



NEWS RELEASE

Latino Decisions
Everything Latino Politics

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****PRESS TELECONFERENCE AT 1:00 P.M. ET TODAY****

With One Day Before Election Day, Nearly Half of Latino Voters Have Already Cast Their Ballots

*On Election Eve, 69 Percent of Latino Voters Prefer Biden,
and 26 Percent Prefer Trump*

*COVID-19 continues to dominate the political landscape with 55 percent of
Latino voters marking it as their top issue as they head to the polls*

WASHINGTON, D.C. – Results from the ninth and final 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 October 26-30, 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 in Week 5) take the survey. Over the course of the nine-week tracking poll, 3,700 unique Latino voters were 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 have held [weekly press calls](#) to discuss the results. The final press call will be on Monday, November 2, at 1:00 p.m. ET/10:00 a.m. PT.

"As Election 2020 is shaping up to reach record levels of participation, nearly half of Latino voters have already voted, positioning the community to play a pivotal role in close contests across the nation," stated Arturo Vargas, NALEO Educational Fund Chief Executive Officer. "With the COVID-19 pandemic as a backdrop to this election, Latino voters are making their voices heard with COVID-19 as the dominant lens through which to judge the candidates' closing arguments."

"With the number of Latinos voting this election expected to break new records, campaigns are also setting new standards in reaching out to the Latino community," said Dr. Stephen Nuño-Perez, Director of Communications and Senior Analyst at Latino Decisions. "The lesson here is clear; political engagement is a two-way street. Any politician who wants to win in today's environment will need to take steps to genuinely address the needs of this pivotal voting group if they want them to show up on election day."

Key findings in Week 9 include:

State-Level Data (aggregated over nine weeks)

- Survey respondents' choice for president by state:
 - Florida
 - Biden (57 percent)
 - Trump (35 percent)
 - California
 - Biden (71 percent)
 - Trump (21 percent)
 - Arizona
 - Biden (70 percent)
 - Trump (25 percent)
 - Texas
 - Biden (67 percent)
 - Trump (23 percent)
 - New York
 - Biden (71 percent)
 - Trump (21 percent)

- Survey respondents who have been contacted in lead up to Election 2020:
 - Florida (58 percent)
 - By Democrats (57 percent)
 - By Republicans (46 percent)
 - By a non-partisan or civic organization (27 percent)
 - California (48 percent)
 - By Democrats (62 percent)
 - By Republicans (30 percent)
 - By a non-partisan or civic organization (26 percent)
 - Texas (52 percent)
 - By Democrats (61 percent)
 - By Republicans (35 percent)
 - By a non-partisan or civic organization (25 percent)

- On a motivation and enthusiasm scale of 0-10, with 10 being the most motivated and enthusiastic about voting in the 2020 Election, survey respondents indicated the following average motivation and enthusiasm levels by state:
 - Florida: 8.37
 - California: 8.07
 - Texas: 7.92

Candidate and Party Favorability

- Vice President Joe Biden's 71 percent in favorability (high point in the survey) puts him at a 42-point advantage in that category over President Donald Trump
 - Senator Kamala Harris's 59 percent in favorability (high point in the survey) puts her at a 30-point advantage in favorability over Vice President Mike Pence

- Marking high points for both candidates, 69 percent of survey respondents plan on voting for Vice President Joe Biden, and 26 percent plan on voting for President Donald Trump
 - Among men
 - Biden (64 percent)
 - Trump (31 percent)
 - Among women
 - Biden (73 percent)
 - Trump (22 percent)
 - Among ages 18-34
 - Biden (71 percent)
 - Trump (25 percent)
 - Among ages 35-49
 - Biden (62 percent)
 - Trump (33 percent)
 - Among ages 50+
 - Biden (74 percent)
 - Trump (20 percent)
- Based on aggregated data over the nine weeks of the survey, Latino registered voters who identified as Republican (82 percent), Cuban (37 percent), male (28 percent), third-generation (28 percent), aged 50+ (26 percent), or college-educated (27 percent) were the most likely to state they were planning to vote (or likely to vote) for President Donald Trump.
- Based on aggregated data over the nine weeks of the survey, Latino registered voters who identified as Democrats (92 percent), second-generation (71 percent), female (69 percent), aged 18-34 (69 percent), Spanish-language media consumers (69 percent), or Mexican-American (68 percent) were the most likely to report they were planning to vote (or likely to vote) for Vice President Joe Biden.

