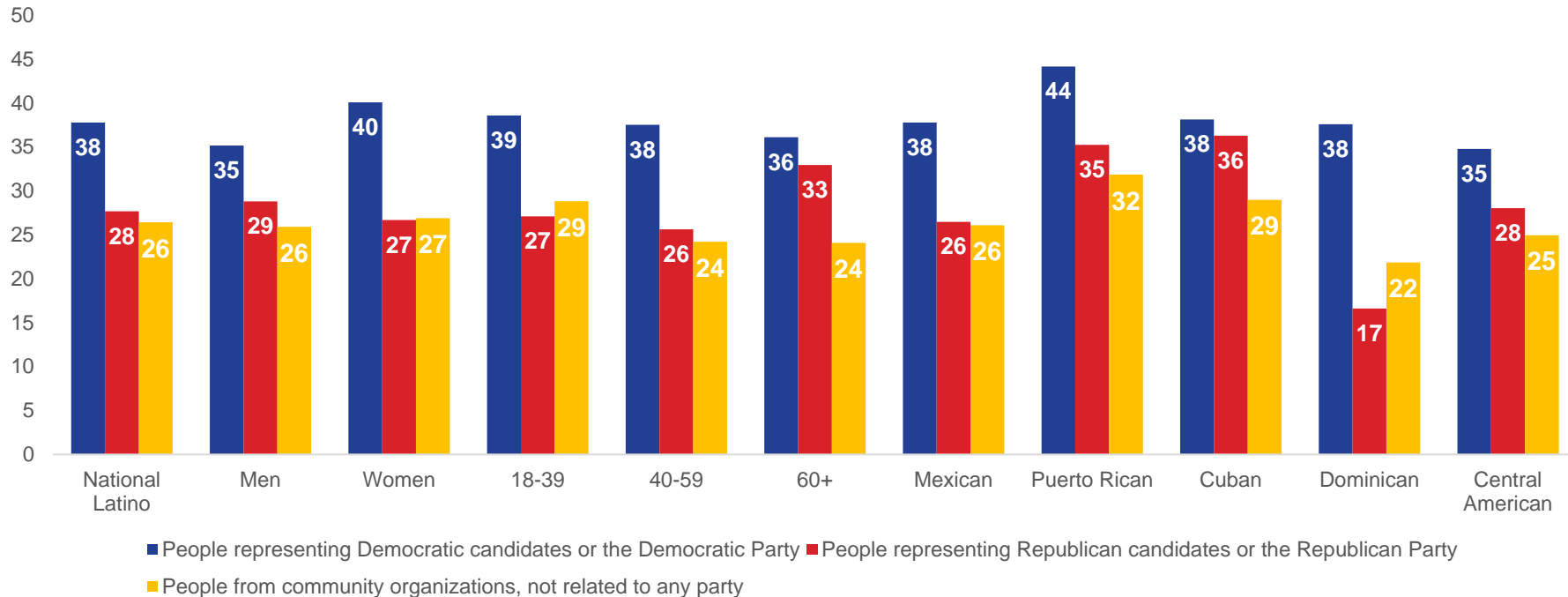
Who was it that asked you to vote, or to register and vote?

- People representing Democratic candidates or the Democratic Party
- People representing Republican candidates or the Republican Party
- People from community organizations, not related to any party



# Voter Outreach and Contact

Who was it that asked you to vote, or to register and vote?



