



# LATINO VOTER ENGAGEMENT AND MOBILIZATION IN SIX STATES

Latino  Decisions

July 10, 2020

# Survey Details

2

- Field Dates: June 7 - 19, 2020
- Mode: Online
- Total N=1,200 registered Latino voters
- Margin of error +/- 2.8%
- State samples of N=200 in each of the following states
  - Arizona, Florida, Texas, Nevada, North Carolina, Pennsylvania



# Survey Topics

- **The 2020 election, voting and candidates:** Likelihood and enthusiasm about voting in November; outreach efforts by the major political parties or candidates;
- **Black Lives Matter:** Opinions about policing, protests and the reform movement;
- **Vote-by-Mail:** Past experience with VBM, knowledge of state rules, confidence and trust;
- **COVID-19:** Experiences and attitudes about the impact of the pandemic, and the policy and political response by governments and elected officials.



# Key Takeaways

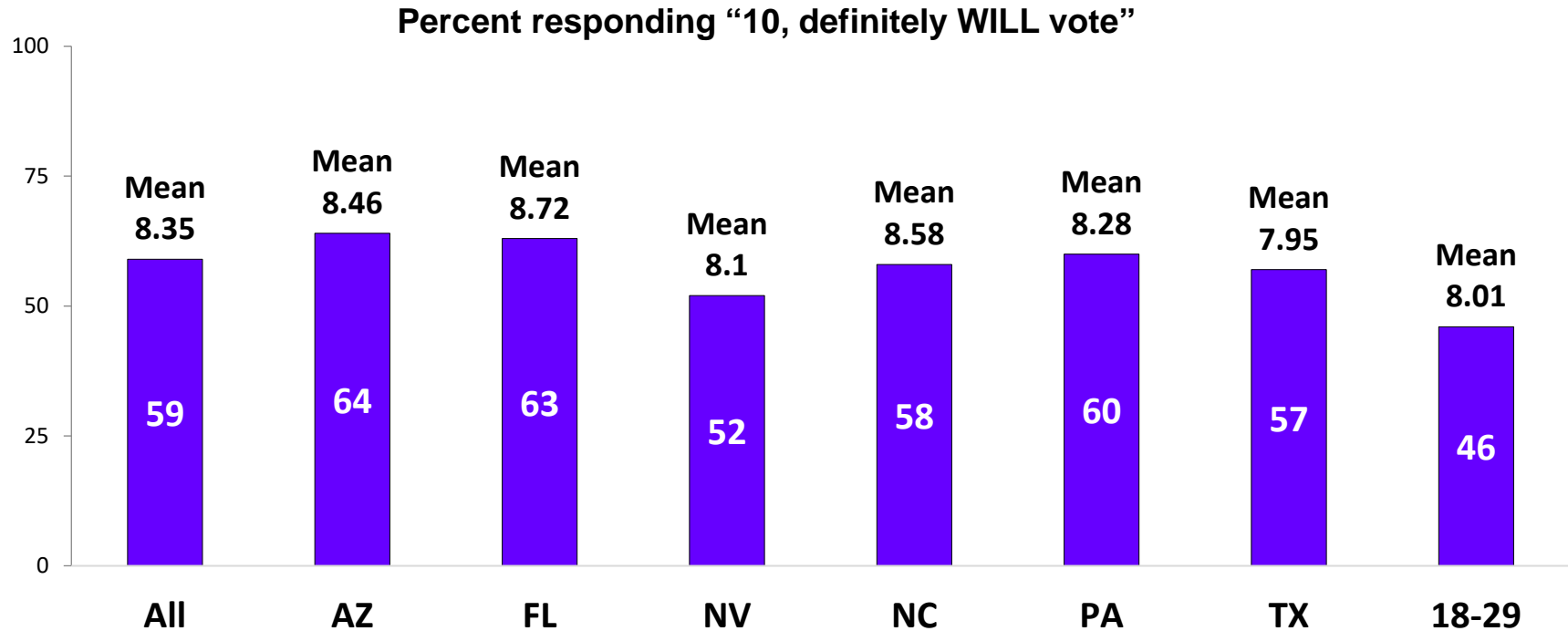
1. Latinos, and especially younger Latinos, demonstrate a lower intensity or enthusiasm about the 2020 election than earlier in 2020 and at this point in 2016.
2. While Joe Biden is winning Latinos 2-1, he is underperforming with Latinos relative to Clinton in June 2016 polling and has opportunities for growth.
3. Latinos support the Black Lives Movement, believe police violence is systemic, and younger Latinos in particular see the protests as important.
4. Latinos express low levels of information about vote-by-mail options and how the COVID- 19 pandemic may affect their ballot access in November;
5. While certainty to vote may be low, Latinos can be mobilized and motivated to vote with specific, issue-based appeals. Expanding access and reducing costs of health care continue to be a top issue, as does fighting racial injustice against Latinos and Blacks.



# ELECTION 2020 ENTHUSIASM AND VIEWS ON PARTIES AND CANDIDATES

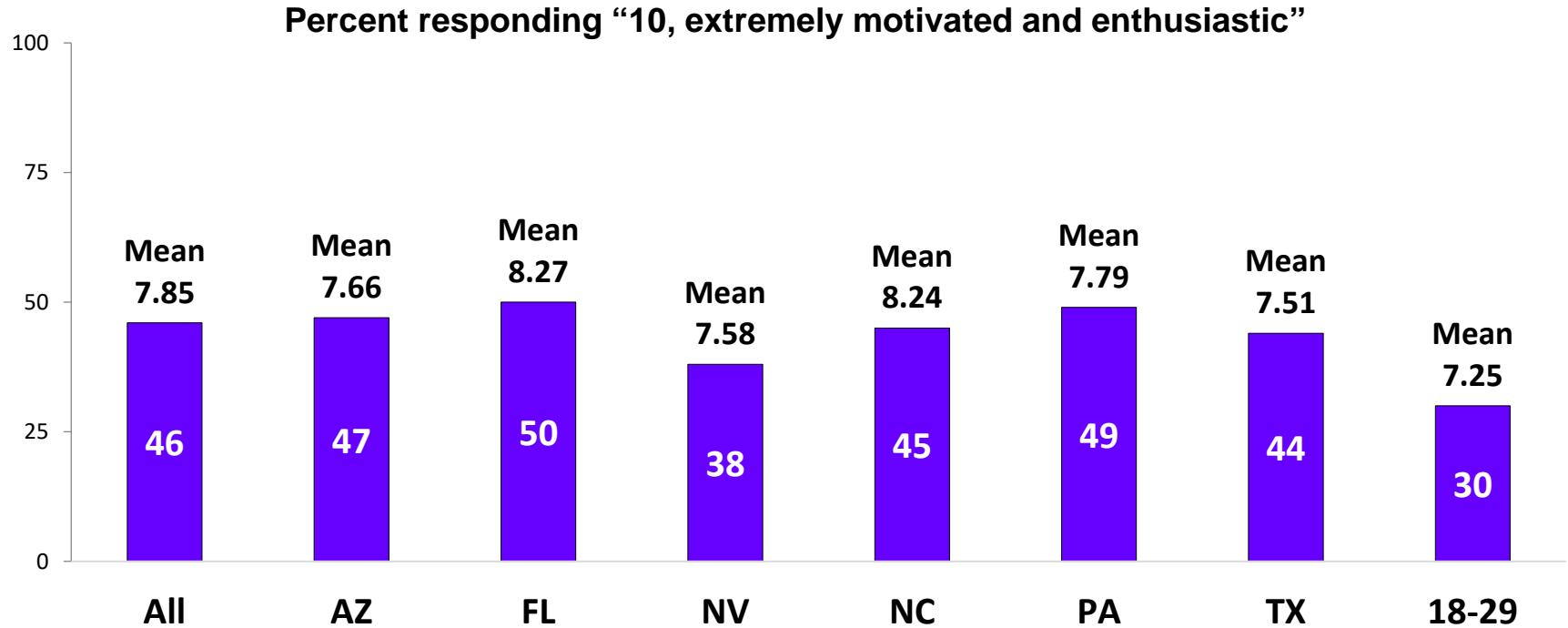
# Latino Likely Voters in 2020

On a scale from 0 to 10, how likely are you to vote in the presidential election this November?



