



NEWS RELEASE

Latino Decisions  
Everything Latino Politics

**For Immediate Release**  
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**\*\*PRESS TELECONFERENCE AT 12:30 P.M. ET TODAY\*\***

## **Less Than Half of Latino Registered Voters Have Been Contacted by a Campaign or Political Party Ahead of Election 2020**

*COVID-19 remains top priority for Latino voters, with a third of survey respondents saying they know someone who has died from the virus*

**WASHINGTON, D.C.** – Results from the second week of the 2020 Latino Weekly Tracking Poll from NALEO Educational Fund and Latino Decisions offer exclusive insight into the Latino electorate's views on the 2020 presidential election. The poll, conducted by Latino Decisions September 6-12, has a margin of error of +/- 4.9 percent. The first week of the poll was September 1-6, with the second week seeing another 400 Latino registered voters take the survey. Over the course of the nine-week tracking poll, 3,600 unique Latino voters will be asked about the candidates for President and Vice President of the United States, how they plan to vote in November, and their feelings about major issues facing the country.

For the duration of the poll, NALEO Educational Fund and Latino Decisions will be holding a weekly press call to discuss the results every Tuesday at 12:30 p.m. ET/9:30 a.m. PT.

"Alongside the many issues important to Latino voters in this election, COVID-19 remains a priority, with a third of Latino voters indicating they know someone who has died from the virus," stated Arturo Vargas, NALEO Educational Fund Chief Executive Officer. "If this tragic situation was not enough, the pandemic is also complicating how Latinos will make their voices heard in the election. Our polling indicates election officials have yet to move the needle on making available to voters all the information they need to vote safely. There is no excuse for this. Although we are dealing with an unprecedented landscape, outreach to Latino voters, particularly from elections officials, must improve."

"Latinos are disproportionately bearing the burden of COVID-19 and the economic downturn. While this is not a normal election year, the fundamentals of Latino vote choice and voter turnout remain the same," said Dr. Stephen Nuño-Perez, Director of Communications and Senior Analyst at Latino Decisions. "If major political parties want to improve their share of the Latino vote or increase the number of Latinos that come out to vote on Election Day, the recipe has not changed: genuine outreach, integrating representative leadership into the decision-making process, implementing policies that improve access to the voting booth, and addressing the needs of the community with substantive programs."

Key findings include:

- As Vice President Joe Biden sees an expanded 36-point advantage in favorability over President Donald Trump (up three points from last week), survey respondents remain unchanged from last week on who they plan on voting for, with 65 percent saying they plan on voting for the Vice President compared to 24 percent for the President
- Of all the elected officials in the survey, Vice President Joe Biden has the highest net favorability (+35 percent), and President Donald Trump has the worst net favorability (-39 percent) among survey respondents
- 80 percent of survey respondents say they are almost certain they will vote in 2020, with 57 percent saying they are more enthusiastic about voting in 2020 than they were in 2016
- Survey respondents say health, racism and discrimination, and jobs are the most important issues, with the following breakdown:
  - COVID-19: 49 percent
  - Lowering healthcare costs: 30 percent
  - Racism and discrimination: 26 percent
  - Jobs and wages: 21 percent
- Vice President Joe Biden leads President Donald Trump with respect to who respondents trust on the following issues:
  - Handling access to affordable healthcare:
    - Biden (63 percent)
    - Trump (17 percent)
  - Improving the economy
    - Biden (54 percent)
    - Trump (29 percent)
- One in three survey respondents (33 percent) say they know someone who has died from COVID-19 over the past few months
- Black Lives Matter continues to have high favorability among survey respondents (60 percent)
- Of the nearly 93 percent of survey respondents who say they have completed the census, most respondents (51 percent) say they have responded online, with 8 percent saying they have yet to do so
- Despite the 58 percent of survey respondents who express a preference to vote by mail versus the 42 percent who say they prefer to vote in person, 29 percent still say (from week 1 poll results) they are not familiar with how to request a mail-in-ballot
- 57 percent of survey respondents say they have not been contacted by anyone from a political party, campaign, or any other organization
  - Of the 43 percent who said they had been contacted, 65 percent indicate someone from the Democratic Party contacted them, and 34 percent indicated it was someone from the Republican Party, a 13-point drop in Republican contact from last week's poll (47 percent)

#### Weekly Press Call

Beginning on September 8, weekly press calls to discuss topline and key findings of the previous week's polling data will be held on Tuesdays at 12:30 p.m. ET/9:30 a.m. PT on the

Zoom platform, with the final press call on Monday, November 2, at 12:30 p.m. ET/9:30 a.m. PT.

You can register to join [here](#). Speakers will include NALEO Educational Fund Director of Civic Engagement Research Dorian Caal, Latino Decisions Director of Communications and Senior Analyst Dr. Stephen Nuño-Perez, and Latino Decisions analyst and research methodologist Angie Gutierrez.

#### Methodology

This nine-week survey will continue through the week of the election, with a survey sample each week of 400 unique Latino registered voters. By the end of the project, data from 3,600 eligible Latino voters will have been collected on political attitudes, voting preferences, the impact of COVID-19, vote-by-mail, outreach, and voter enthusiasm. Interviews were conducted in English or Spanish, according to the respondent's choice. Surveys were conducted online with a resulting +/- 4.9 percent margin of error.

For more information, you can view the 2020 Latino Weekly Tracking Poll [toplines](#) and [crosstabs](#) for this polling week.

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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.*

#### About Latino Decisions

*Latino Decisions is the nation's leading polling and research firm on Latino Americans, being called the "gold-standard in Latino American polling" by Time Magazine, and has implemented its weekly political tracking poll of Latino voters every cycle since 2010.*