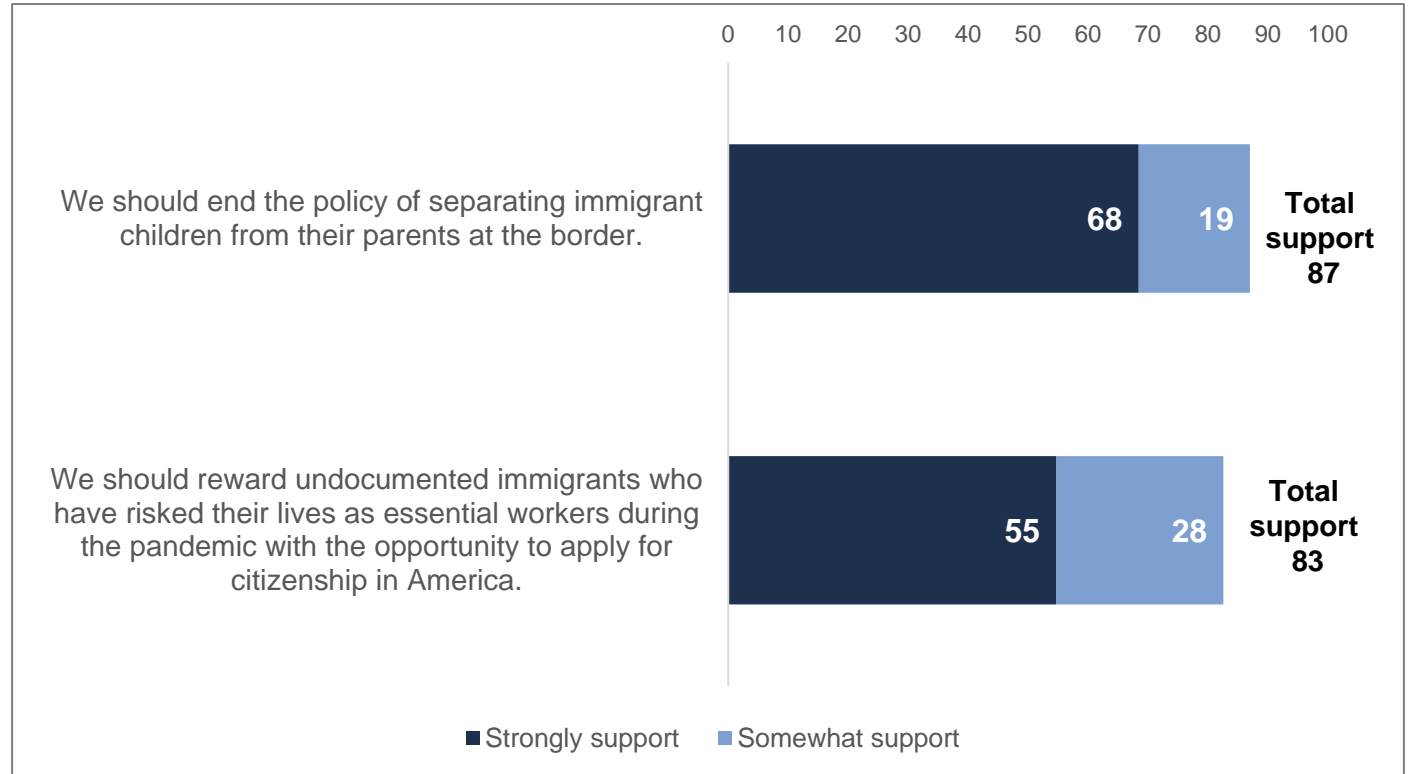
# 2021 AGENDA



# Immigration Policy Priorities

Immigration reform holds as a top policy priority among Latinos.

