



NEWS RELEASE

For Immediate Release
September 19, 2016

Contact: Amanda Bosquez, abosquez@naleo.org
(202) 546-2536, (361) 548-6989 (cell)

Paula Valle Castanon, pvalle@naleo.org
(213) 747-7606 ext. 4414, (323) 253-6431 (cell)

New Poll Finds Latino Voters Still Being Ignored in Lead Up to Election 2016

*More than 60 percent of Latino voters report not being contacted by a campaign,
political party or organization*

Clinton in the lead, but still viewed as untrustworthy by half of Latino registered voters polled

WASHINGTON, D.C. – As Latino voters prepare to head to the polls in less than two months, the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund and *Noticias Telemundo* released the [results](#) of the first wave of an eight week tracking poll of Latino voters. NALEO Educational Fund projects that more than 13.1 million Latinos will cast ballots in Election 2016, making support among Latino voters critical in the race for the White House.

Results from the first week of the [NALEO Educational Fund/Noticias Telemundo/Latino Decisions Weekly Political Tracking Poll](#) offer exclusive insights into the Latino electorate this year, including Presidential vote choice, issue priority and party evaluations. The poll was conducted by Latino Decisions between September 12-17, 2016, with more than 500 Latino registered voters interviewed for this first wave of results.

Key [findings](#) include:

- **Latino voters are still being ignored.** With Election Day less than two months away, more than 60 percent of Latino registered voters reported that they had not been contacted by a campaign, political party or organization.
- **Immigration is not the only issue Latinos care about.** Immigration is a top issue (30 percent) for Latino voters, but job creation (20 percent), improving wages/incomes (19 percent), lowering healthcare costs (19 percent) and combatting terrorism (19 percent) are also critical to the electorate.
- **If the Election were held today, Hillary Clinton would win Latino voters by a large margin.** Results show that 71 percent of Latino voters polled would cast a ballot for Secretary Clinton if the election were today, compared to 18 percent for Donald Trump and 5 percent for an alternate candidate. Six percent reported being undecided.
- **Donald Trump's comments considered racist by most Latino voters.** More than 72 percent of polled Latino voters reported viewing Trump remarks about Latinos as racist, while only 30 percent believed Trump would bring the change needed in Washington.

- **Hillary Clinton viewed as experienced, but not perfect.** More than 72 percent of Latino voters think Secretary Clinton has the right experience to be President, but some reservations remain among the electorate. Nearly half of polled Latino voters consider her untrustworthy.
- **Both presidential candidates have some work to do.** Compared to the favorability rating for President Obama (72 percent), Secretary Clinton (66 percent) and Trump (25 percent) have some ground to make up among Latino voters. Nearly one-third (31 percent) of Latino voters also reported being less excited about Election 2016 than Election 2012.
- **Latino voters will be decisive.** More than 91 percent of polled Latino voters stated they would more than likely cast ballots this year.

“This poll confirms what we have known for some time---that Latino voters are still being ignored by major campaigns, political parties and funders,” stated Arturo Vargas, NALEO Educational Fund executive director. “Latinos are not a three-state electorate limited to the battlegrounds of Nevada, Colorado and Florida. We are a 50-state community that continues to grow and expand every year, and it’s time for our nation’s voter mobilization efforts to finally reflect that reality.”

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.

To view the methodology and full topline for week one of the eight week tracking poll, visit https://d3n8a8pro7vhm.cloudfront.net/naleo/pages/190/attachments/original/1474249116/9_18_16_-_Final_-_NALEO_Telemundo_LD_Tracker_Wk1_Posted.pdf?1474249116.

###

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.