



NEWS RELEASE

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*****WEEK 4 POLL RESULTS RELEASED*****

Eight Out of Ten Latina Voters Hold Unfavorable View of Donald Trump

Donald Trump approval ratings continue to trend downwards among all Latino voters, decreasing by nine percentage points over the past four weeks

Remarks made by Trump about former Miss Universe Alicia Machado viewed by nearly 80 percent of Latina voters as disrespectful of women

WASHINGTON, D.C. – Following the second presidential debate on Sunday, the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund and *Noticias Telemundo* released the results of the [fourth wave](#) of an eight week tracking poll of Latino registered voters. Latino voters are expected to play a critical role in the race for the White House this year, with NALEO Educational Fund projecting more than 13.1 million Latinos will cast ballots in Election 2016.

Results from week four of the [NALEO Educational Fund/Noticias Telemundo/Latino Decisions Weekly Political Tracking Poll](#) offer exclusive insights into the Latino electorate this year, including views on the presidential candidates broken down by gender, reactions to Trump remarks about Alicia Machado and more. The poll was conducted by Latino Decisions between October 2–8, 2016, with findings based on analysis of 250 new Latino registered voter interviews and 250 interviews from the previous week.

Key findings from [week four](#) of the poll include:

- **Donald Trump is battling high disapproval ratings among Latino voters, especially among Latina voters.** From week one to week four, Trump's favorability has declined nine percentage points, falling from 25 percent to 16 percent this week. Trump is seen in an unfavorable light by more Latina voters (82 percent) than Latino voters (76 percent) at this point in the election.*
- **Three-quarters of Latino voters believe remarks made about former Miss Universe Alicia Machado show Trump is disrespectful to women.** Three of four Latino voters polled thought the "Miss Piggy" and "Miss Housekeeping" comments about Alicia

Machado showed Trump is disrespectful to women. Latina voters were more likely to find the comments disrespectful (79 percent), compared to Latino voters (71 percent).*

- **Hillary Clinton’s favorability among Latino voters continues to hold steady.** Over the course of four weeks, Clinton has maintained a 65-66 percent approval rating among all Latino voters. Clinton has a higher favorability rating among Latina voters (69 percent) than Latino voters (63 percent) as of week four. Her approval ratings are also much higher among foreign born Latino voters (76 percent) than U.S. born Latinos (60 percent).*
- **Immigration reform is the top issue for Latina voters in Election 2016.** Passing comprehensive immigration reform is the most important issue for Latina voters (27 percent) this election season, followed by terrorism/ISIS (25 percent), improving wages and incomes (23 percent), and creating more jobs (22 percent). Latina voters were much less likely (11 percent) than Latino voters (21 percent) to view lowering healthcare costs as a top issue.*

“Latina voters are a formidable force in American politics today,” stated Arturo Vargas, NALEO Educational Fund executive director. “As leaders in their communities and families, Latinas play a powerful role in mobilizing their families to become involved in the political process. If Donald Trump wants any chance at winning the White House this year, he has a lot of ground to make up among Latinas and all Latino voters in the coming four weeks.”

As we near Election 2016, NALEO Educational Fund will continue its efforts to ensure that Latino voters have the information necessary to make their voices heard at the ballot box. These efforts include operating our toll-free bilingual hotline **1-888-VE-Y-VOTA (1-888-839-8682)** that provides Latino voters with information on every aspect of the electoral process, from registering to vote, to voter ID requirements, to finding their polling place. On Election Day, the hotline will be connected to the Election Protection efforts and 1-866-OUR-VOTE, offering Latino voters nationwide a bilingual resource to get assistance and report any problems they may experience at the polls.

**The margin of sampling error for results based on the total sample is +/-4.4 percentage points. Error margins increase for smaller subgroups in the cross-tabulation results above.*

The full [toplines](#) and [cross-tabulations](#) for week four of the eight week tracking poll are available [here](#) and [here](#).

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About NALEO Educational Fund

NALEO Educational Fund is the nation's leading non-partisan, non-profit organization that facilitates the full participation of Latinos in the American political process, from citizenship to public service.