



NEWS RELEASE

Latino Decisions  
Everything Latino Politics

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## **Vice President Joe Biden Holds Advantage Among Latino Voters in Lead Up to Election 2020**

*Despite notable increases in Republican outreach  
to Latino voters, Biden's advantage remains strong*

**WASHINGTON, D.C.** – Results from the first 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 1-6, has a margin of error of +/- 4.9 percent. In the first week, 400 Latino registered voters took 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.

"As we approach November 3, it has become clear that Latino voters will play a major role in determining the outcome of the election. Given the public health reality of COVID-19, it is concerning how many Latino voters remain unfamiliar with how to vote by mail," stated Arturo Vargas, NALEO Educational Fund Chief Executive Officer. "Election officials must do a better job at reaching voters and disseminating all the information voters need to make safe and informed decisions on how to exercise their right to vote."

"The sudden economic downturn as a result of COVID-19 has brought unprecedented challenges to how campaigns reach out to Latino voters," stated Dr. Stephen Nuño-Perez, Latino Decisions Director of Communications and Senior Analyst. "From education on voting by mail to managing communications in a vastly different landscape than we are used to, the fundamentals of a healthy democracy are being challenged. As the largest minority voting group in the country and as one of the lowest in resources, Latino voting will be an important measure of our electoral system this November."

Key findings include:

- In addition to Vice President Joe Biden's 33-point advantage in favorability over President Donald Trump, 65 percent of survey respondents said they plan on voting for the Vice President compared to just 24 percent for the President

- Of all the elected officials in the survey, Vice President Joe Biden and Senator Kamala Harris have the highest net favorability (both at +32 percent), and President Donald Trump has the worst net favorability (-38 percent) among survey respondents
- 62 percent of survey respondents are more enthusiastic about voting in 2020 than they were in 2016, over 10 percent higher than the same sentiment when polled in 2016, comparing enthusiasm to the previous presidential election (2012)
- 78 percent of survey respondents say they are almost certain they will vote in 2020
- Survey respondents say health, racism and discrimination, and jobs are the most important issues, with the following breakdown:
  - COVID-19: 47 percent
  - Lowering healthcare costs: 31 percent
  - Racism and discrimination: 26 percent
  - Jobs and wages: 25 percent
- Police reform and Black Lives Matter have a 60 percent favorability rate among survey respondents
- Despite the 55 percent of survey respondents who express a preference to vote by mail versus the 45 percent who say they prefer to vote in person, 29 percent say they are not familiar with how to request a mail-in-ballot
- 60 percent of survey respondents say they have not been contacted by anyone from a political party, campaign, or any other organization
  - Of the 40 percent who said they had been contacted, 47 percent indicated someone from the Republican Party contacted them, and 57 percent said it was someone from the Democratic Party.

#### 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.

You can register to join [here](#). Speakers will include NALEO Educational Fund CEO Arturo Vargas, 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](#).

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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.*