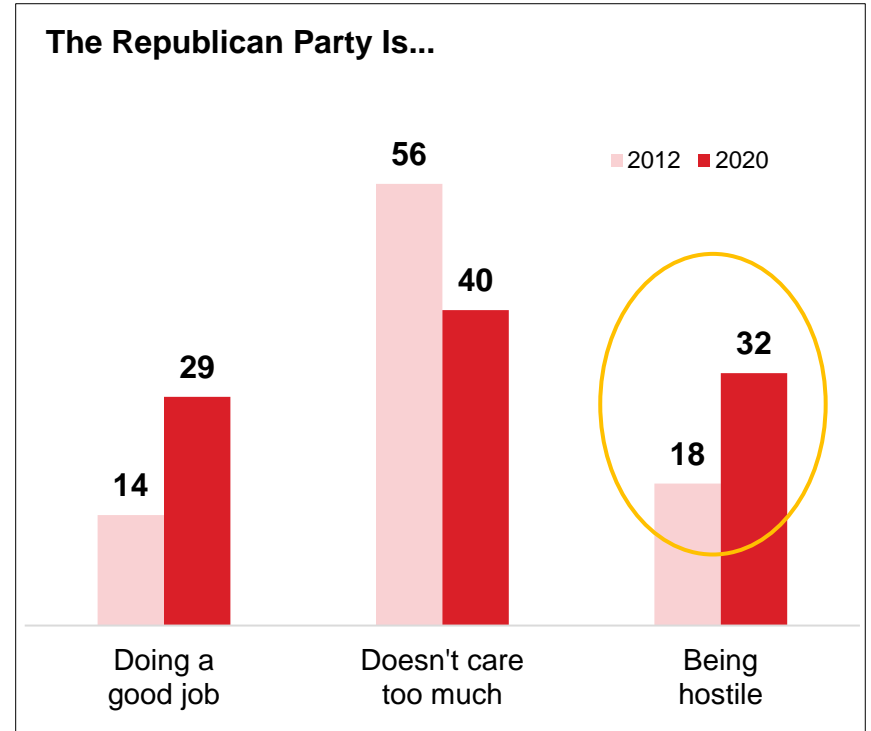
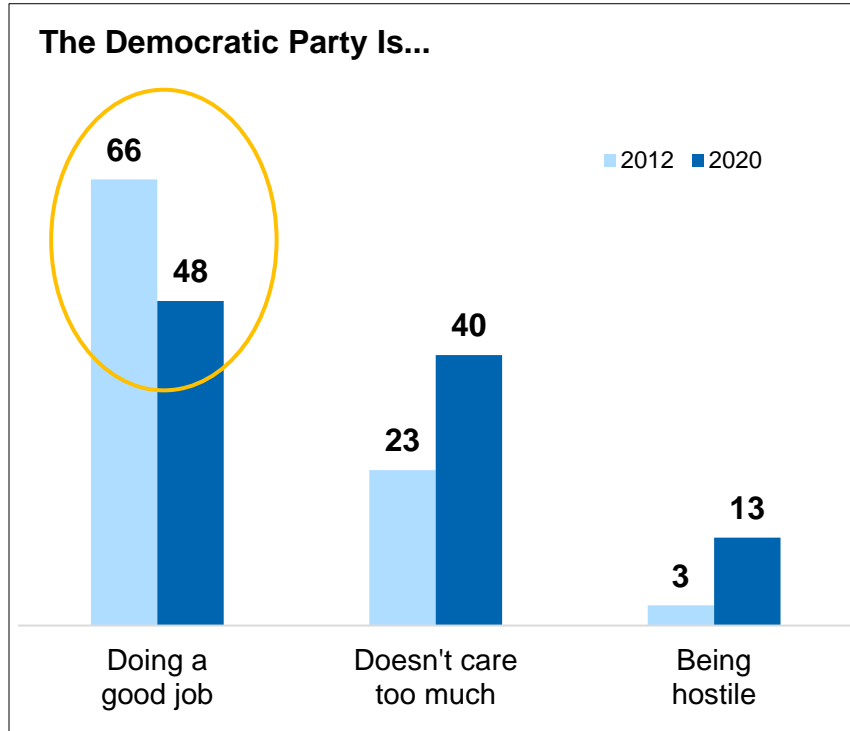
# Latino Voter Motivation and Enthusiasm in 2020

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



## View of Party Outreach to Latinos

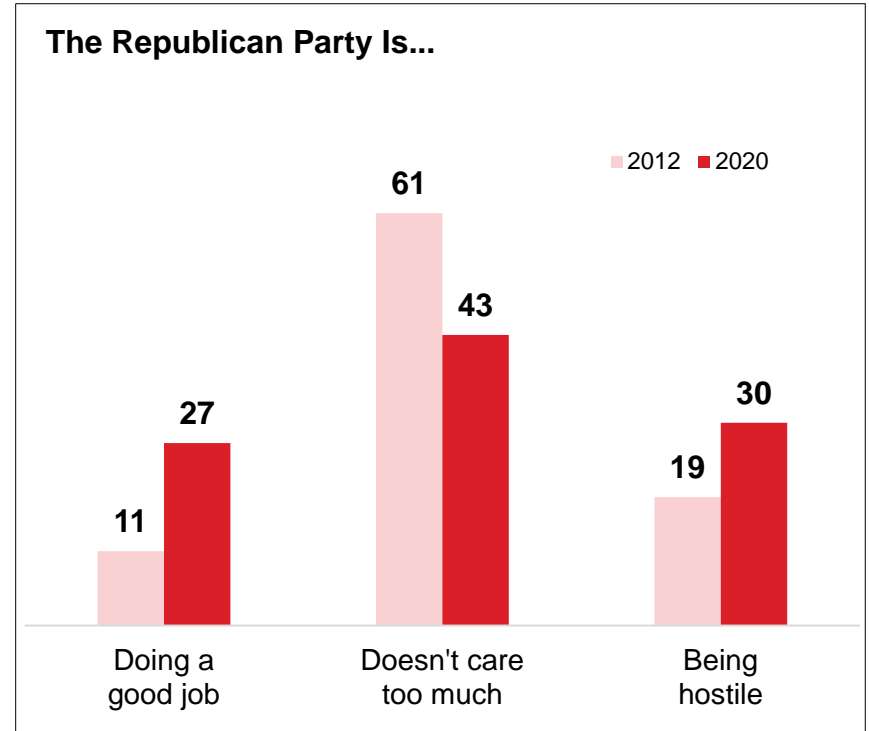
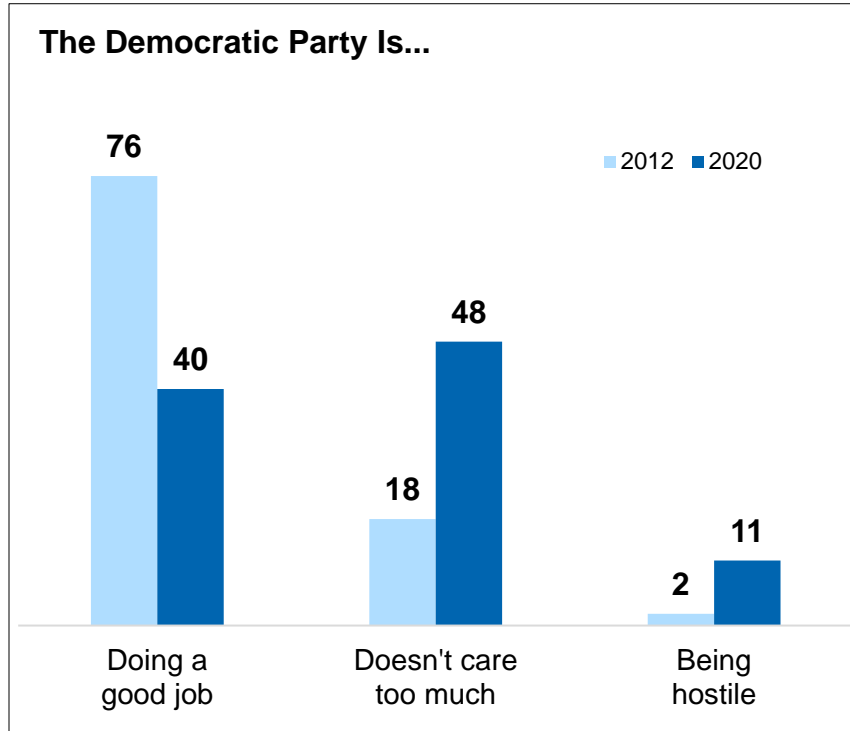
Would you say the Democratic/Republican Party is currently doing a good job of reaching out to [Hispanic/Latinos], that they don't care too much about [Hispanic/Latinos], or that they are being hostile towards [Hispanic/Latinos]?





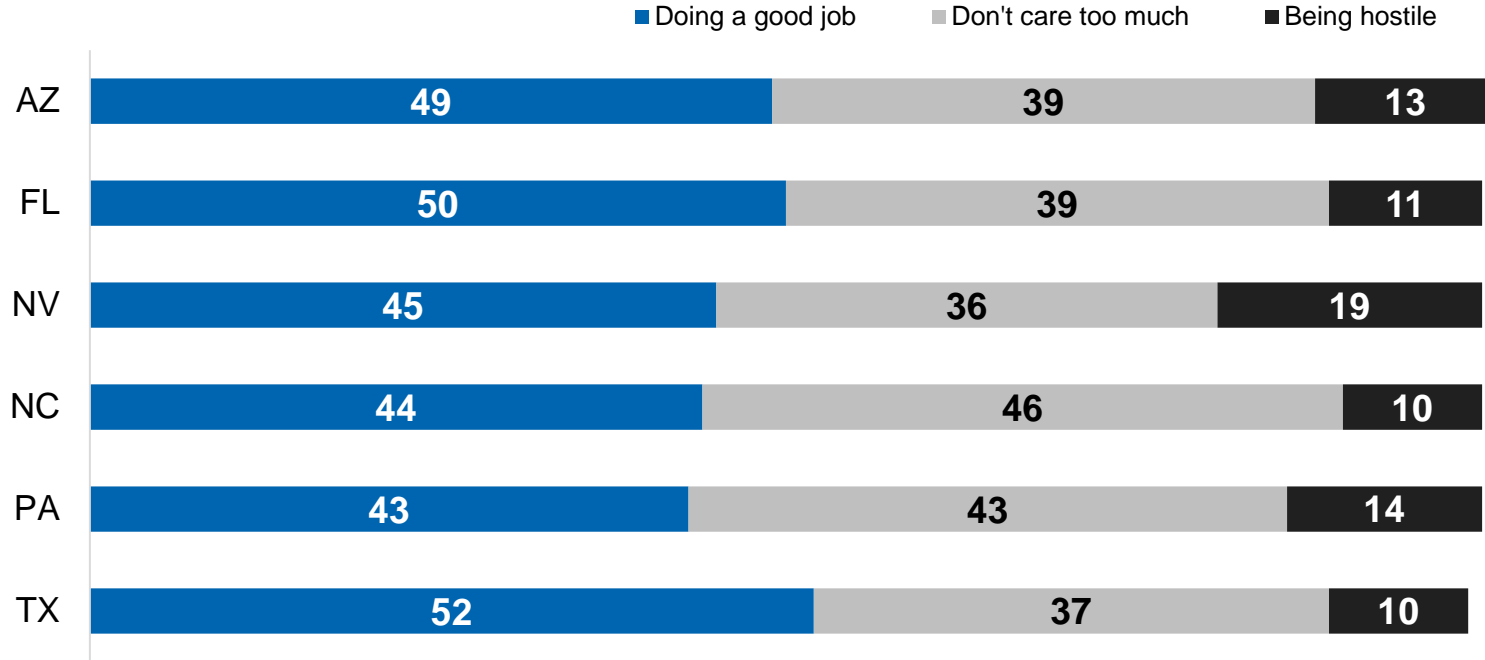
# View of Party Outreach Among the Youngest Cohort of Latino Voters (18-29 yrs)

Would you say the Democratic/Republican Party is currently doing a good job of reaching out to [Hispanic/Latinos], that they don't care too much about [Hispanic/Latinos], or that they are being hostile towards [Hispanic/Latinos]?



