

UNIDOS US LATINO VOTERS POLL

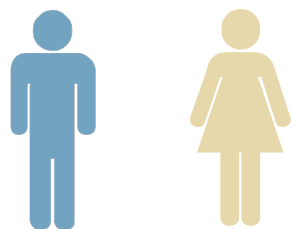
Findings from a bilingual English and Spanish phone and text-to-online national survey of 1,755 likely November 2020 Latino voters

Methodology

- Lake Research Partners designed and administered this survey that was conducted by live telephone and text-to-online in English and Spanish from February 5-17, 2020. It reached a base sample of 1,000 likely general election voters nationally from Latino, Hispanic, or Spanish-speaking backgrounds and oversamples of Latino voters in Arizona, California, Florida, Nevada, and Texas.
- The sample was stratified by gender, age, education, country of origin, US region, and party identification to reflect the demographic composition of Latino voters. Where there were slight differences between our survey sample and the demographic we were trying to reach, data were weighted accordingly.
- In interpreting survey results, all sample surveys are subject to possible sampling error; that is, the results of a survey may differ from those which would be obtained if the entire population were interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a particular question. The margin of error for the national data in this survey is +/- 3.1%. The margin of error for subgroups and state samples is greater.

Profile of Latino Likely General Election Voters

GENDER



45% 55%

AGE

18-29	25%
30-39	19%
40-49	16%
50-64	23%
65+	17%

EDUCATION

1-11 th Grade	6%
HS Graduate	29%
Some College	36%
College Grad	19%
Post-Grad	9%

COUNTRY OF ORIGIN

72%

U.S.-born

REGION

Northeast	14%
Midwest	6%
South	39%
West	41%

HOUSEHOLD INCOME

Below 50k	51%
Above 50k	41%

PARTY ID

Democrat	63%
Independent/DK	11%
Republican	21%
Other/Ref	4%

26%

Foreign-born

HOMEOWNERSHIP

Owner	58%
Renter	40%

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*some totals do not add up to 100 because of rounding or refusals

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RESEARCH
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Strategy · Precision · Impact

Executive Summary: Key Themes

- Latino voters are experiencing acute and intense economic concerns about their own finances and trying to get ahead.
- They are not convinced that the national economy is lifting all boats in their community and see things getting worse for future generations.
- Latinos are enthusiastic about voting in the upcoming election and believe in the value of voting.
- Candidates advancing a progressive economic agenda are likely to benefit from this enthusiasm.



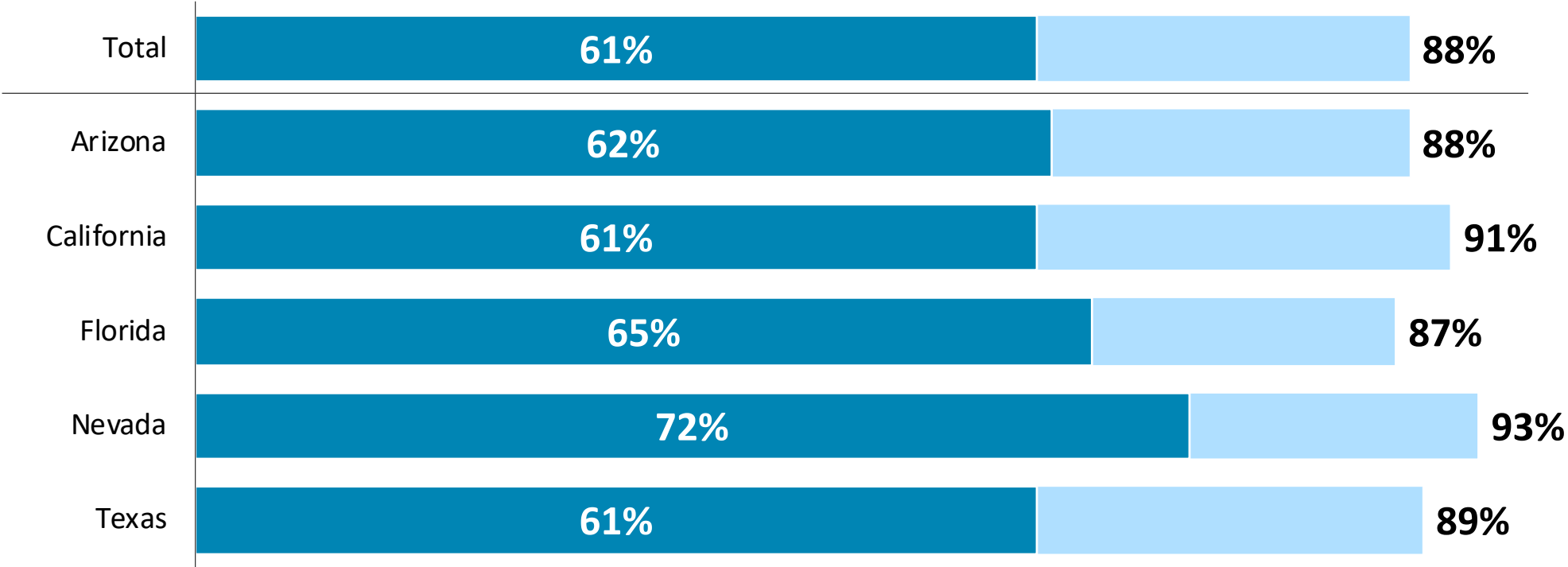
The 2020 Election

Executive Summary: The 2020 Election

- Latino voters are feeling enthusiastic about the 2020 presidential election with 61% rating themselves a “10” on a 0 to 10 scale of motivation to vote.
- Older voters are more enthusiastic about voting compared to younger voters. Independents and renters are also not feeling as motivated.
- Latino voters believe that “Participating in voting and elections can make things better for me and my family.” (84% agree, 53% strongly).
- Again, age matters: younger Latino voters are less convinced of the value of voting in their lives. Independents also tend to feel this way.
- Health care tops the list of what Latino voters want the next president to focus on, followed by jobs and immigration.

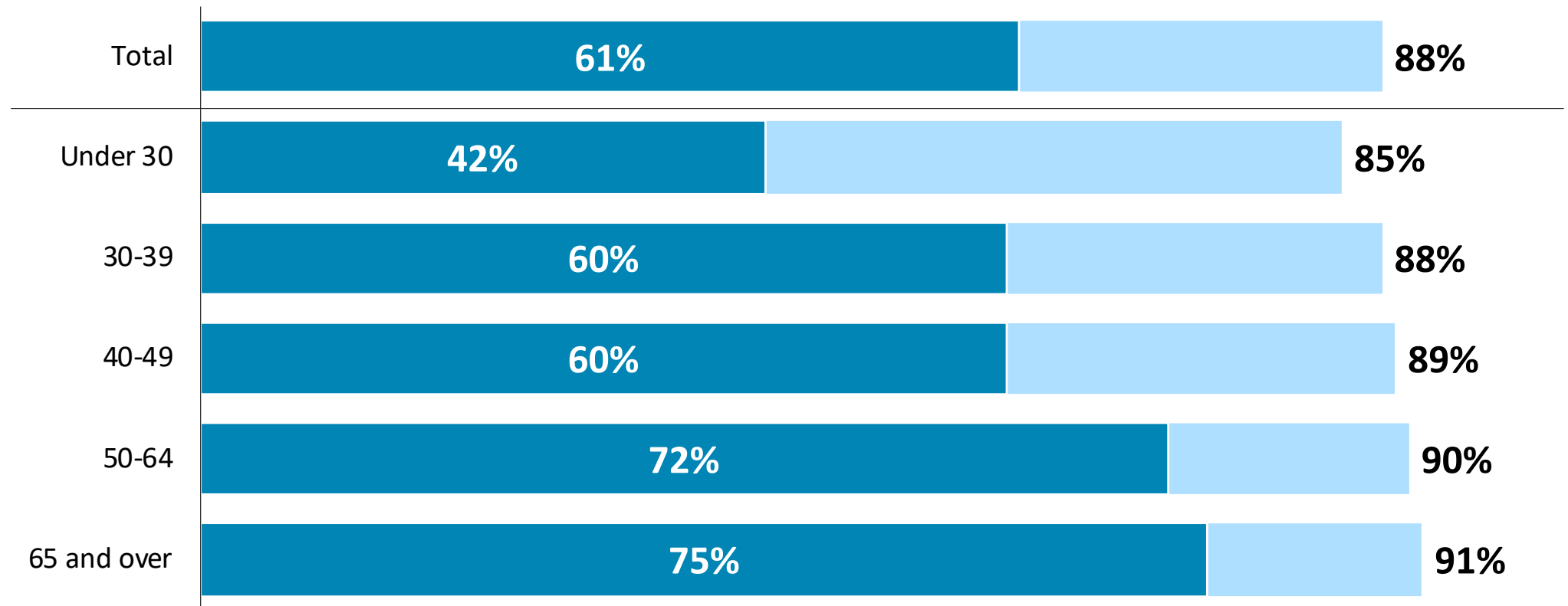
Latino voters are enthusiastic about this election. This is most intensely expressed among Nevada voters – noting that the survey fielded just prior to the Nevada caucuses.

Thinking about the 2020 election for president, Congress, and other offices, how motivated are you to vote, where 0 is not at all motivated and 10 is extremely motivated?



Enthusiasm for voting increases with age. While fewer than half of Latino voters under 30 are extremely motivated to vote, three-quarters of those 65 and over are.

Thinking about the 2020 election for president, Congress, and other offices, how motivated are you to vote, where 0 is not at all motivated and 10 is extremely motivated?



Younger voters, independents, and renters are comparatively less enthusiastic.

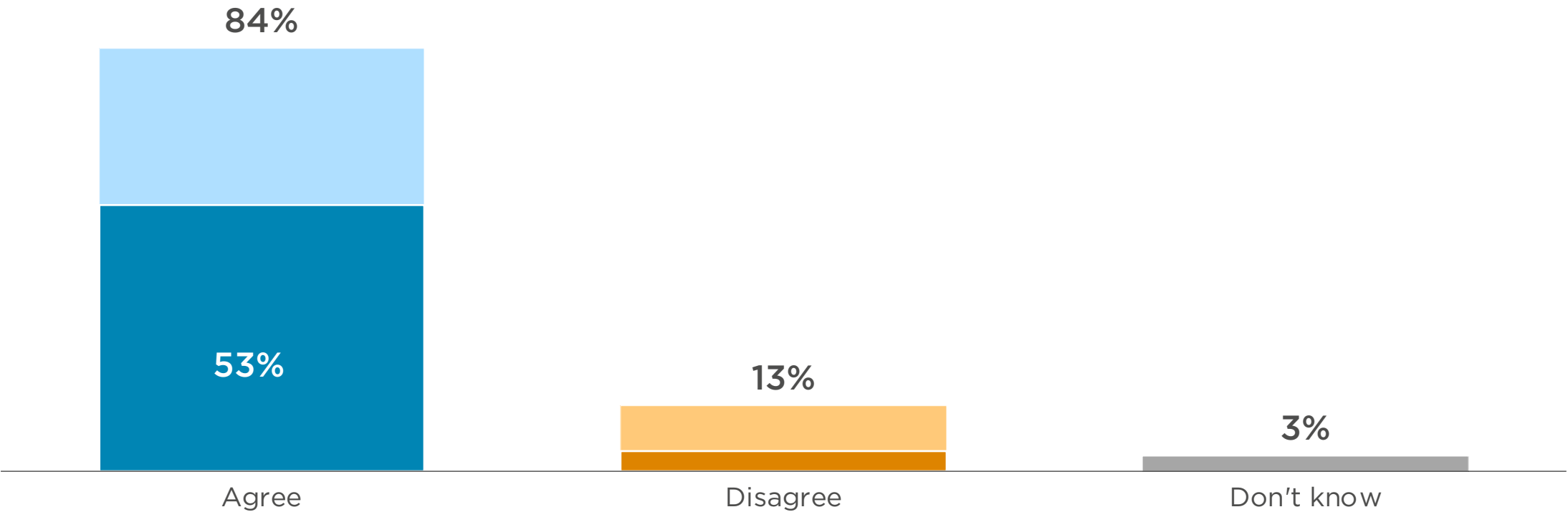
Thinking about the 2020 election for president, Congress, and other offices, how motivated are you to vote, where 0 is not at all motivated and 10 is extremely motivated?