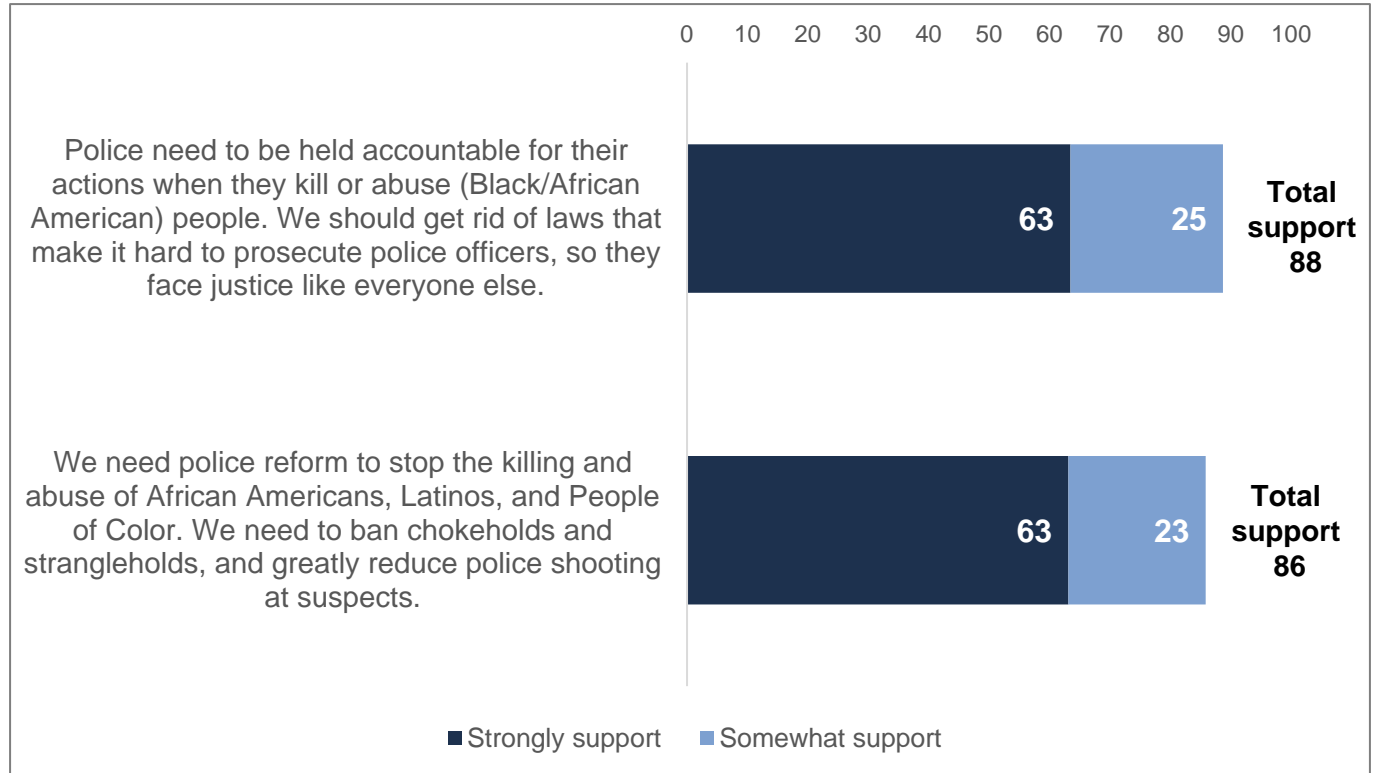
Support for path to citizenship holds strong, though putting an end to the family separation policy shows greater intensity and urgency as a priority for Latinos



# Strong Support for Police Reform

Latinos have seen a rise in discrimination against immigrant, Black, and Latino communities over the last four years.