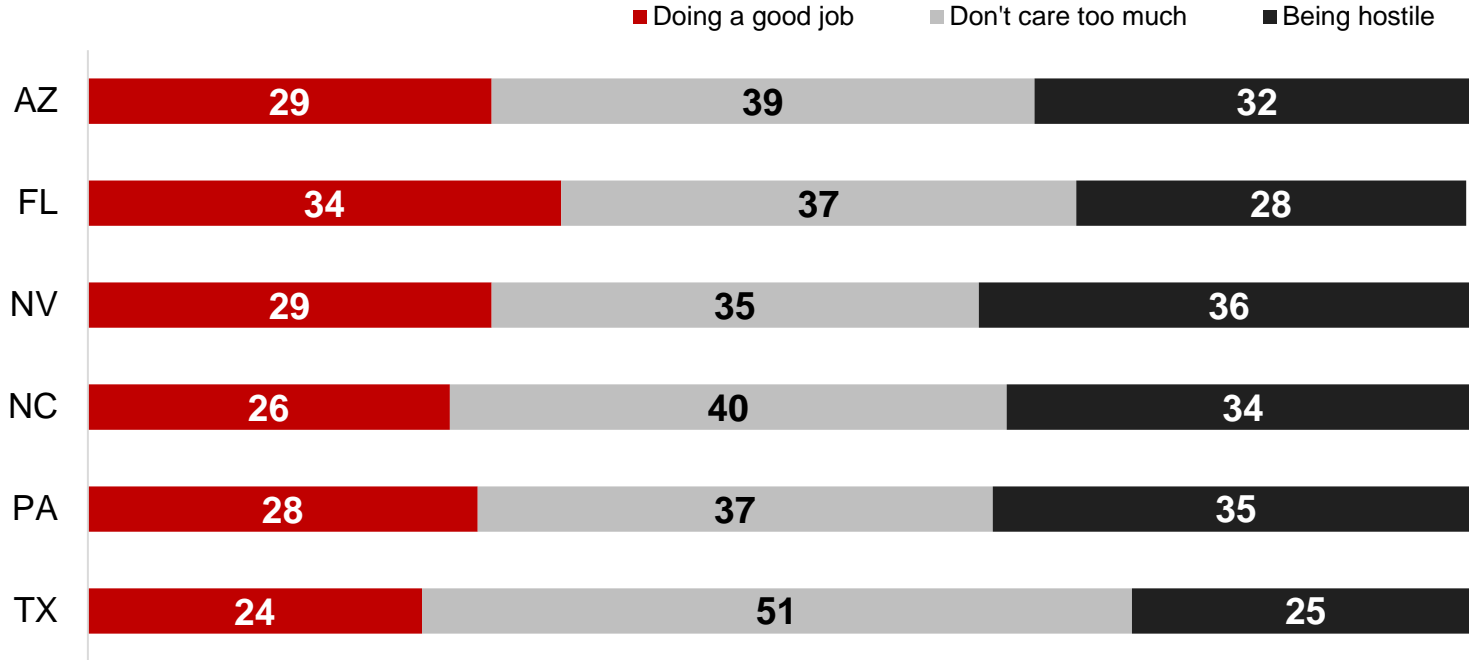
## View of Democratic Party Outreach Among Latino Voters

Would you say the Democratic Party is currently doing a good job of reaching out to [Hispanic/Latinos], that they don't care too much about [Hispanic/Latinos], or that they are being hostile towards [Hispanic/Latinos]?



## View of Republican Party Outreach Among Latino Voters

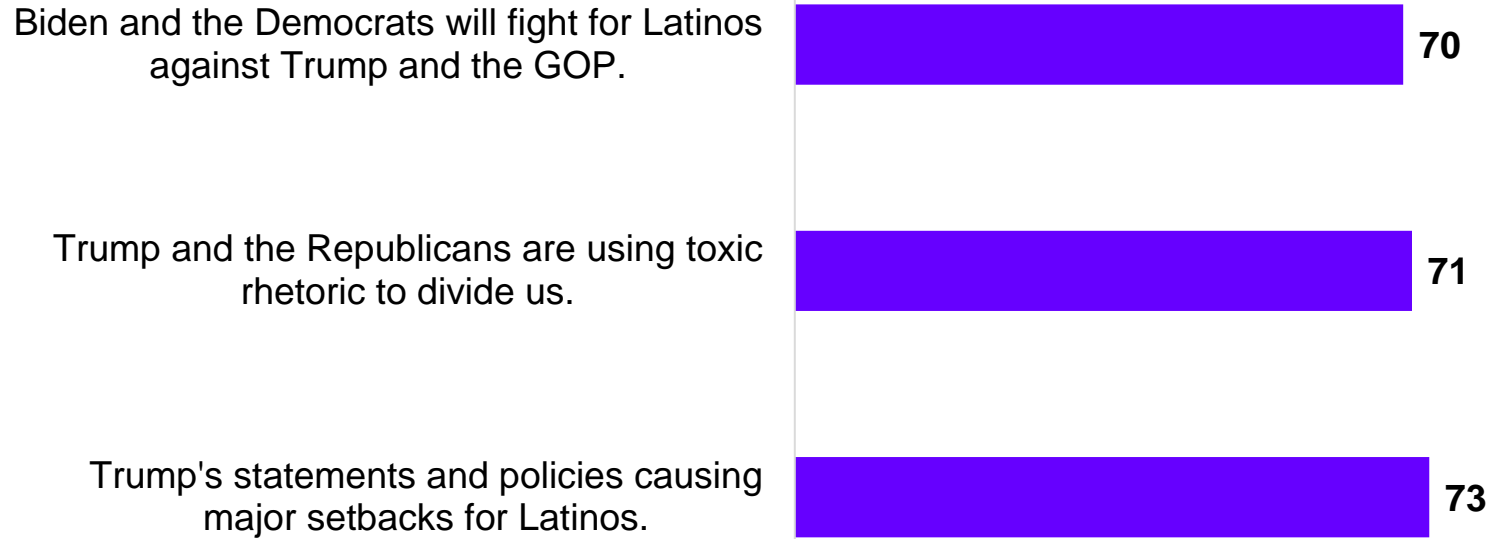
Would you say the Republican Party is currently doing a good job of reaching out to [Hispanic/Latinos], that they don't care too much about [Hispanic/Latinos], or that they are being hostile towards [Hispanic/Latinos]?



# Latino Voters View Biden as an Advocate; Trump Divisive and Sets Community Back

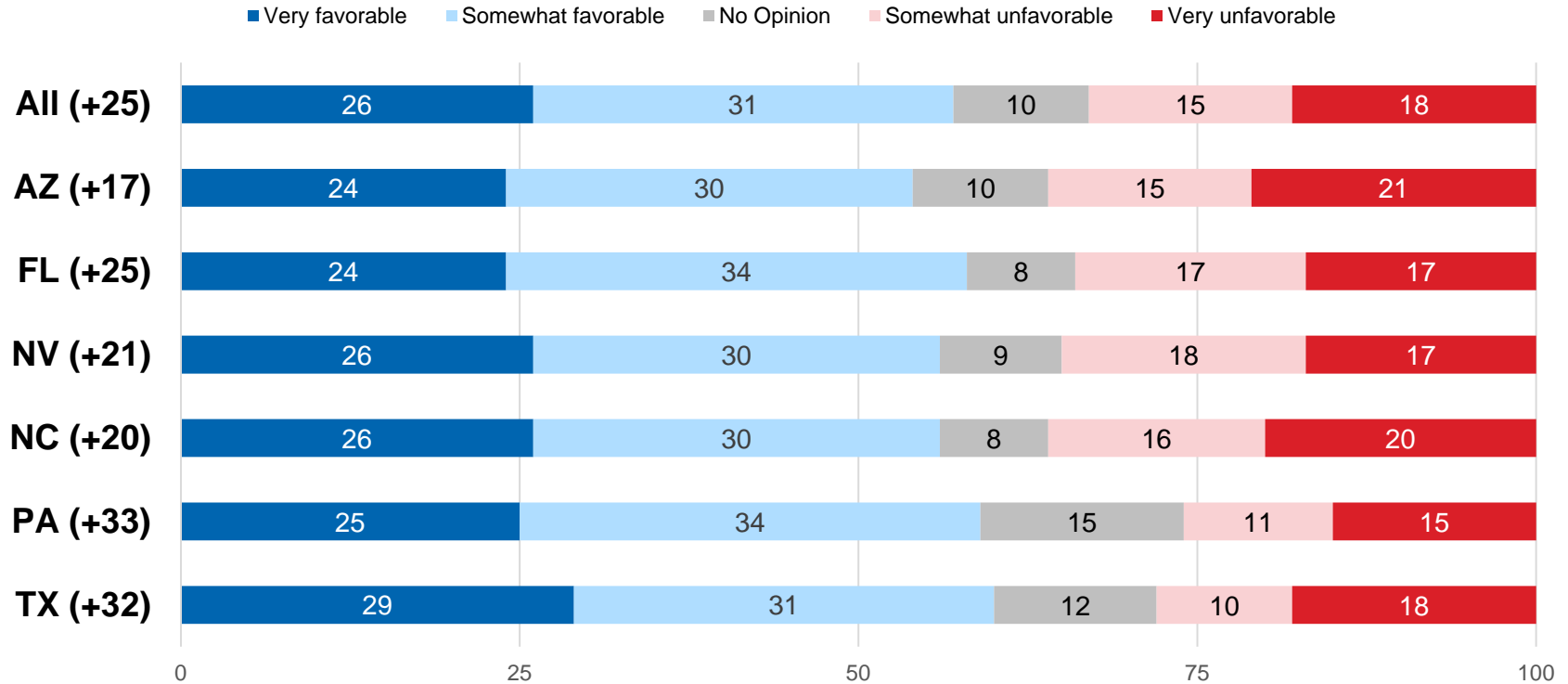
Please indicate if you think this statement is definitely true, probably true, probably not true, or definitely not true.