% extremely motivated

Most Motivated		Least Motivated	
Older college grads	79%	Voters under 30 years old	42%
Voters 65+	75%	Younger non-college grads	46%
Strong Republicans	74%	Independents	48%
***	***	Renters	53%

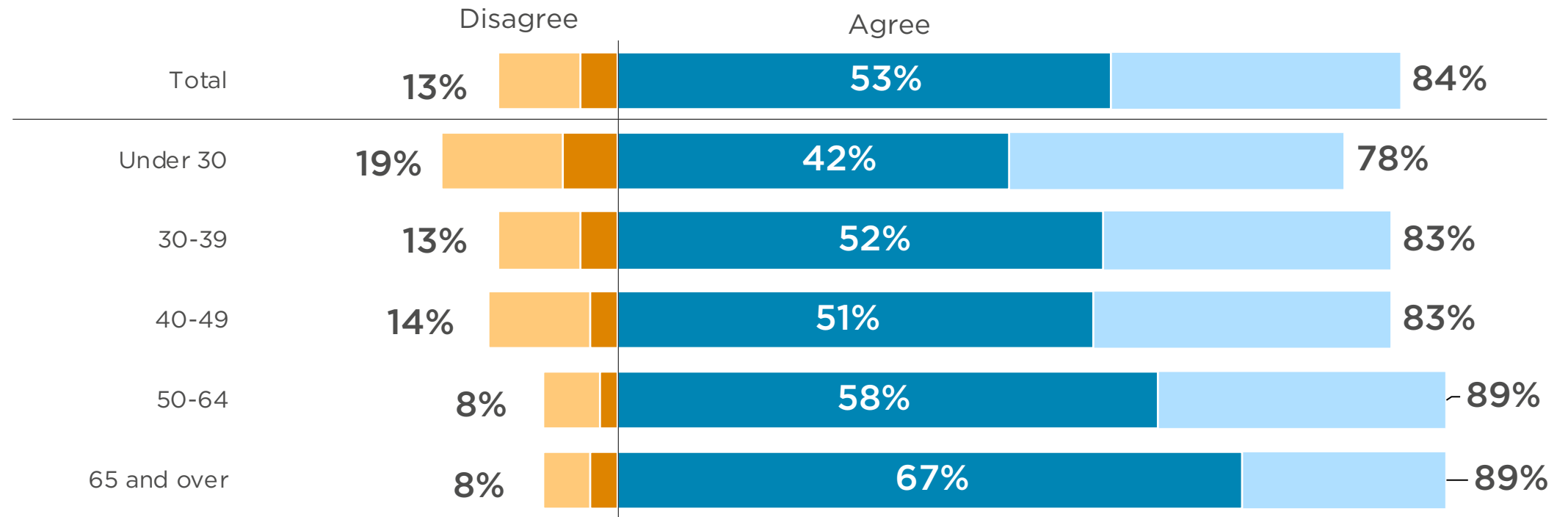
Latinos strongly believe in the value of voting to make things better for their families.

“Participating in voting and elections can make things better for me and my family.”



We see that younger voters are a bit less likely to agree that participating in voting and elections can make things better for themselves and their family. Voters 65 and over are most likely to agree with this statement.

“Participating in voting and elections can make things better for me and my family.”



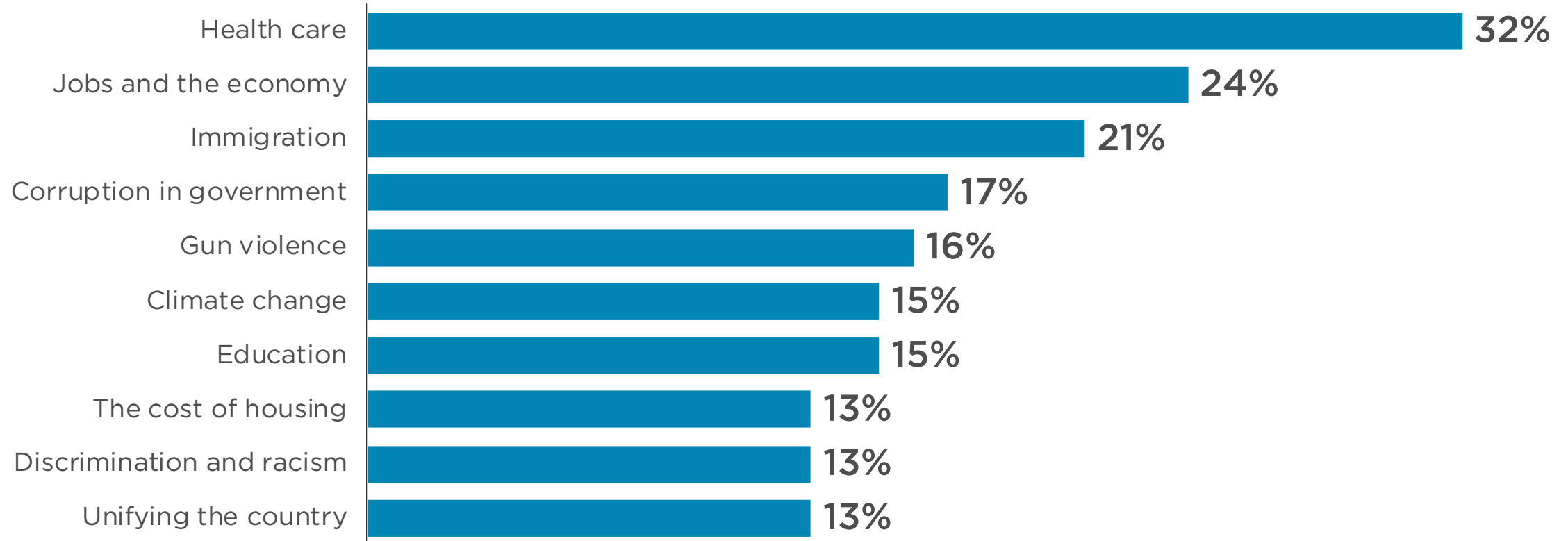
Here again younger voters and independents are not as strongly convinced of the value of voting. Notably, foreign-born Latinos’ belief in voting is stronger compared to those born in the United States.

“Participating in voting and elections can make things better for me and my family.”
% strongly agree

Most Motivated		Least Motivated	
Voters 65+	67%	Under 30 years old	42%
Foreign born voters	66%	Independents	45%
Nevada voters	64%	U.S.-born voters	49%
Strong Republicans	64%	***	***
Strong Democrats	60%	***	***

The most important presidential issue is health care, followed by jobs and the economy, and immigration. A wide array of issues have at least 10% of Latino voters mentioning them.

Which one or two of the following issues do you think it is most important for the next president to focus on?



Health care is the top rated presidential issue across demographics, aside from Republicans and younger men who are most focused on jobs and the economy. The cost of housing is a high priority for renters.

Which one or two of the following issues do you think it is most important for the next President to focus on?	Total	Gender		Income		Home		Educ		Gender/Age				State					PID		
		M	W	<50k	50k+	Own	Rent	Non-coll	Coll	Men <40	Wom <40	Men 40+	Wom 40+	AZ	CA	FL	NV	TX	D	I	R
Health care	32	31	32	33	29	33	30	31	33	22	25	38	38	34	30	34	30	36	33	28	29
Jobs and the economy	24	26	22	24	24	24	23	23	25	24	22	28	22	25	25	24	26	29	18	27	36
Immigration	21	23	20	22	21	21	23	22	20	20	23	25	19	25	22	23	28	22	21	17	29
Corruption in government	17	19	15	15	20	18	16	16	18	22	11	17	18	16	17	18	15	19	16	19	19
Gun violence	16	13	18	15	17	15	16	16	16	14	20	12	17	14	14	18	14	20	17	20	11
Climate change	15	15	15	15	15	15	16	15	16	21	17	11	13	14	15	11	16	11	18	14	8
Education	15	14	15	14	15	15	13	14	16	16	21	11	11	17	17	13	22	10	15	14	13
The cost of housing	13	11	16	16	11	9	20	15	10	12	17	9	15	9	16	13	11	10	16	8	10
Discrimination and racism	13	12	14	14	12	12	14	13	12	14	18	10	10	15	11	12	12	14	15	11	6
Unifying the country	13	15	11	11	15	14	10	11	15	14	8	15	13	12	14	12	10	11	11	14	15



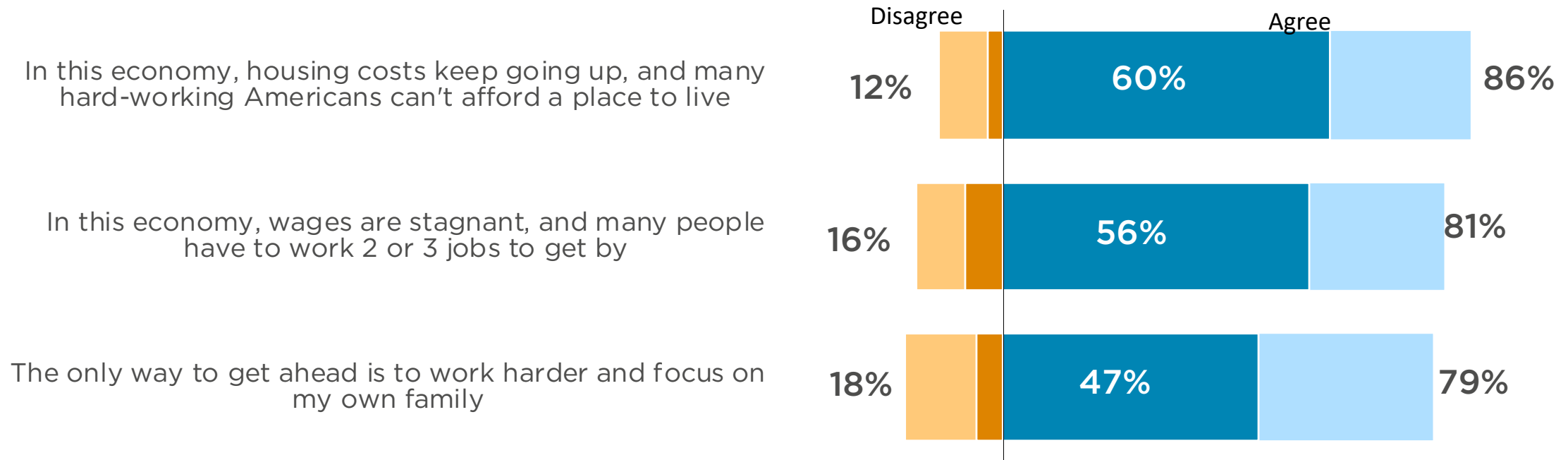
Beliefs about the Economy

Executive Summary: Beliefs about the Economy

- Latino voters strongly believe that low wages and high housing costs are significant challenges in this economy.
- These concerns create an opening for support for progressive government action.
- Still, there is a broad belief in a sense of self-reliance, with more than three-quarters (79%) agreeing that “the only way to get ahead is to work harder and focus on my own family.”
- Latino voters broadly believe that the economy is not lifting all boats, more intensely agreeing that the economy is blocking people from “getting ahead” compared to an assertion that people are “falling behind”.
- Most notably, more than half of Latinos (58%) think it will be harder for the next generation to get ahead. Just 15% believe it will be easier.