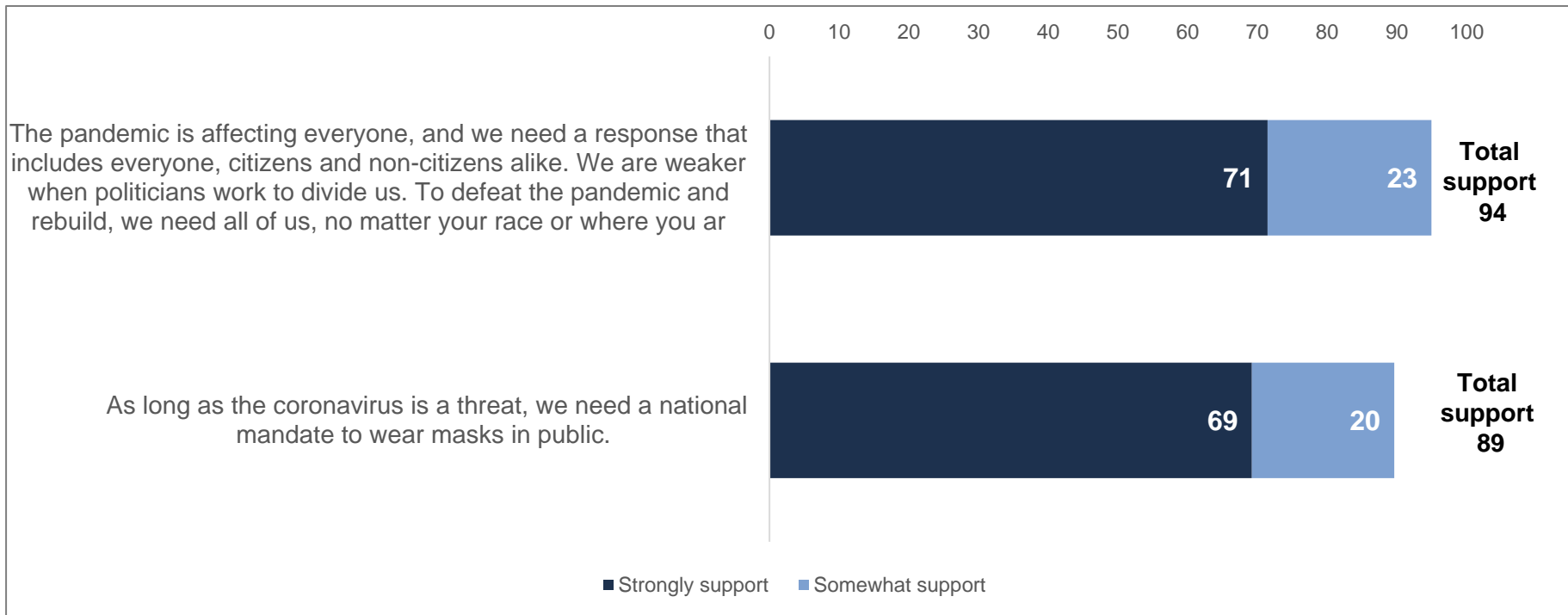
There is strong solidarity and support for addressing police violence and holding law enforcement accountable.





# Coronavirus Response

Latinos want to see a national Coronavirus response and support a mask mandate to control COVID propagation.



# Takeaways

## **1. Latinos and voters of color were critical to Biden's success.**

- Latino voters drove Biden's margin in key states like Arizona, Michigan, and Wisconsin.

## **3. Latinos are dealing with devastating health and economic effects from the pandemic.**

- COVID dominates issue priorities (health care costs, jobs, unemployment). Economic stimulus package is urgent and necessary.
- Immigration and racial justice follow as issue priorities, strong support for immigration and police reform.

## **3. Gender, geography, and national origin complicate our understanding of minority voters**

- Miami is 3.1% of the national Latino vote.
- Arizona is 3.8% of the national Latino vote

## **4. Media Narratives driven by one county in each of two states wildly misrepresents facts on the ground.**

- Had only Latinos voted, the election would be a blow out. AND, VP Biden would have won Florida.

## **5. Both parties have points of demonstrable weakness with Latinos. Both parties also have opportunity for vote growth if they can provide policy outcomes that matter to the group.**

AMERICA'S  
VOICE

NAACP

UNIDOSUS

MOMENTO  
LATINO NOW IS THE TIME  
TO UNITE OUR VOICES.



COMMUNITY  
Power from the ground up CHANGE



APIAHF  
ASIAN & PACIFIC ISLANDER  
AMERICAN HEALTH FORUM



Demos





ElectionEve2020.com

November 4, 2020

Latino  Decisions

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