(Total probably true and definitely true illustrated.)



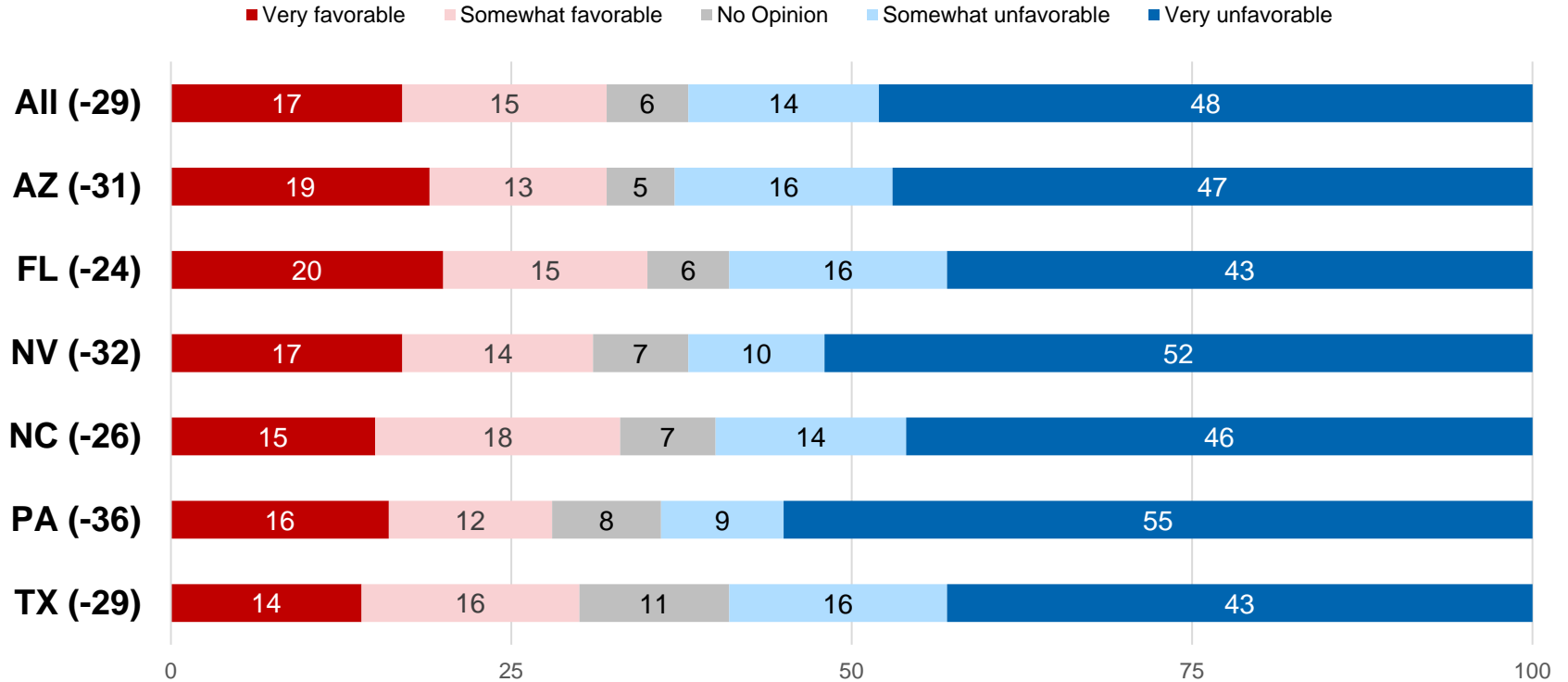
# Biden Favorability

Net favorable in parentheses



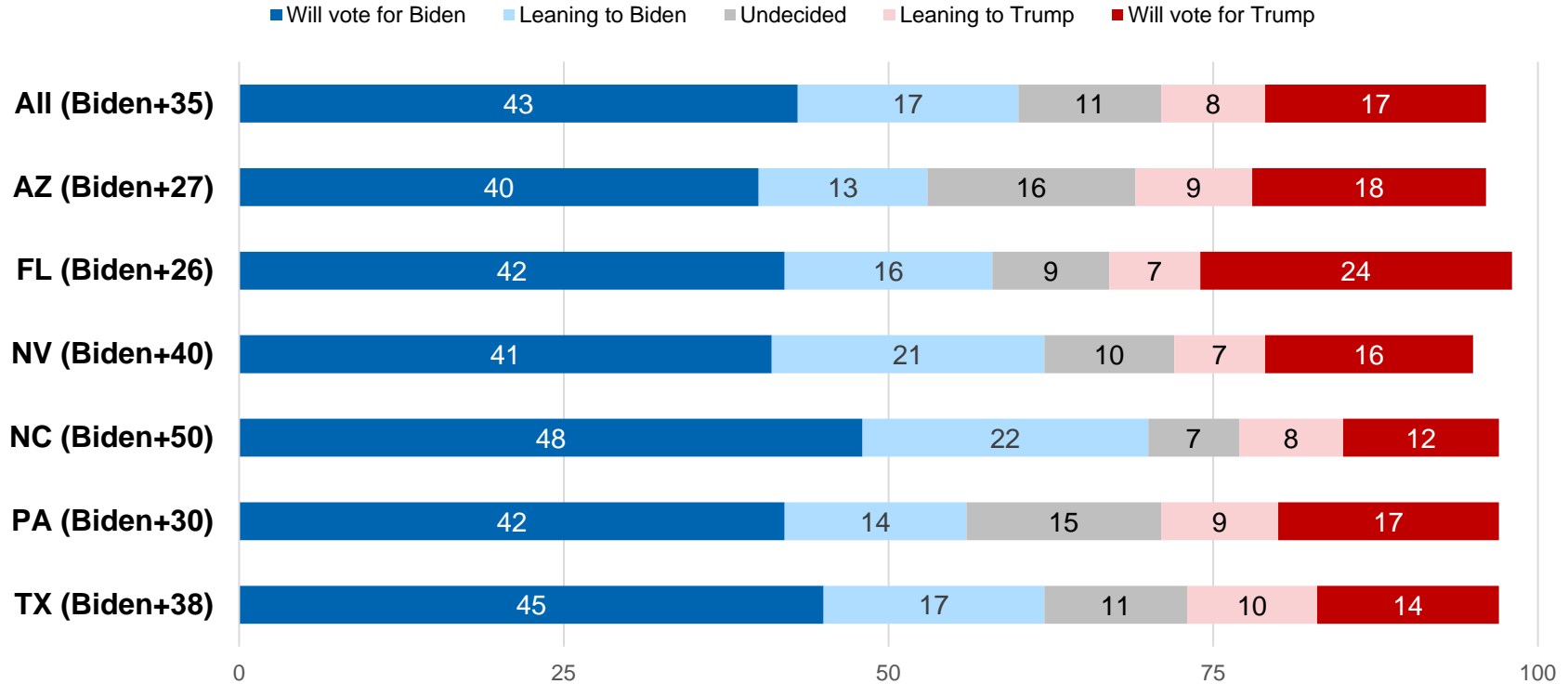
# Trump Favorability

Net favorable in parentheses



# Presidential Vote

Net Biden in parentheses



# LATINOS & VOTE BY MAIL

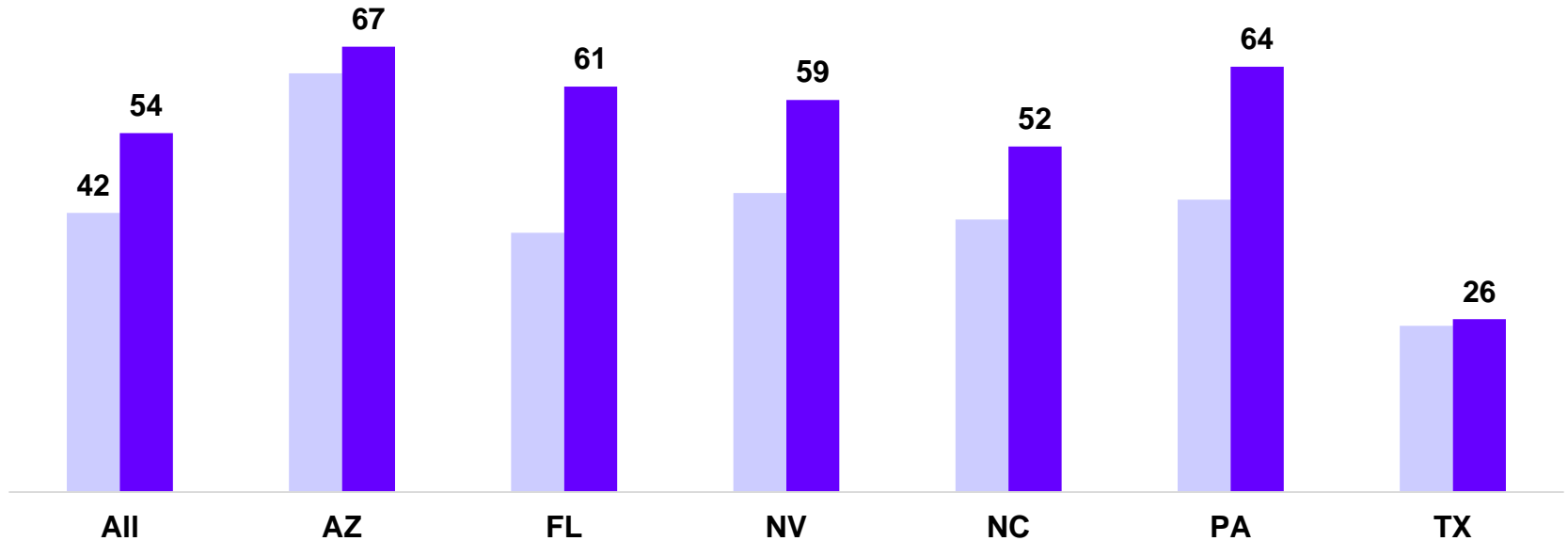




# Vote by Mail Information and Experience

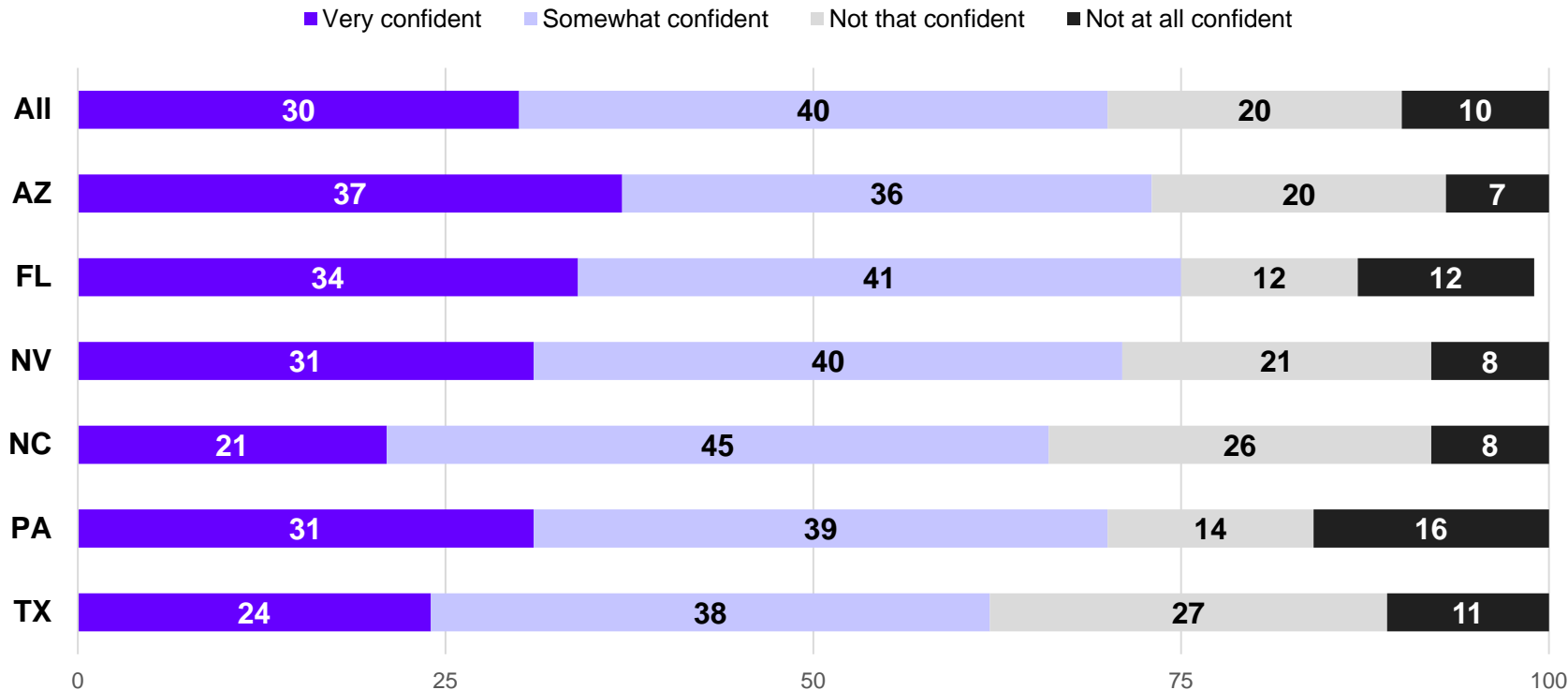
Percent yes illustrated

- Have you used absentee ballots or vote-by-mail to cast your vote?