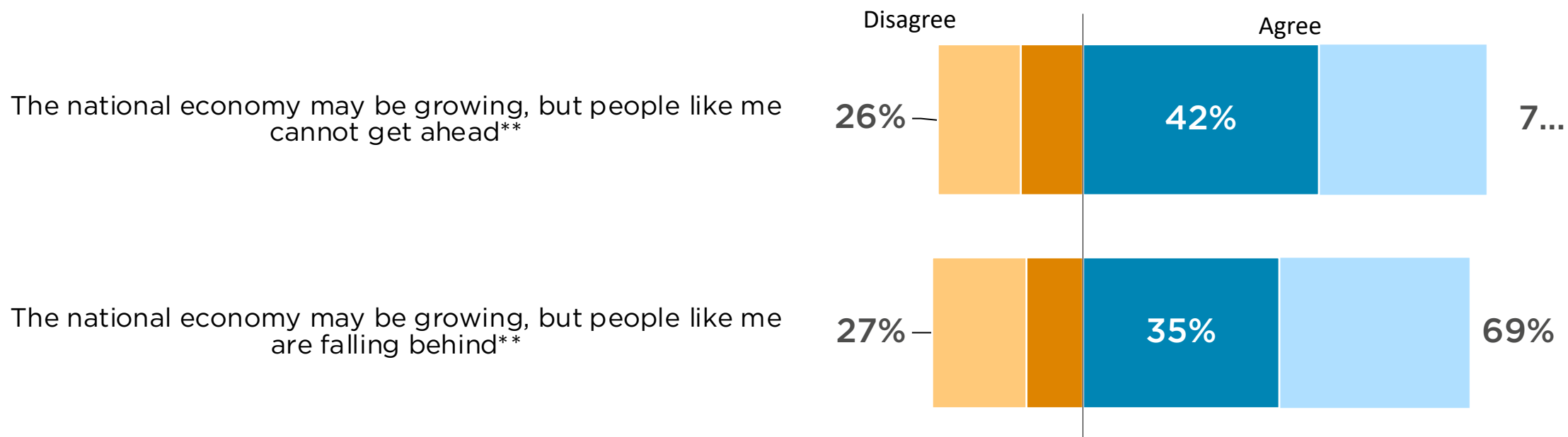
Latino voters clearly see low wages and high housing costs as challenges for many people. While this makes them open to progressive government action, they also believe (79% agree) in a sense of self-reliance.

Do agree or disagree with this statement?



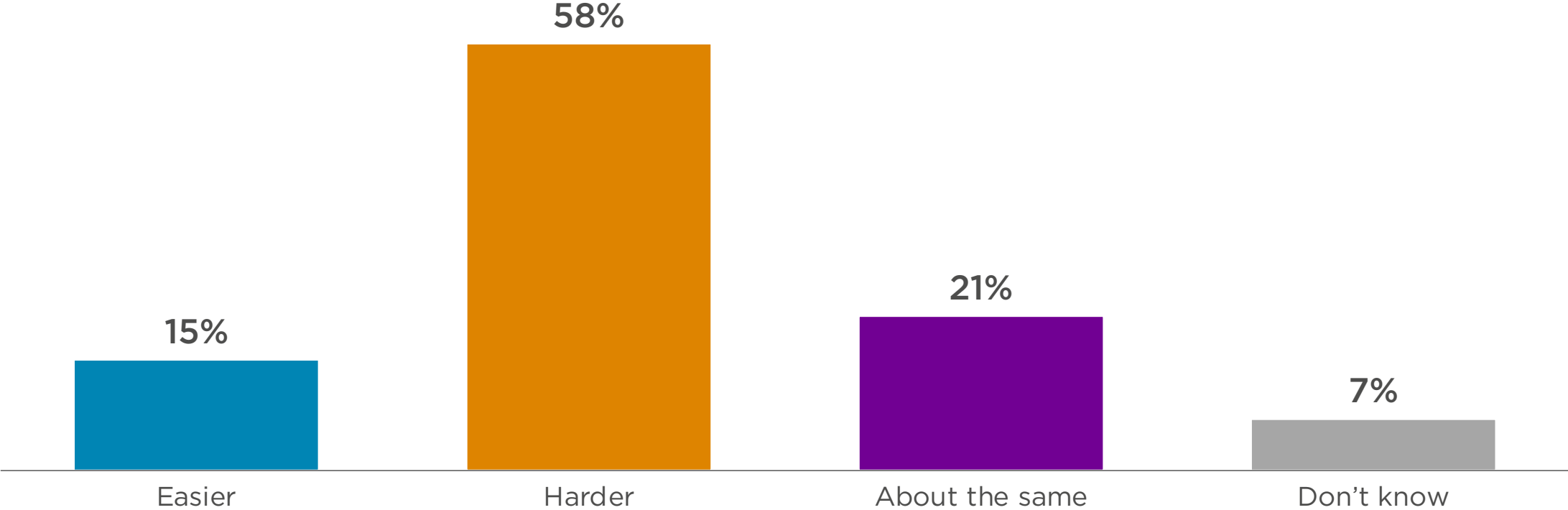
Latino voters believe that the economy is not benefitting all communities. There is stronger agreement to *people like me cannot get ahead* than *people like me are falling behind*.

Do agree or disagree with this statement?



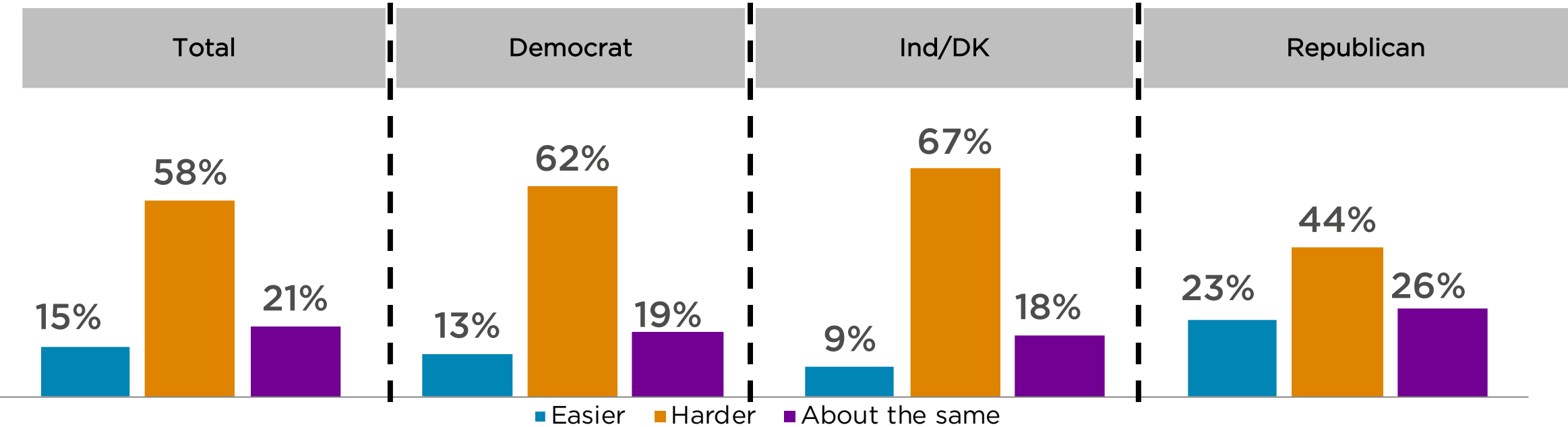
More than half of Latinos (58%) think it will be harder for the next generation to get ahead. Just 15% believe it will be easier.

Looking to the next generation, the way things are going now, do you feel it will be easier or harder for the next generation to get ahead and be successful, or will it be about the same?



Independents are the most pessimistic. Republicans are more split. Still, 44% of Latino Republicans see hard times ahead.

Looking to the next generation, the way things are going now, do you feel it will be easier or harder for the next generation to get ahead and be successful, or will it be about the same?



Views on the future are consistent across demographic groups. Older voters are more doubtful of the future, as are renters.

Looking to the next generation, the way things are going now, do you feel it will be easier or harder for the next generation to get ahead and be successful, or will it be about the same?

	Easier	Harder	About the same
Total	15	58	21
Men	18	56	21
Women	12	60	21
Under 40	20	55	20
40 and over	10	61	21
Men under 40	24	51	20
Women under 40	16	58	20
Men 40+	12	61	21
Women 40+	9	61	21
Non-college graduate	14	58	21

	Easier	Harder	About the same
College graduate	16	59	20
Household income below 50K	15	60	21
Household income 50K+	16	57	21
Homeowner	17	57	22
Renter	12	61	20
Arizona	10	66	19
California	10	61	21
Florida	14	53	24
Nevada	14	65	16
Texas	15	56	23



