



NEWS RELEASE

Latino Decisions
Everything Latino Politics

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Contact: Kevin Perez-Allen, kperezallen@naleo.org
(714) 499-4481

Marcus Silva, msilva@naleo.org
(510) 456-5444

****PRESS TELECONFERENCE AT 12:30 P.M. ET TODAY****

New Data Show Gender Gap in Presidential Preference and Voting Enthusiasm Among Latino Voters

Overall, three out of every five Latino voters say they are more enthusiastic about voting in 2020 than they were in 2016, although Latinas less so than Latinos

WASHINGTON, D.C. – Results from the fifth 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 30 – October 3, has a margin of error of +/- 4.9 percent. The first week of the poll was September 1-6, with each week seeing an additional 400 Latino registered voters (500 for this week) take the survey. Over the course of the nine-week tracking poll, 3,700 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.

"Once again, concern around the COVID-19 pandemic has taken center stage among the Latino electorate," stated Arturo Vargas, NALEO Educational Fund Chief Executive Officer. "With 48 percent of respondents identifying an effective response to COVID-19 as their chief issue as the 2020 Election is underway, it remains clear that speaking to and connecting with Latino voters means establishing trust with the community on the many issues that intersect with the pandemic."

"The salience of COVID-19 in the Latino community has been paramount throughout our exit poll of registered Latinos," said Dr. Stephen Nuño-Perez, Director of Communications and Senior Analyst at Latino Decisions. "The weekend's news that the President had contracted COVID-19 appears to have had a discernable impact on how Latinos are viewing the election. It is important that both parties address this issue and demonstrate competency that will help improve the lives of Latinos dealing with this in their own communities."

Key findings include:

Aggregated data encompassing weeks 1-5

- 69 percent of women plan on voting for Vice President Joe Biden compared to 64 percent of men
 - 67 percent of all survey respondents plan on voting for Vice President Joe Biden, and 23 percent plan on voting for President Donald Trump
 - Over half (53 percent) of all survey respondents who identify as independent/other say they plan on voting for Vice President Joe Biden, and 21 percent plan on voting for President Donald Trump
- 63 percent of respondents view Vice President Joe Biden favorably, and 29 percent view him unfavorably with the following breakdowns by gender:
 - Women
 - 63 percent: favorable
 - 27 percent: unfavorable
 - Men
 - 63 percent: favorable
 - 31 percent: unfavorable
- 27 percent of respondents view President Donald Trump favorably, and 69 percent view him unfavorably with the following breakdowns by gender:
 - Women
 - 23 percent: favorable
 - 71 percent: unfavorable
 - Men
 - 31 percent: favorable
 - 66 percent: unfavorable
- 41 percent of women say they are following news about the presidential election very closely, whereas 50 percent of men say the same
- 74 percent of respondents say they are almost certain they will vote in 2020, and 61 percent say they are more enthusiastic about voting in 2020 than they were in 2016
 - 55 percent of women say they are more enthusiastic about voting in 2020 than they were in 2016, while 67 percent of men feel the same
- Health, racism and discrimination, and jobs have continued to be the most important issues among survey respondents, with the following breakdown:
 - COVID-19: 48 percent
 - Lowering healthcare costs: 30 percent
 - Racism and discrimination: 27 percent
 - Jobs and wages: 25 percent
- Vice President Joe Biden leads President Donald Trump with respect to whom respondents trust in handling the following issues:
 - Access to affordable healthcare
 - Biden (64 percent)
 - Trump (18 percent)

- Improving the economy
 - Biden (56 percent)
 - Trump (28 percent)
- Bringing the country together
 - Biden (62 percent)
 - Trump (18 percent)

Week 5 of the survey

- With Justice Ruth Bader Ginsburg’s passing, 68 percent of survey respondents say that the Senate should wait until after the election to let the next president make the nomination for her replacement
 - 32 percent say the Senate should vote on President Trump’s nominee
- Survey respondents continue to reveal shifting preferences toward voting in person with over half (53 percent) expressing such preference and 47 percent expressing a preference to vote by mail
- Survey respondents reveal a trend toward voters becoming more familiar with how to request a mail-in-ballot, with 73 percent (the highest point in the survey) saying they are familiar with how to do so
- Down slightly from last week, three in ten (30 percent) respondents say they do not trust that mail-in-ballots will be correctly delivered back to county elections departments
 - Among respondents who plan to vote in person, 41 percent intend to vote early before November 3
 - For those who do plan to vote by mail, 79 percent plan on voting right away
- 80 percent of survey respondents said they discussed politics with family and friends
- 72 percent (up four points from last week) of survey respondents say they encouraged family or friends to register to vote
- For the first time, a majority (52 percent) of respondents say they have been contacted by a political party, campaign, or other organization
 - Of those who said they had been contacted, 63 percent (up four points from last week) indicate someone from the Democratic Party contacted them, 33 percent (down four points from last week) indicate it was someone from the Republican Party, and 24 percent (down one point) indicate it was someone from a non-partisan or civic organization
- In addition to the 31 percent of survey respondents who say they know someone who has died from COVID-19, 25 percent say they have had trouble getting access to food, medicine, or basic household needs, as a result of the pandemic, and 40 percent say they had to use savings or retirement money to pay for expenses
 - Nearly three in ten (28 percent) survey respondents have lost their job as a result of the COVID-19 pandemic
- 90 percent of survey respondents who say they have completed the census with half (50 percent) saying they have responded online

Weekly Press Call

Weekly press calls to discuss toplines 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 and Latino Decisions Director of Communications and Senior Analyst Dr. Stephen Nuño-Perez.

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 (500 this week). By the end of the project, data from 3,700 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.