- Has your state provided you with enough instructions that you know how to request a mail ballot?



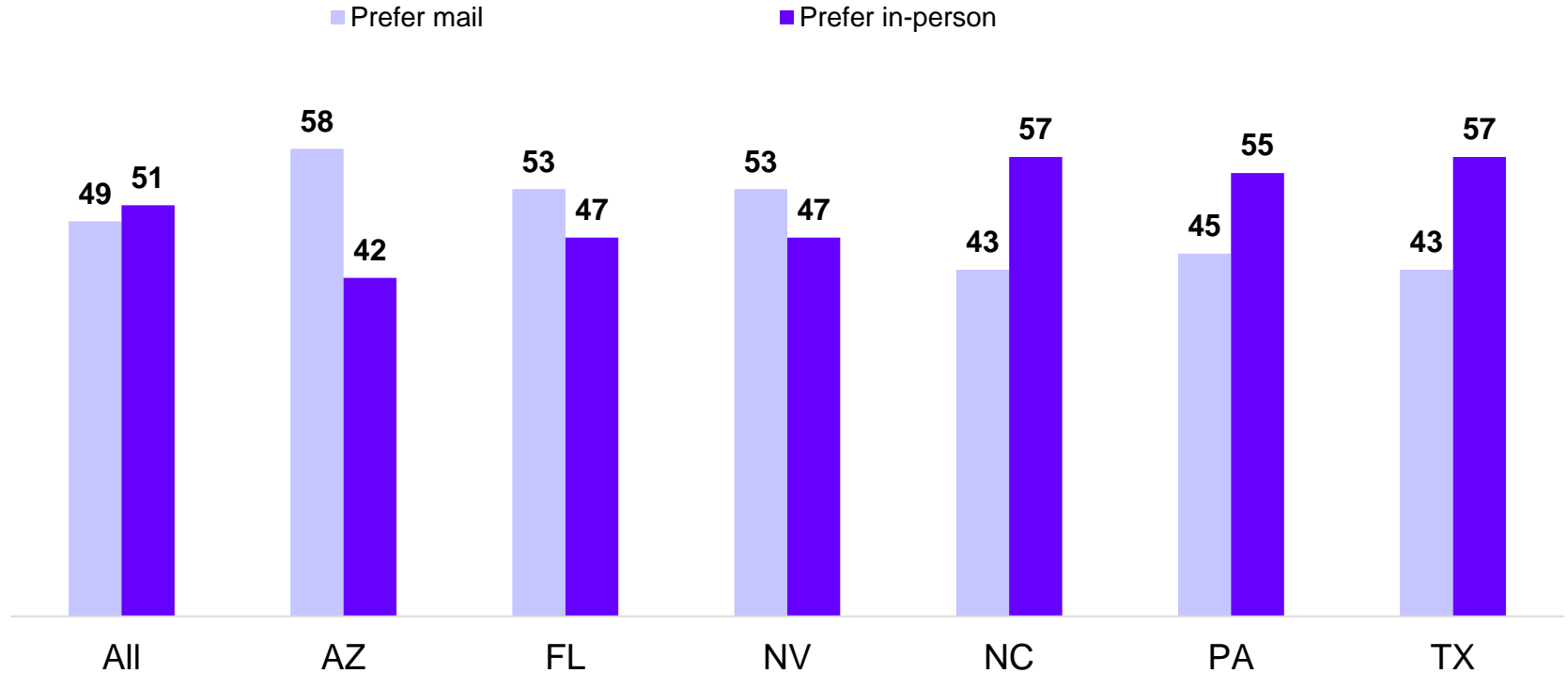
## Latino Voter Confidence in the Vote by Mail

If election officials in your state sent a ballot in the mail to your house, how much trust and confidence would you have that your ballot would be returned and counted in the election?



# Latino Voter Method Preference: Vote by Mail vs. Voting In-Person

If your state ends up having both mail-in voting and in-person voting options in November, which would you be the most comfortable using to vote in the presidential election?