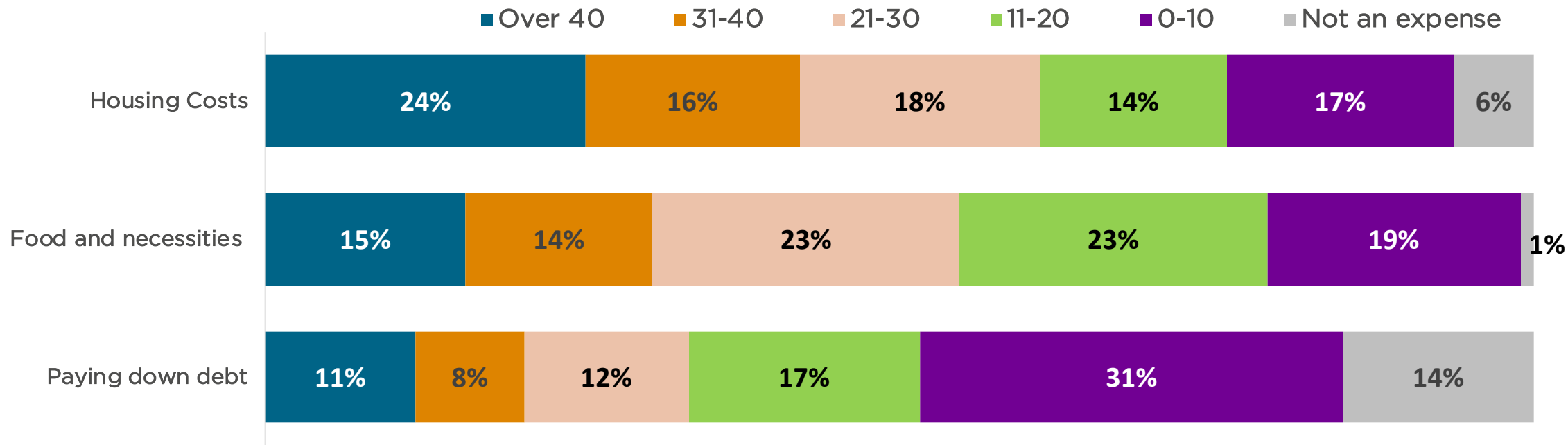
Personal Finances

Executive Summary: Personal Finances

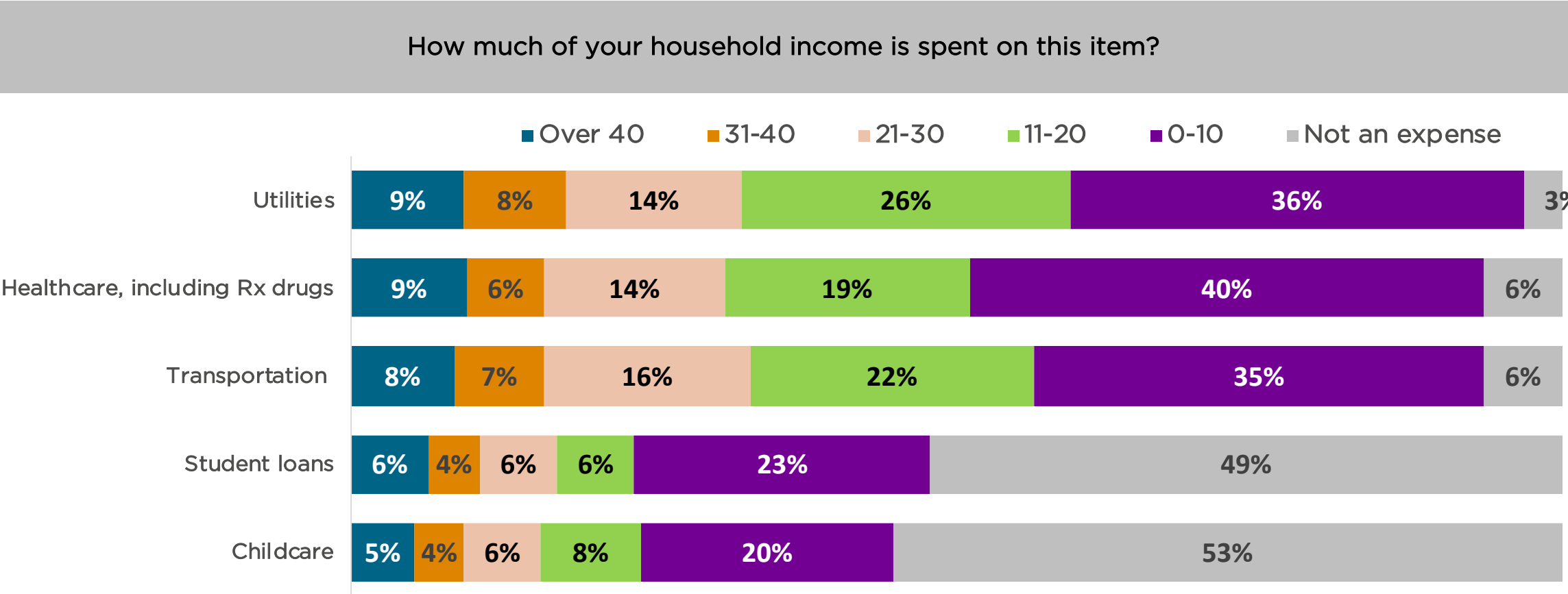
- Fully half of Latino voters report having no money left at the month after paying bills and essential expenses. For renters, 64% say they are in this position.
- High housing costs are one the many acute economic challenges: **24% report spending more than 40% of their monthly income on housing.**
- Just under three in 10 (29%) say they spend more than 30% of their monthly income on food and necessities.

A quarter of Latino voters report spending more than 40% of their monthly income on housing. Large portions of income also go to food and necessities and paying down debt.

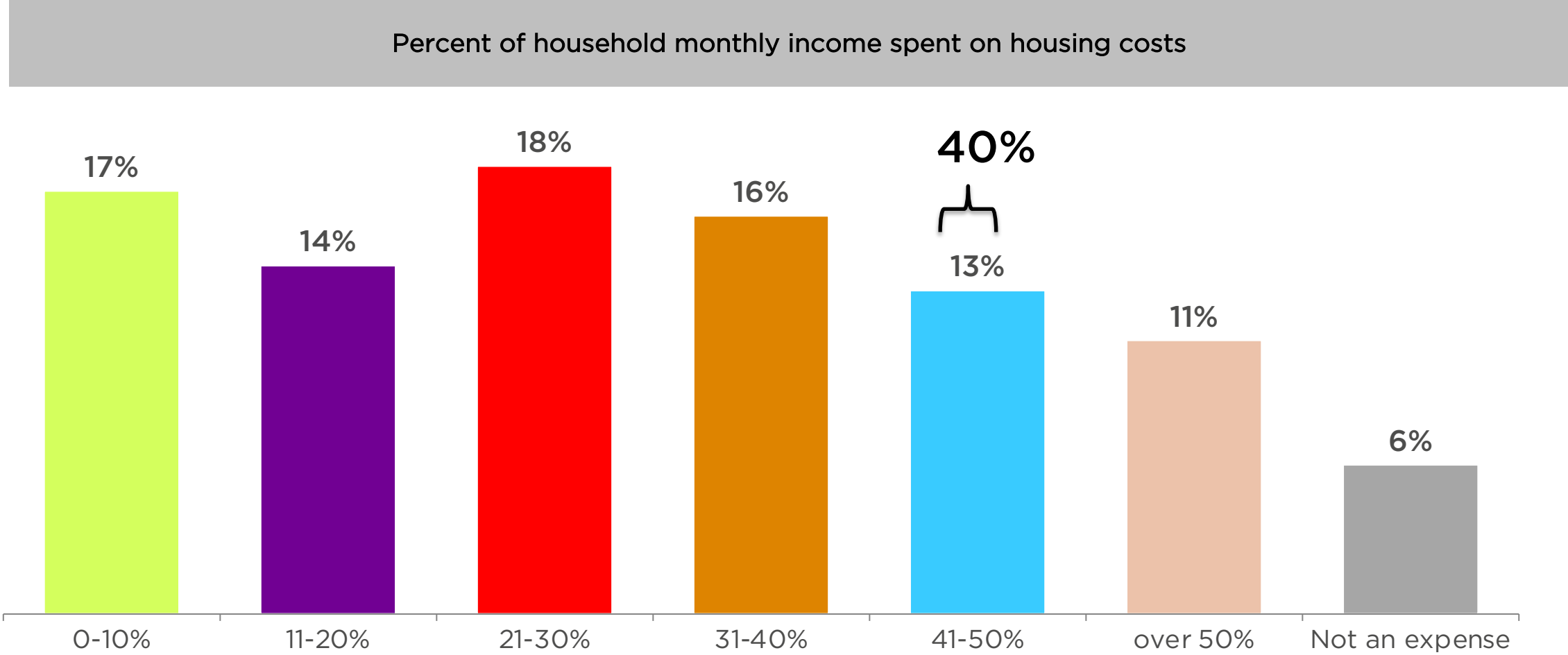
How much of your household income is spent on this item?



Utilities, health care, and transportation are considerable expenses for many Latinos. Of those who have student loans or childcare costs, about half spend more than 10% of their income on them.

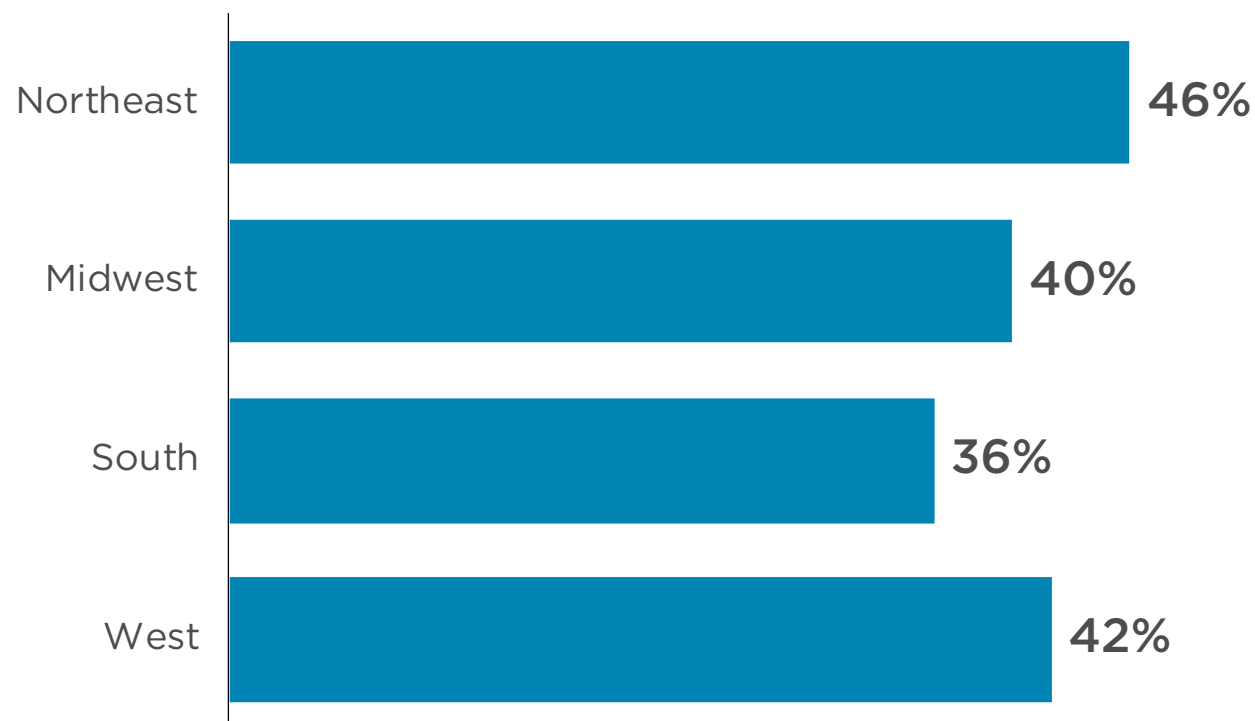


Four in 10 Latinos report spending more than 30% of their monthly income on housing costs.

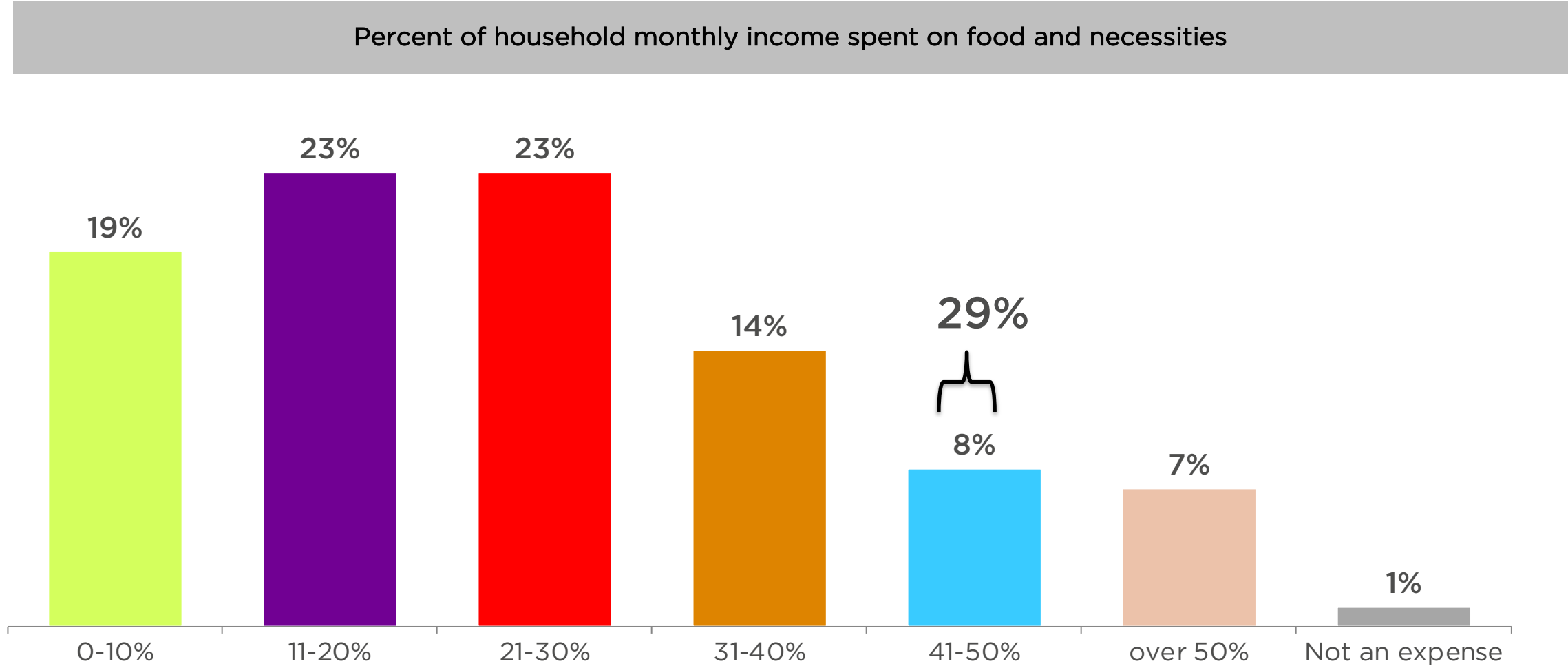


Housing costs take up a larger portion of income in the Northeast and West. But in all regions, many Latino voters are spending more than 30% of their monthly income on housing.