Voter Enthusiasm, Disinformation, and Election Preferences

- Nearly half (48 percent, up 14 points from last week) of respondents say they have already voted
- Alongside those who have already voted, 41 percent of survey respondents still say they are almost certain they will vote
- 88 percent of respondents are either just as or more enthusiastic about voting in 2020 than they were in 2016, with 70 percent saying they are more enthusiastic about 2020 (high point in the survey)
- Survey respondents indicate that of remaining Latino voters, 65 percent prefer to vote in person
 - Among the respondents who plan to vote in person, 76 percent plan to vote on Election Day
- A third of survey respondents (33 percent) say they do not trust that mail-in-ballots will be correctly delivered back to county elections departments
- 75 percent of survey respondents think ballot drop boxes are a good idea
- 75 percent of survey respondents are concerned that family or friends are being sent digitally altered videos meant to mislead the public about the presidential candidates
- Although 95 percent of respondents believe they will personally have the opportunity to freely and fairly vote in the election, 66 percent are concerned that if Vice President Joe Biden wins, there will not be an orderly transition of power

Voter Engagement

- 90 percent (high point in the survey) of respondents say they are following the news of the presidential election
- 78 percent of survey respondents said they discussed politics with family and friends
- 53 percent of respondents said they have discussed a candidate or political issue on social media
- 75 percent of survey respondents say they encouraged family or friends to register to vote
- 64 percent (high point in the survey) of respondents have been contacted by a representative from a political party, campaign, or other organization in the lead up to Election 2020 (highest point in 2016 was 46 percent)
 - Of those who said they had been contacted this election cycle, nearly two-thirds (66 percent, and high point in the survey) indicate someone from the Democratic Party contacted them, 36 percent indicate someone from the Republican Party, and 28 percent indicate someone from a non-partisan or civic organization
- 63 percent (high point in the survey) of survey respondents say Vice President Joe Biden and the Democratic Party are doing a good job at reaching out to Latinos, with 24 percent saying the same thing about President Donald Trump and the Republican Party

Issues

- COVID-19, healthcare, racism and discrimination, and jobs remain the most important issues among survey respondents, with the following breakdown:
 - Responding to COVID-19: 55 percent (high point in the survey)
 - Lowering healthcare costs: 28 percent
 - Jobs and wages: 27 percent
 - Racism and discrimination: 24 percent
 - Immigration reform and protecting immigrant rights: 22 percent
- Vice President Joe Biden continues to lead President Donald Trump with respect to whom respondents trust in handling the following issues:
 - Access to affordable healthcare
 - Biden (68 percent)
 - Trump (19 percent)
 - Improving the economy
 - Biden (58 percent)
 - Trump (30 percent)
 - Immigration reform
 - Biden (62 percent)
 - Trump (23 percent)
 - Bringing the country together
 - Biden (66 percent)
 - Trump (19 percent)
- 70 percent disapprove of the way President Trump is handling the COVID-19 response

COVID-19 Challenges

- In addition to the 37 percent of this week's survey respondents who say they know someone who has died from COVID-19, 29 percent say they have had trouble getting access to food, medicine, or basic household needs, as a result of the pandemic, and 46 percent say they had to use savings or retirement money to pay for expenses
- 29 percent of survey respondents have lost their job as a result of the COVID-19 pandemic
- 16 percent (high point in the survey) of respondents have been sick with COVID-19

Weekly Press Call

The final press call to discuss topline and key findings of the previous week's polling data will be held Monday, November 2 (today), at 1:00 p.m. ET/10:00 a.m. PT, on the Zoom platform.

You can register to join [here](#). Speakers will include representatives from NALEO Educational Fund and Latino Decisions.

Methodology

This nine-week survey ran through the week of the election, with a survey sample each week of 400 unique Latino registered voters (500 in Week 5). By the end of the project, data from 3,700 eligible Latino voters were 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. For aggregated data (all nine weeks), you can view additional [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.