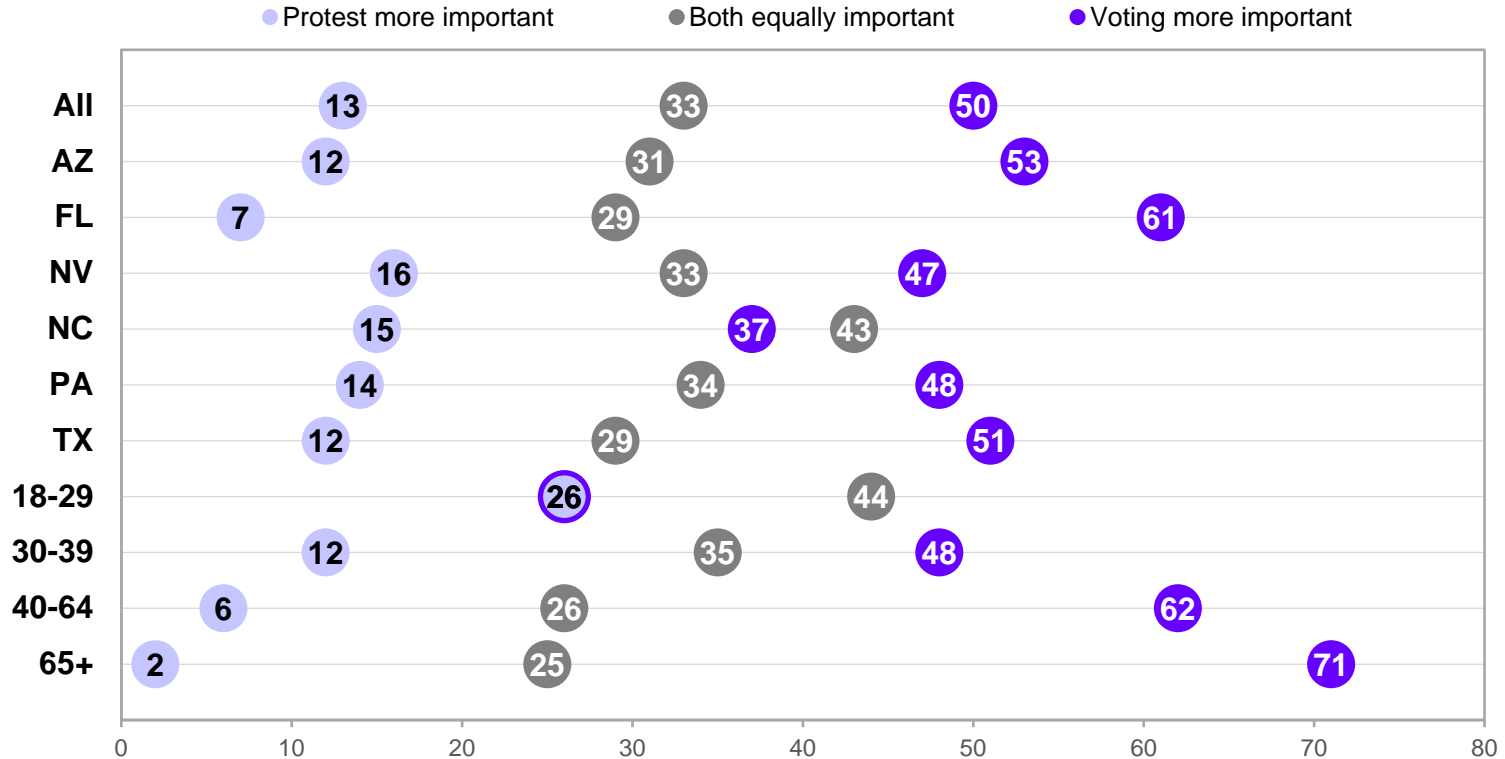


# LATINO VIEWS TOWARDS PROTESTS AND POLICE



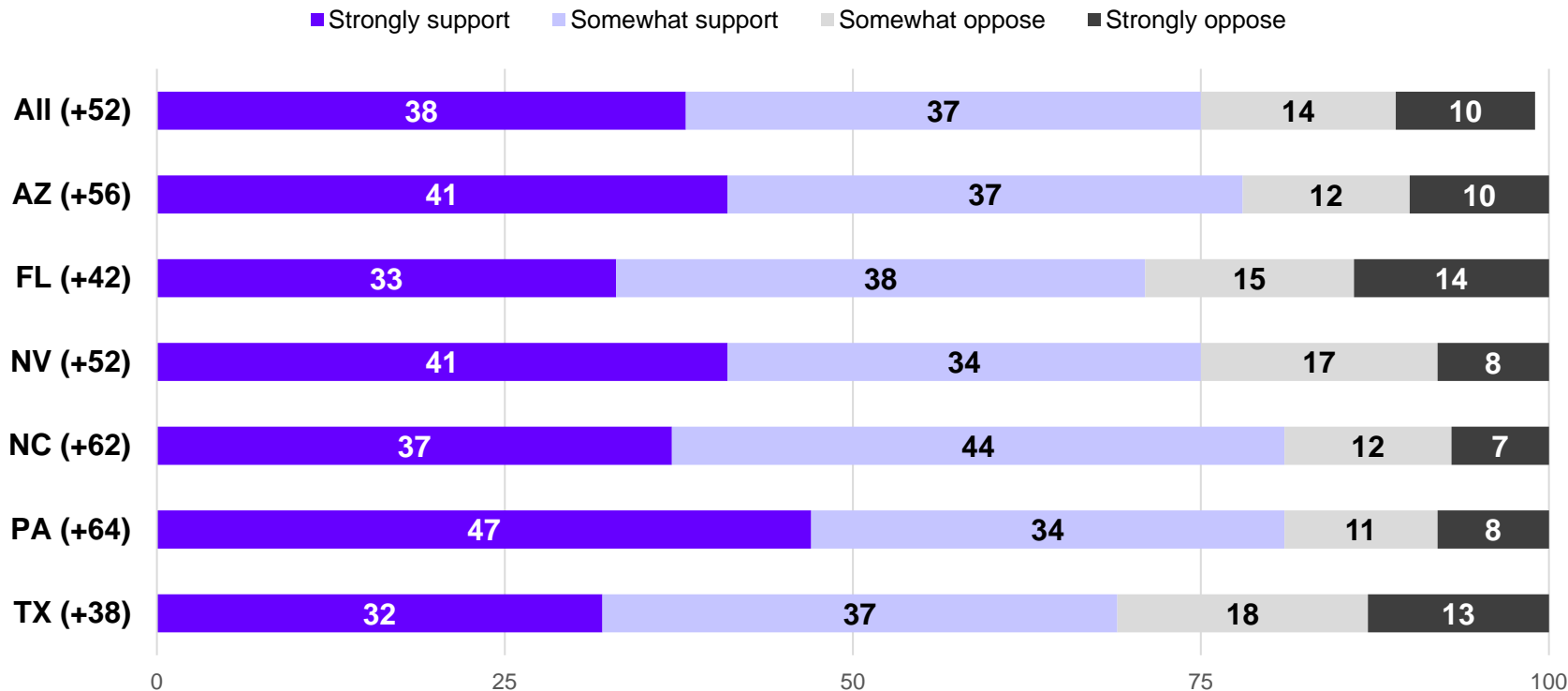
# Latino Voter Views on Influencing Change via Protest and Voting

Thinking about how to influence change in America, do you think it is more important to vote in the November presidential election, or more important to protest?



# Latino Voter Support for Black Lives Matter Protesters

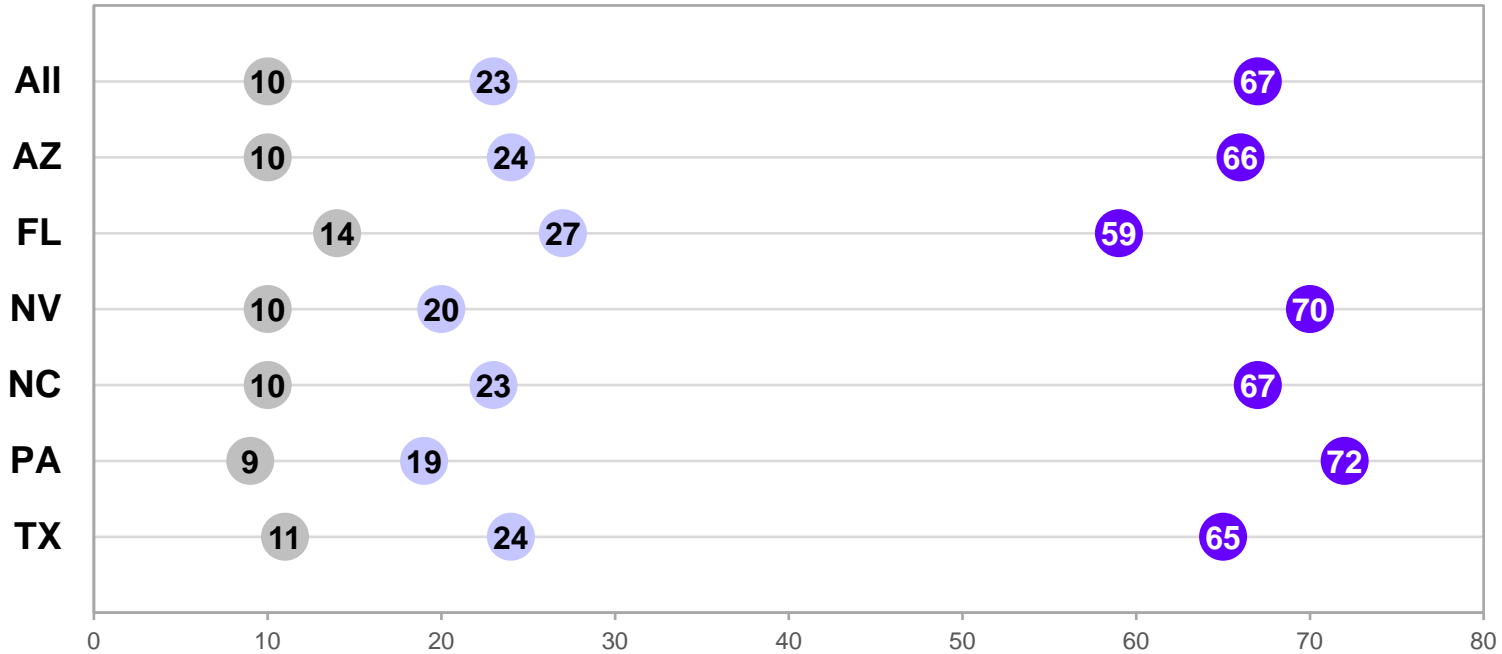
Some cities have recently experienced protests related to the police killing of George Floyd, an unarmed black man, in support of Black Lives Matter. Generally speaking, do you support or oppose the protesters?