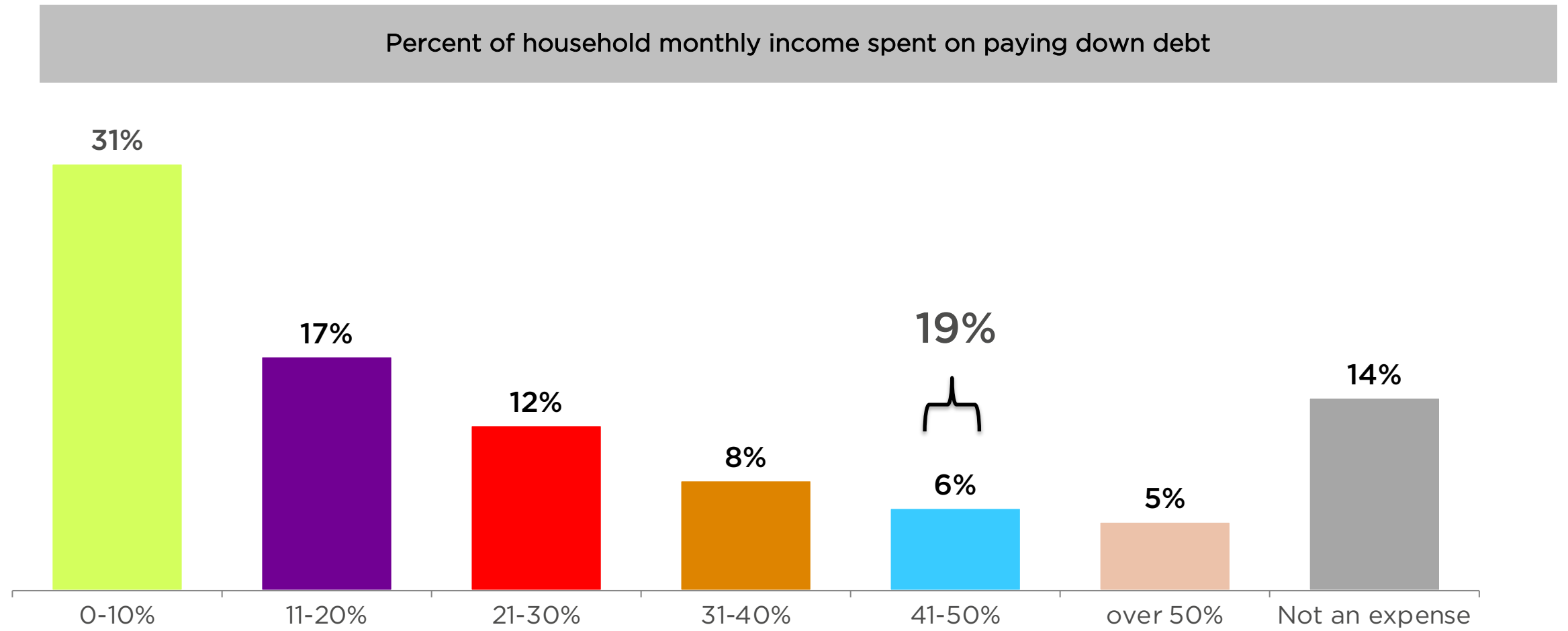
Percent spending more than 30% of household monthly income on housing costs by region



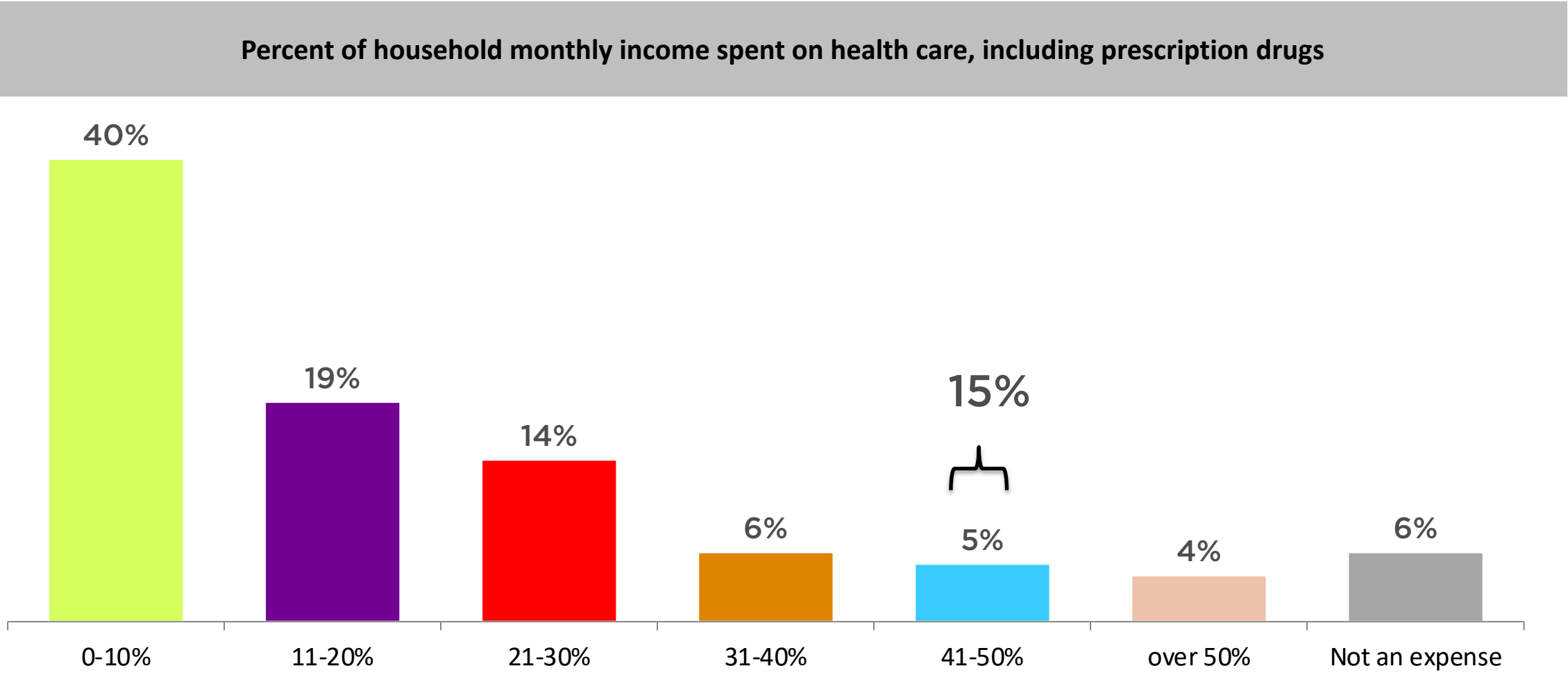
Just about three in 10 (29%) Latinos say they spend more than 30% of their income on food and necessities in a month.



Just about two in 10 (19%) report spending more than 30% of income each month on paying down debt.

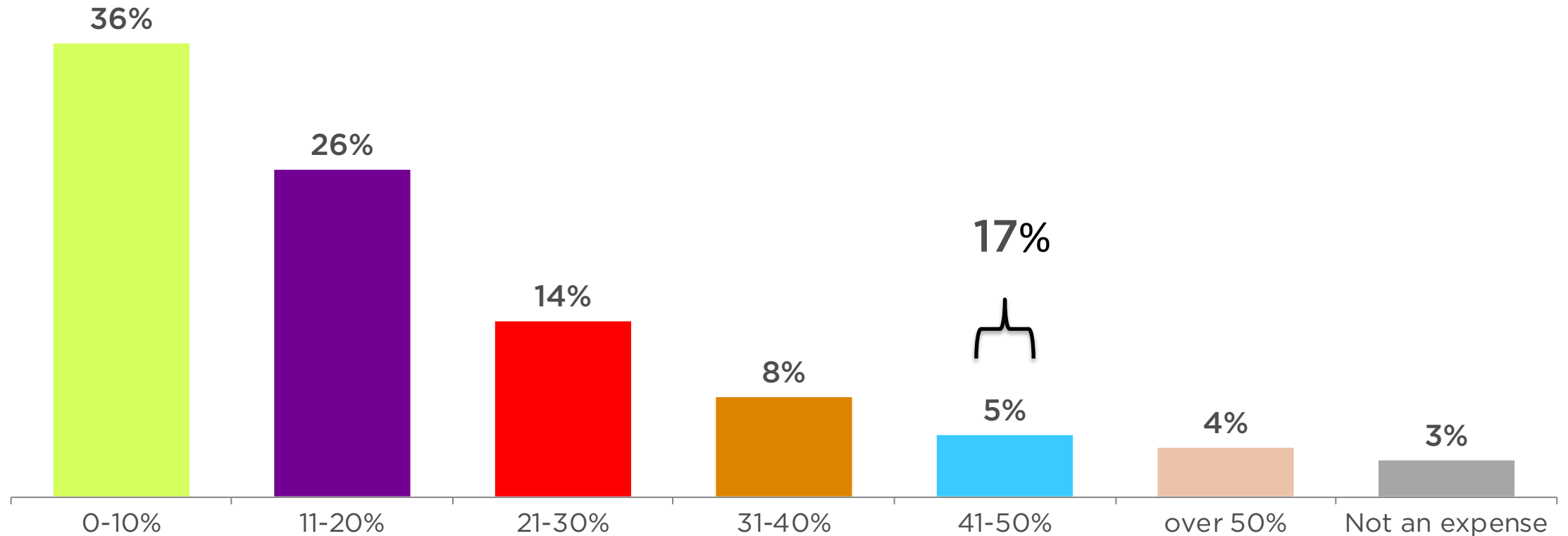


For health care expenses, 15% are spending more than 30% of income each month.