# Latino Voter Views on Police Violence

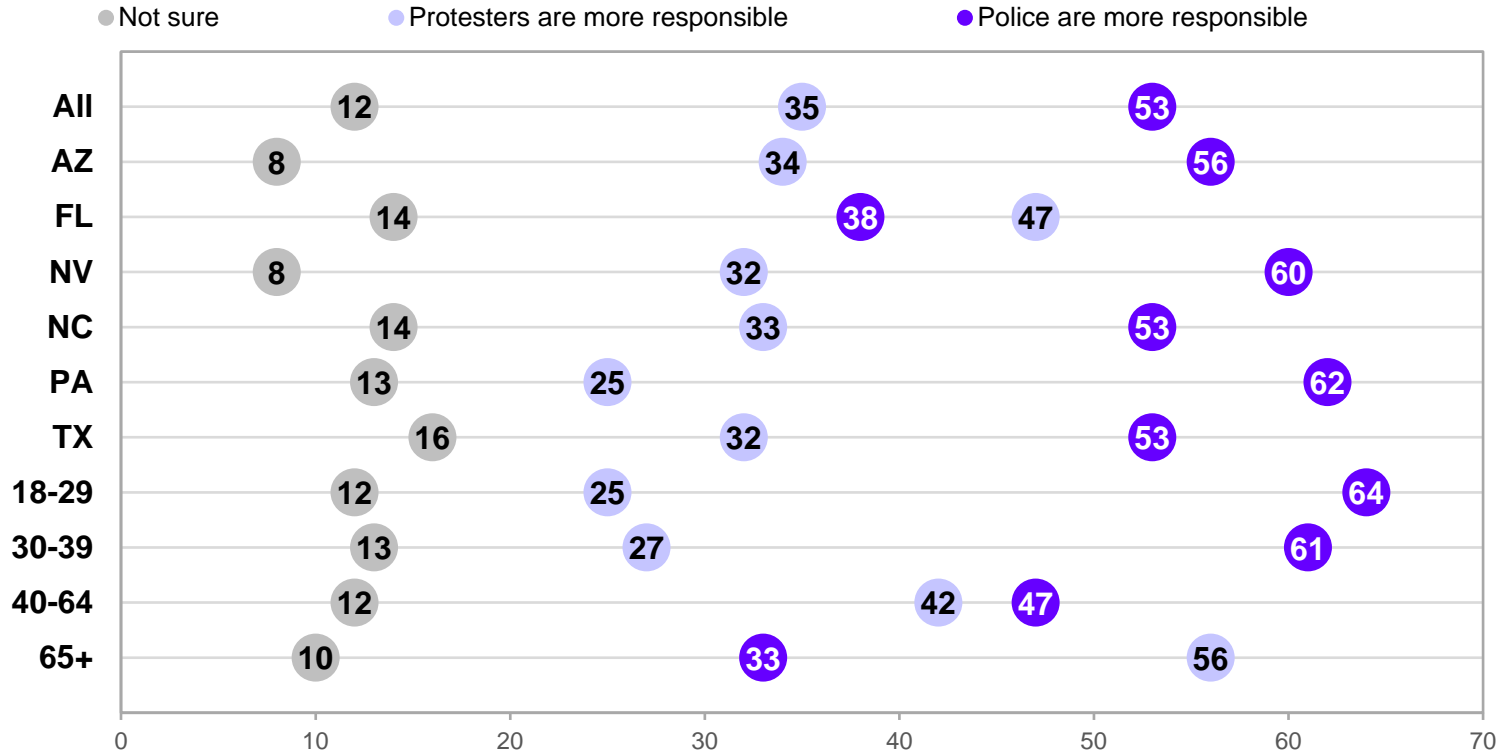
A white police officer in Minneapolis killed a black man named George Floyd by kneeling on the back of his neck during an arrest. Do you think police violence against blacks is a big problem, or do you think these incidents are rare?

● Not sure   ● These incidents are rare   ● Police violence is a big problem



## Latino Voter Views on Blame and Protest Incidents

Following the death of George Floyd in Minneapolis, a police station was set on fire during protests. Which statement do you agree with more: The police are more responsible because they are the ones who killed an unarmed black man with no cause and created intense anger among the protesters./Protesters are more responsible, they took things too far and had no reason to set fire to the police station.