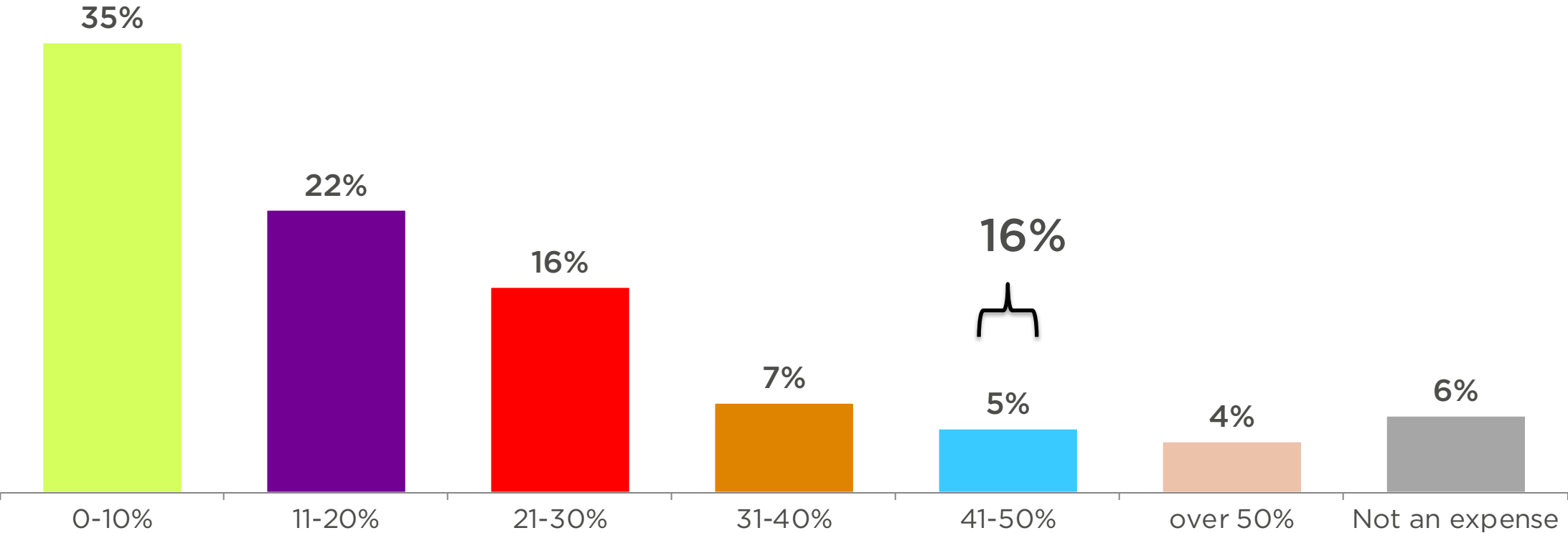
About one in six report spending more than 30% of their income on utilities.

Percent of household monthly income spent on utilities, such as water and electricity



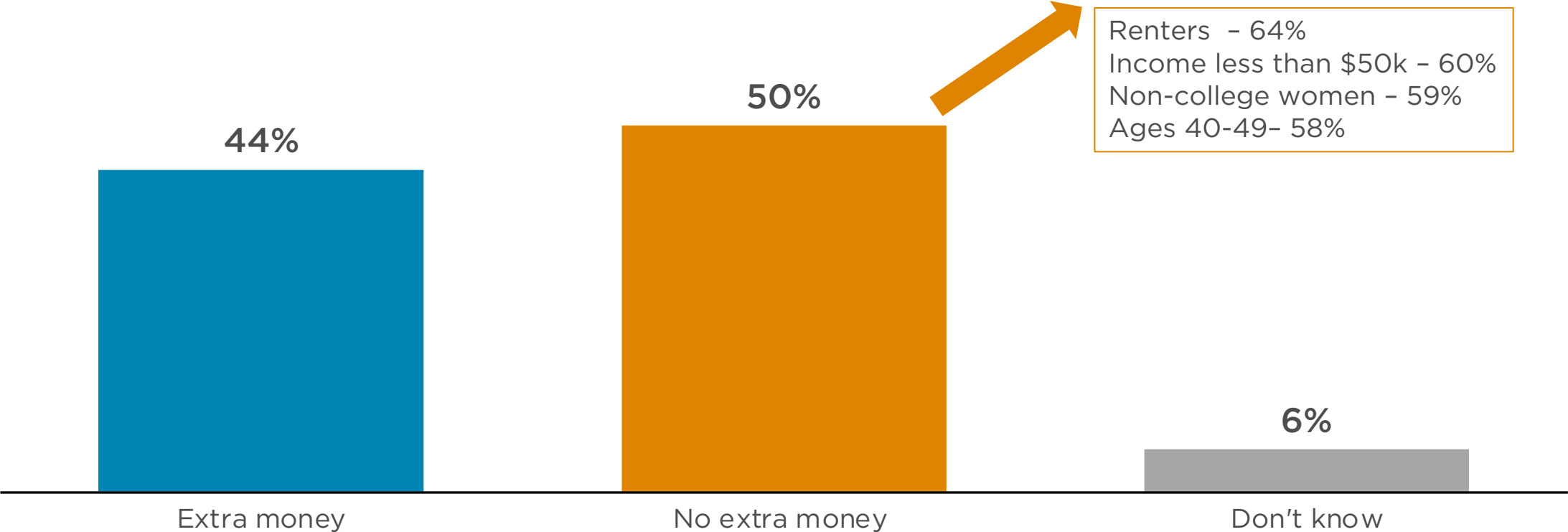
For transportation costs, one in six report spending more than 30% of income a month.

Percent of household monthly income spent on transportation, including car payments



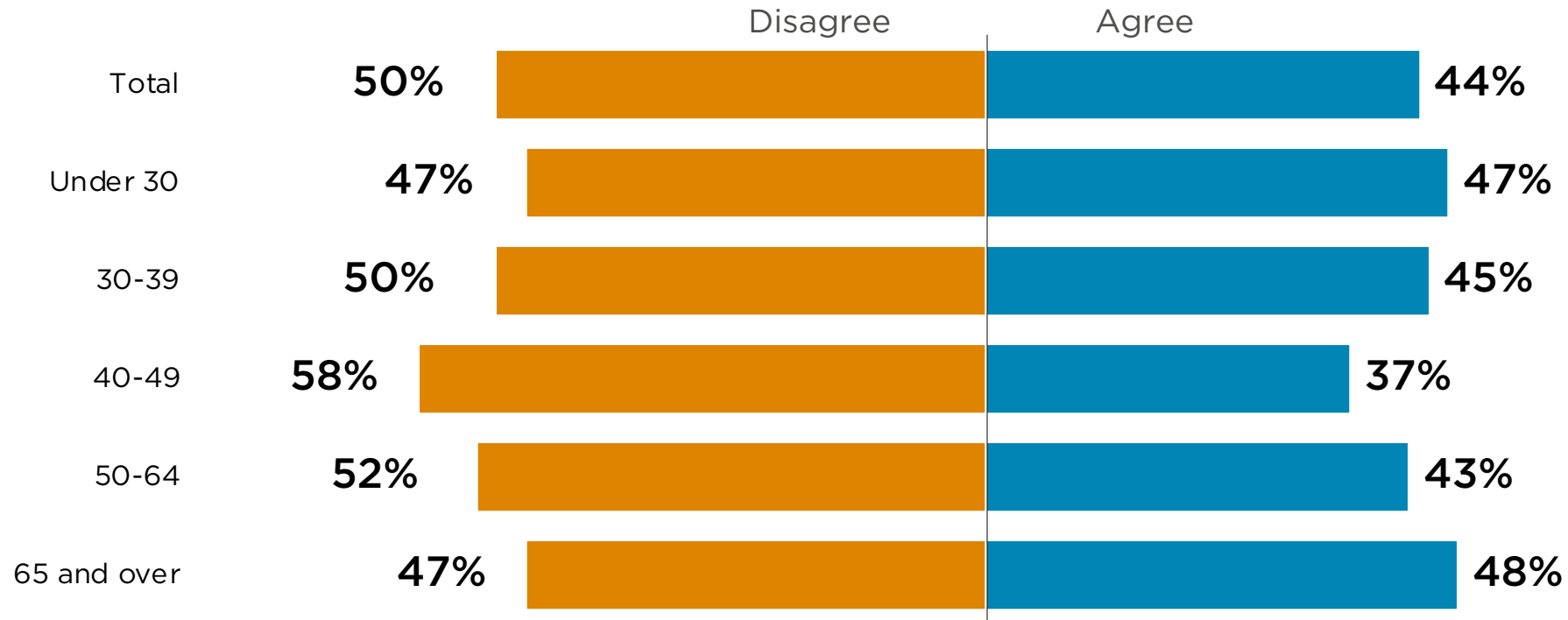
Fully half of Latino voters are living paycheck to paycheck with no money left at the end of the month to save or get ahead.

After paying bills and essentials, would you say that your household has extra money at the end of the month to put toward things like savings, vacation, and entertainment, or does all your household money go to bills and essentials?



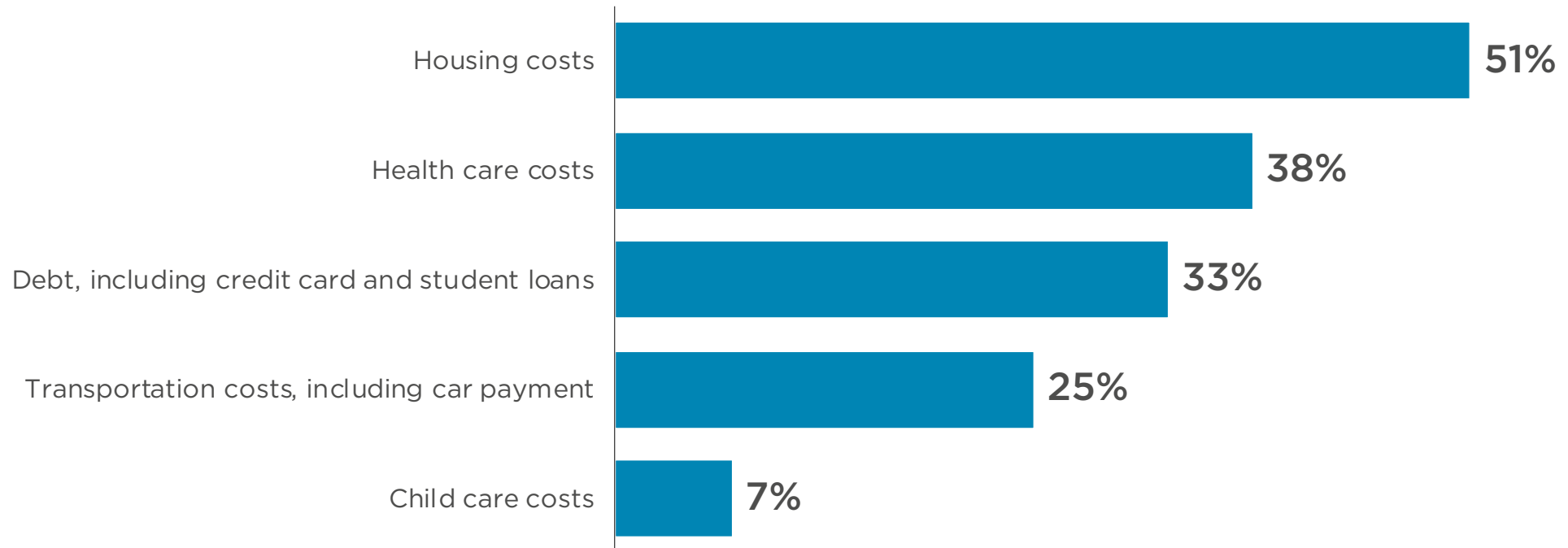
Latino voters in their 40s are feeling the economic crunch more than any other age group. Voters under 30 and those 65 and over are in the best financial position to save.

After paying bills and essentials, would you say that your household has extra money at the end of the month to put toward things like savings, vacation, and entertainment, or does all your household money go to bills and essentials?



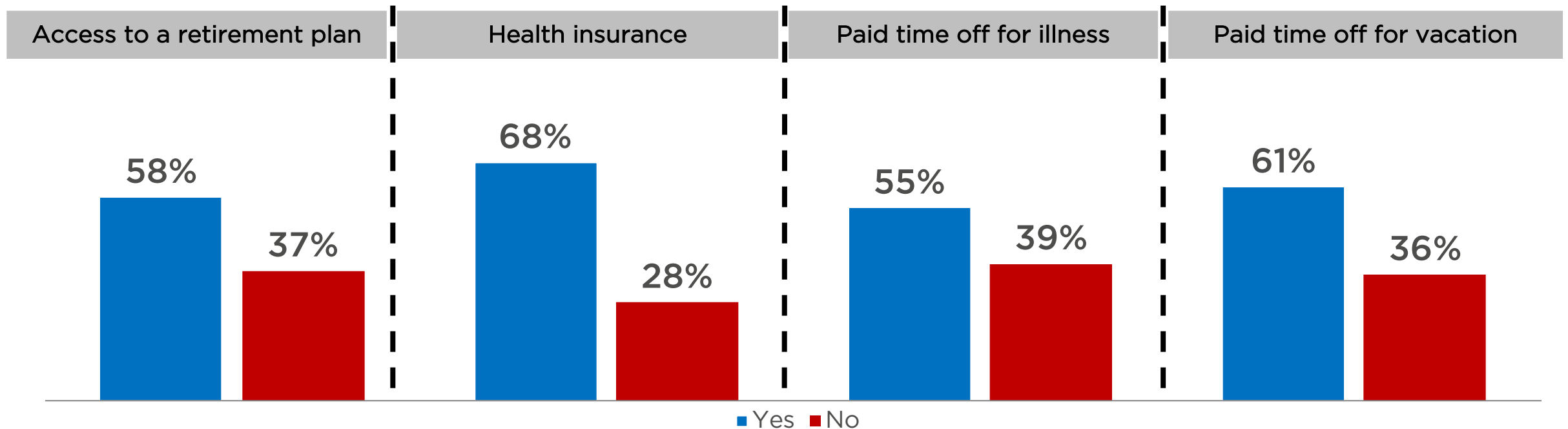
The biggest barrier to Latino voters being able to save money is housing costs. Health care, debt, and transportation costs are lesser but still sizable barriers for many households.

If you could get help in reducing these costs, which one or two of them would MOST help you to be able to save money for emergency expenses, retirement, or making big purchases?



Among employed Latino voters, 58% report having access to a retirement plan at work and 37% do not. Still many of them also report not having any money at the end of the month to save. Notably, nearly four in 10 (39%) do not have paid sick leave at work.

Does your job provide access to the following benefits for you?
Employed workers only



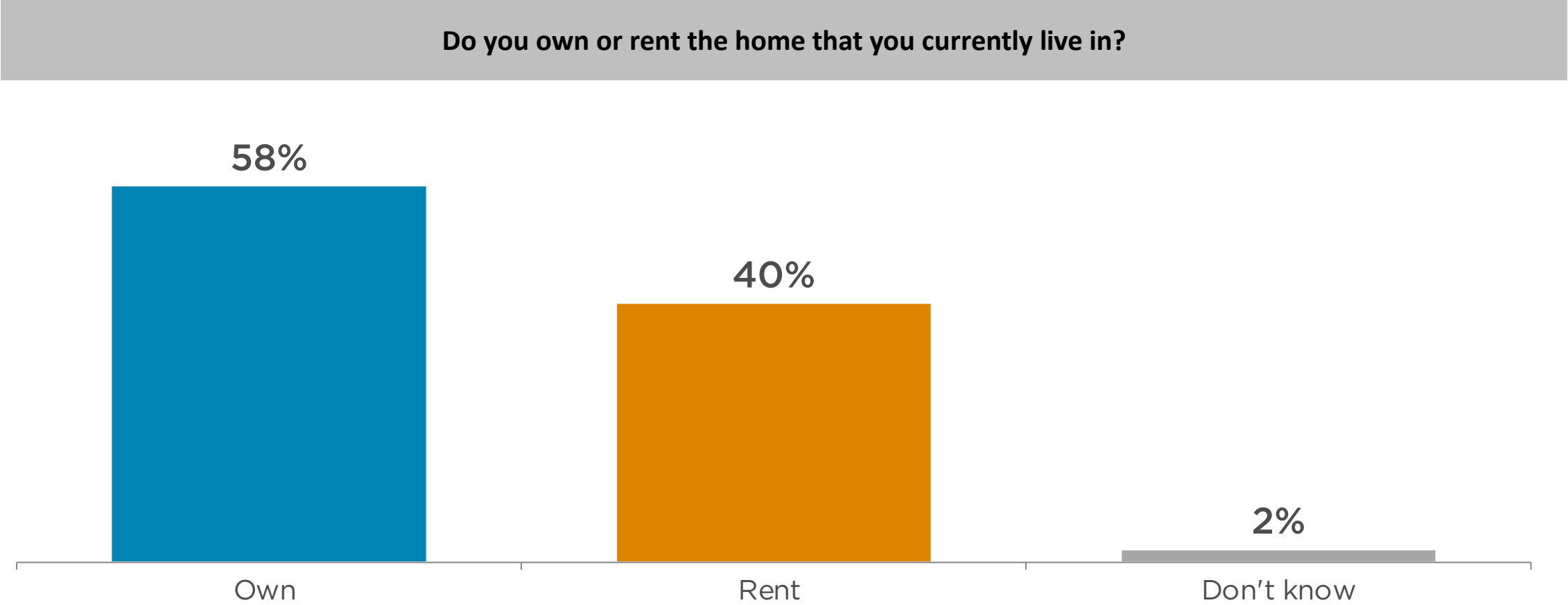


Homeownership

Executive Summary: Homeownership

- A solid majority of Latino voters (58%) report owning their own home.
- Among renters, nearly two-thirds see purchasing a home in the neighborhood they want to live and saving enough for a down payment as “out of reach.”
- The cost of homes and not being able to save for a down payment are cited by renters as the principal challenges for them to buy their own home.
- Overall, Latino voters feel that higher wages, lower health care costs, and being able to save for an emergency would make the most positive difference in their lives.

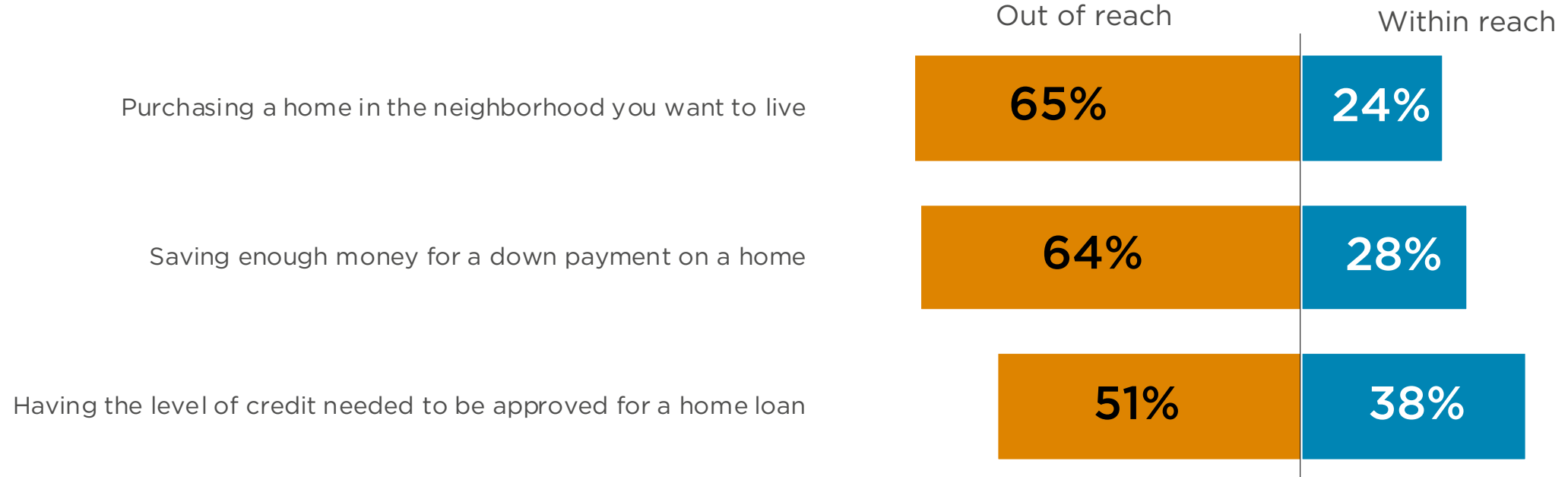
A majority (58%) of Latino voters nationally are homeowners.



Among renters, nearly two-thirds see purchasing a home where they want to live and saving enough for a down payment as out of reach. To a somewhat lesser degree, they also have credit concerns.

For each, please tell me if this is a goal you are likely to reach, or if it is a goal that you think is out of your reach.

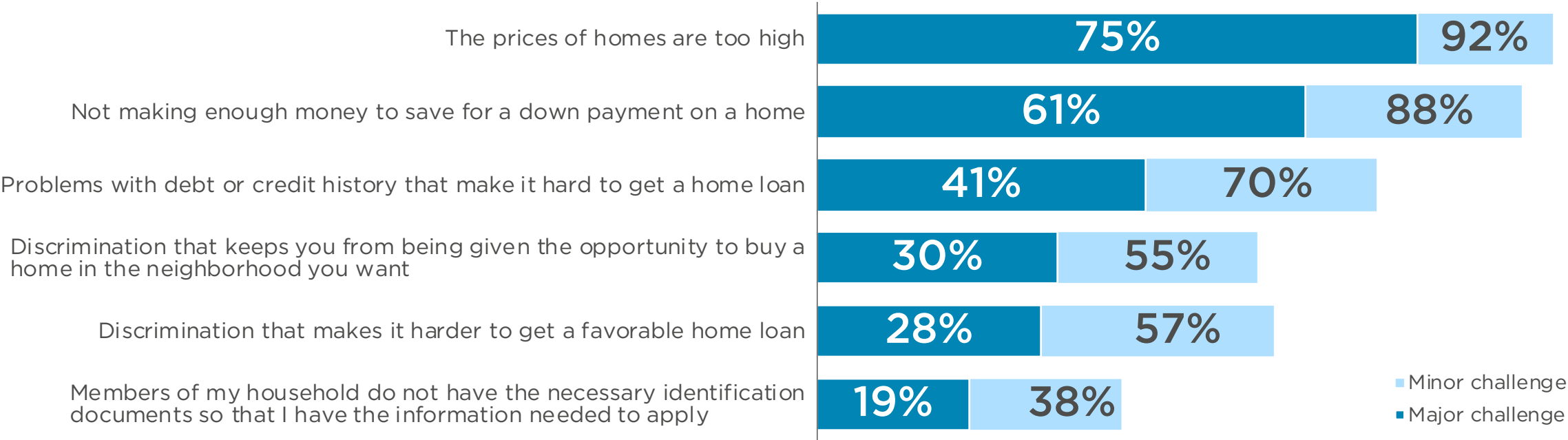
Renters only



Renters see the biggest challenges to buying a home as the high prices of homes. This is followed by being able to save for a down payment, and problems with debt.