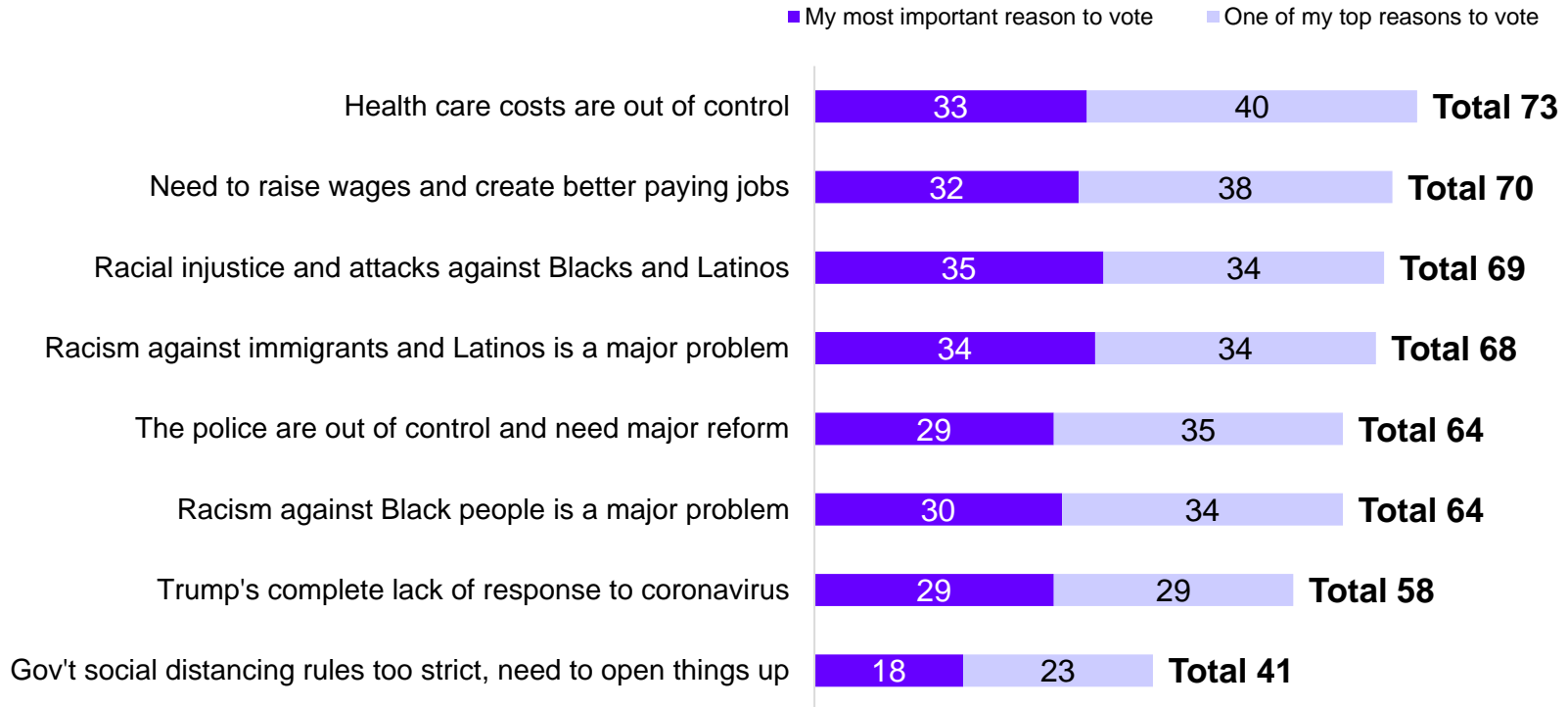


# MOTIVATION AND MOBILIZATION



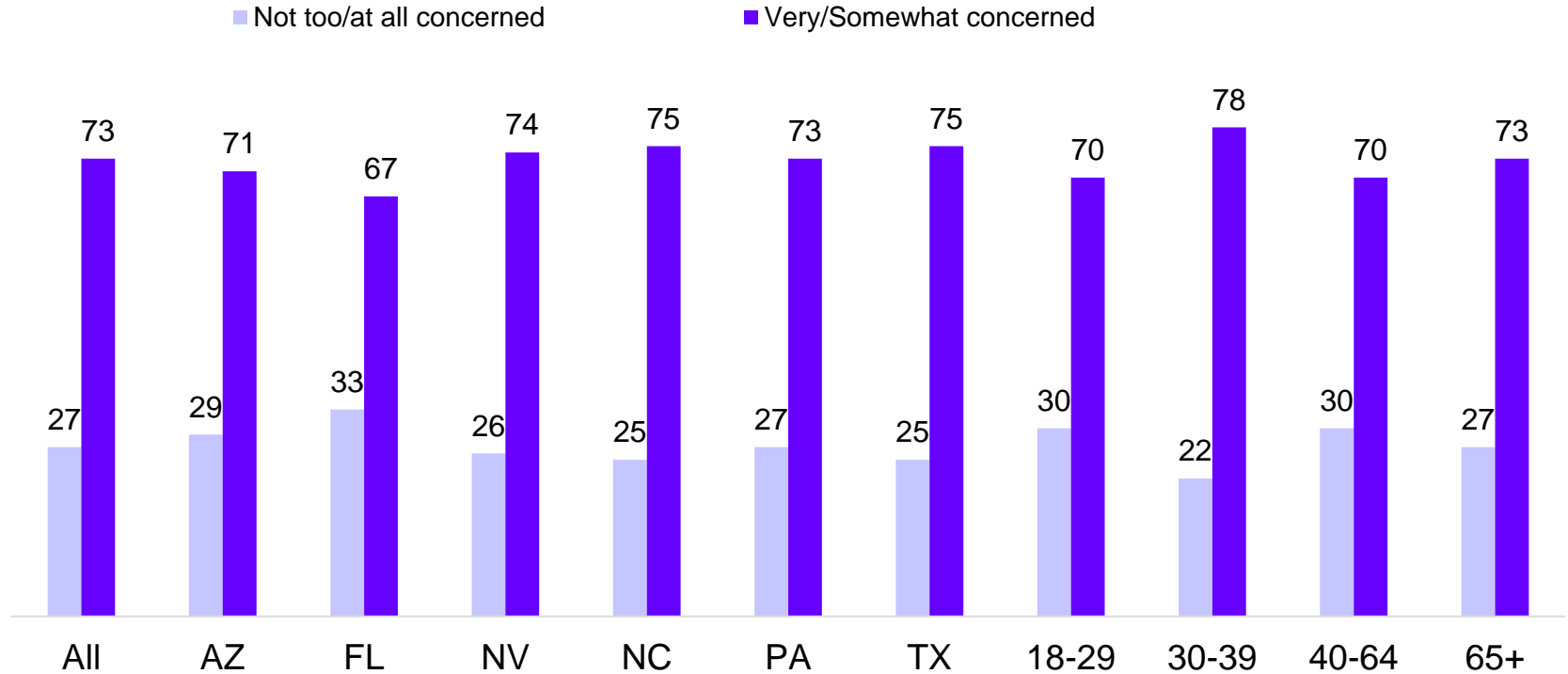
# Issues and Concerns Motivating Latino Voters in 2020

Please indicate how important a reason this is for you personally to vote in the November 2020 election.  
Percent most important and one of top issues illustrated



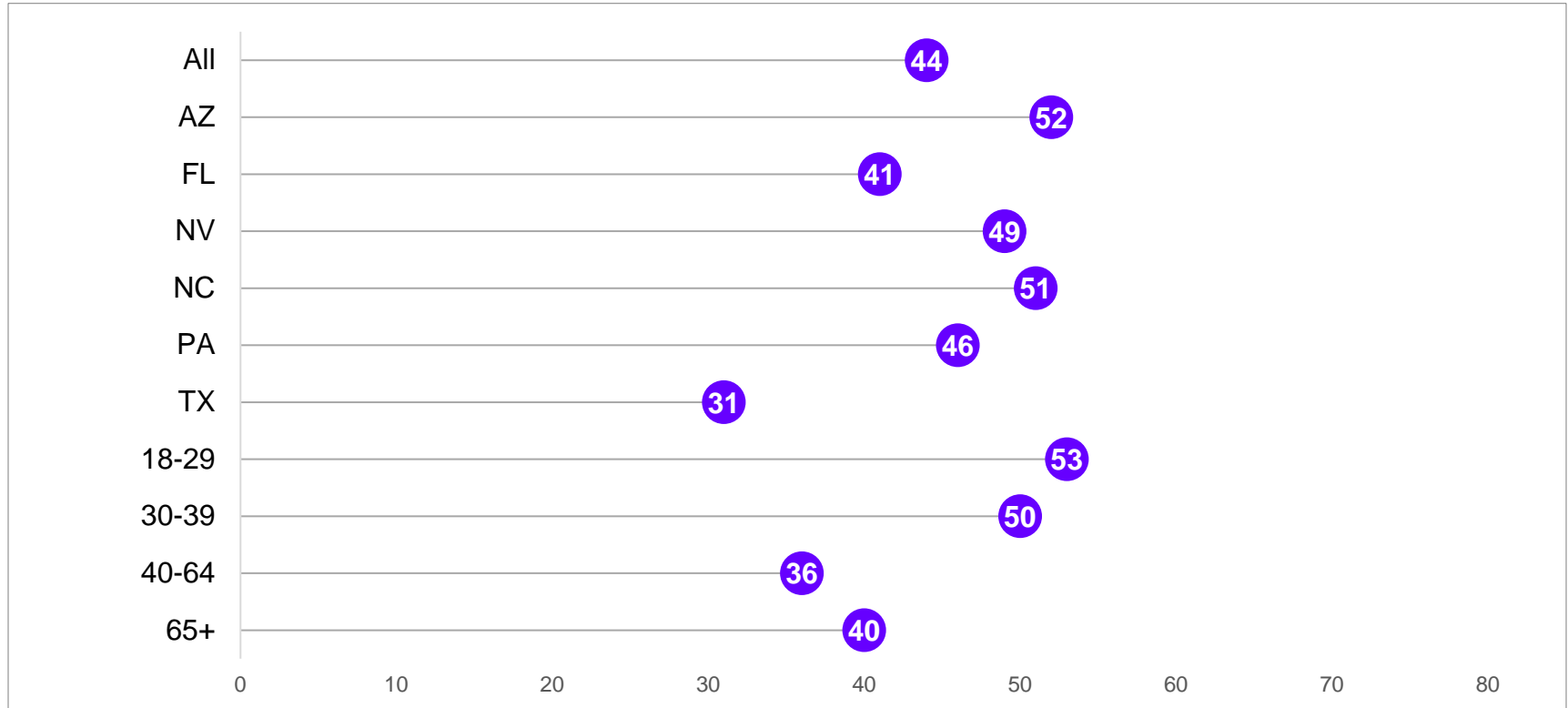
# Latino Voter Concern About COVID-19 Exposure and Voting in Person

How worried or not are you that you might be exposed to coronavirus/COVID-19 if you vote in-person during the November election?



# Latino Voter Mobilization and Contact

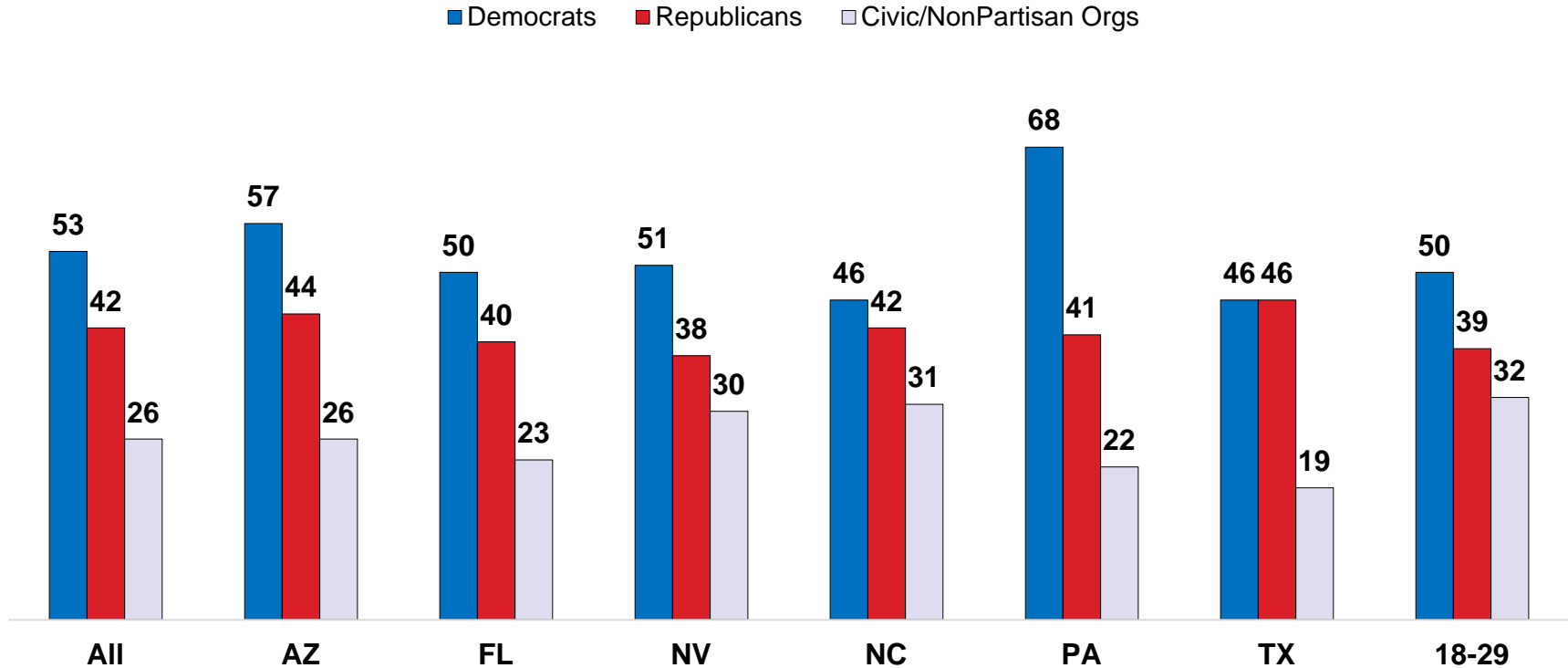
So far in 2020, has anyone from a political party, campaign or any other organization contacted you and asked you to register or vote? Percent yes illustrated.



# Latino Voter Mobilization and Contact

[Among those contacted] And who was it that contacted you?

Percent contacted by Democrats, Republicans, and Civic organizations illustrated



# Key Takeaways

1. Enthusiasm and turnout
2. Dems underperforming, GOP stagnate
3. Latinos support the Black Lives Movement
4. Low levels of information about vote-by-mail
5. While certainty to vote may be low, Latinos can be mobilized and motivated to vote with specific, issue-based appeals.





# LATINO VOTER ENGAGEMENT AND MOBILIZATION IN SIX STATES

Latino  Decisions

July 2, 2020