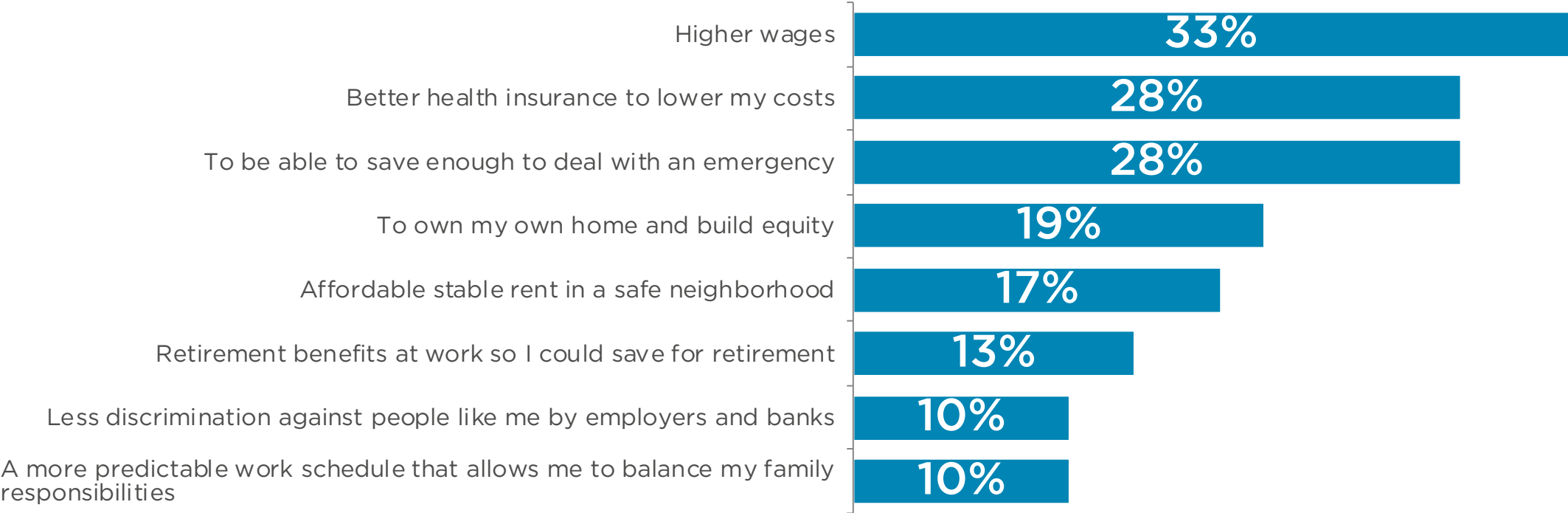
For each one, please tell me if it is a major challenge for you in buying a home, a minor challenge, or not a challenge for you at all. If you are not sure, just say so.

Renters only



In the end, Latino voters see an increase in wages as the thing that would make the most positive difference in their lives. This is followed by lower health care costs, and being able to save enough for an emergency.

Which one or two of these things would make the most positive difference in your own life right now?





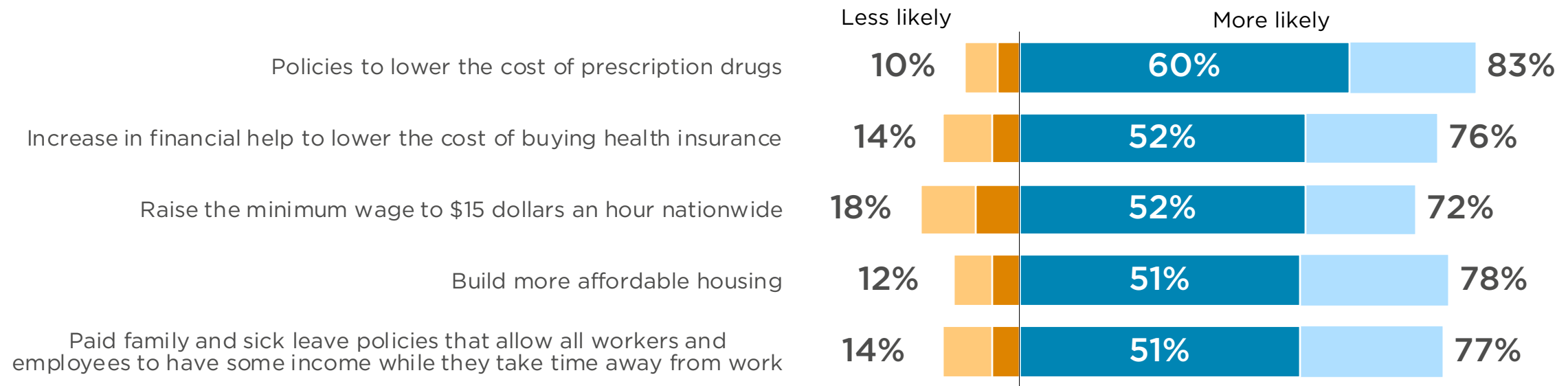
Policy Proposals

Executive Summary: Policy Proposals

- Beliefs and experience with the economy add up to substantial support among Latino voters for candidates who put forth an expansive policy agenda.
- Lowering the cost of prescription drugs is a top priority for all Latinos across demographic groups (60% say a focus on this would make them much more likely to support a candidate).
- Other high priorities include an increase in financial help to lower the cost of health insurance, raising the minimum wage to \$15 an hour, building more affordable housing, and paid family and sick leave policies, all with 51% to 52% strongly supporting.
- Renters in particular would view a candidate with a strong agenda to address housing costs very favorably.

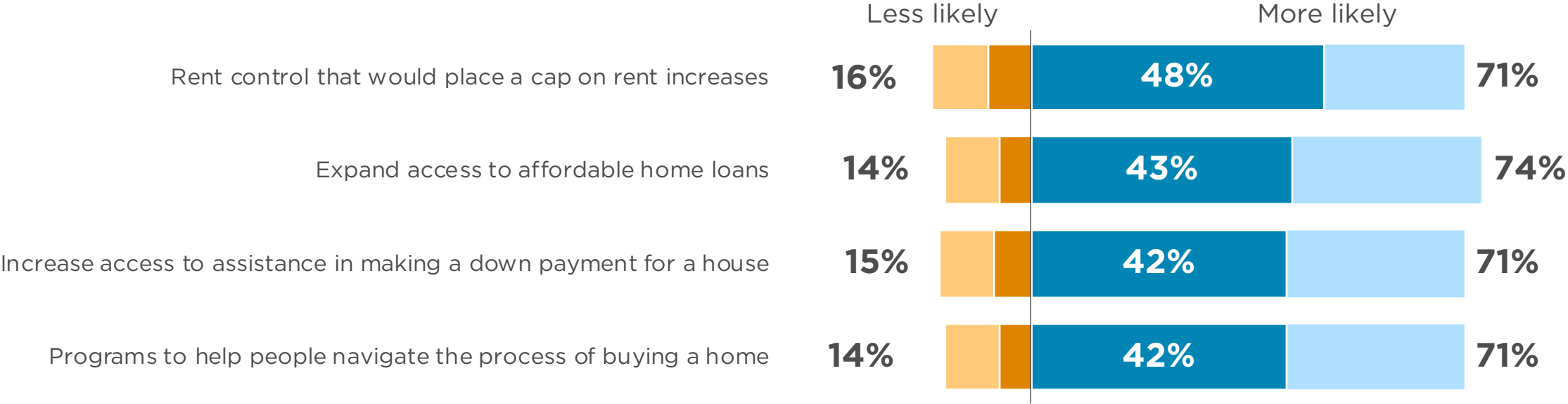
Latino voters intensely support an array of progressive economic policy proposals, with majorities saying they would be much more likely to support a candidate who favored each. These include lowering prescription drug costs and health care costs, raising the minimum wage, building more affordable housing, and paid family and sick leave.

Would you be more or less likely to support a candidate who favored this policy?



In addition to affordable housing, Latino voters support an array of policies to address the challenges of housing costs and a desire to own a home.

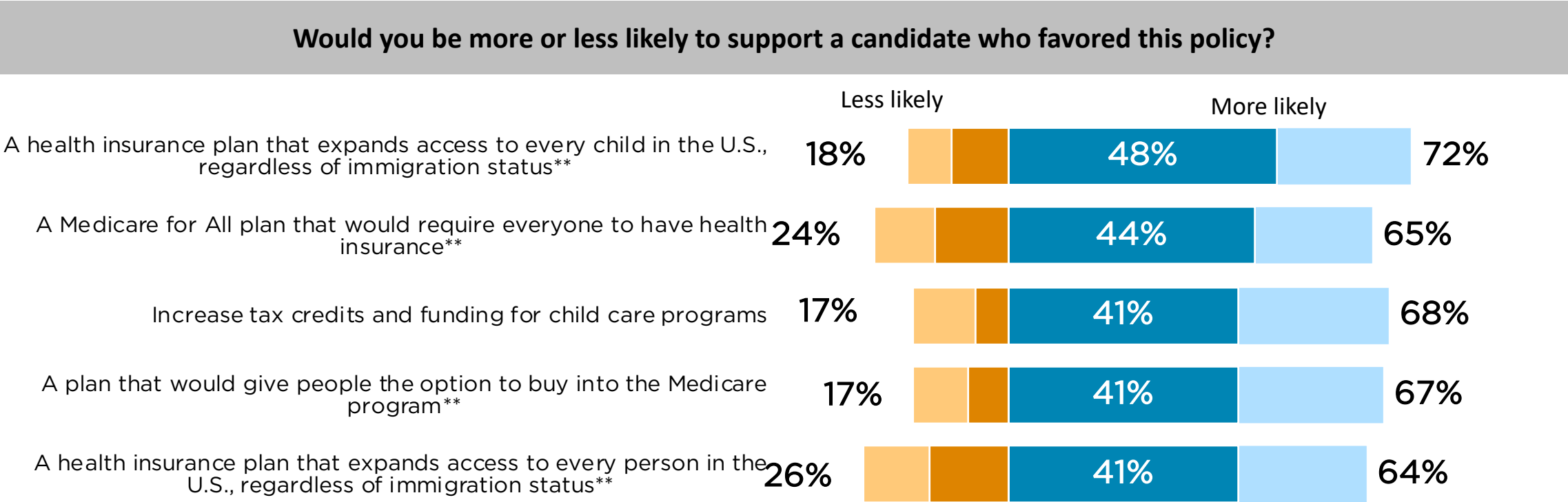
Would you be more or less likely to support a candidate who favored this policy?



Now I am going to read you some policies. For each, please tell me whether you would be more or less likely to support a candidate for elected office who favored that policy, or if it would make no difference to you. [IF CHOICE:] Is that much more/less likely or somewhat more/less likely?

*Darker color = greater intensity

Latinos also favor policies to deal with health care and child care costs. Overall, health insurance access for *every child* has broader support compared to access to *every person*. Still, the more inclusive proposal has nearly two-thirds (64%) support.



For all demographic groups, lowering the cost of prescription drugs has the most intense support. For renters, affordable housing is also at the top of their list.

% Much more likely to support	Total	Gender		Income		Home		Educ		Gender/Age				State					PID		
		M	W	<50k	50k+	Own	Rent	Non - coll	Coll	Men <40	Wom <40	Men 40+	Wom 40+	AZ	CA	FL	NV	TX	D	I	R
Policies to lower the cost of prescription drugs	60	60	60	58	63	61	60	59	62	47	52	70	67	63	61	65	59	58	65	59	46
Increase in financial help to lower the cost of buying health insurance	52	51	52	54	49	50	55	53	49	44	48	57	56	51	50	53	51	52	58	41	38
Raise the minimum wage to \$15 dollars an hour nationwide	52	50	53	57	45	49	56	53	47	46	48	53	57	49	51	50	52	51	58	51	32
Build more affordable housing	51	50	52	55	48	46	60	54	45	46	48	54	55	50	54	48	57	50	56	55	36
Paid family and sick leave policies that allow all workers and employees to have some income while they take time away from work	51	49	53	52	51	50	54	51	52	47	51	51	54	50	51	51	57	54	55	51	39

Renters in particular would view a candidate with a strong agenda on housing costs very favorably. Nevada voters are particularly moved by the idea of rent regulation.

% Much more likely to support	Total	Gender		Income		Home		Educ		Gender/Age				State					PID		
		M	W	<50k	50k+	Own	Rent	Non - coll	Coll	Men <40	Wom <40	Men 40+	Wom 40+	AZ	CA	FL	NV	TX	D	I	R
Rent control that would place a cap on rent increases	48	48	47	52	43	41	59	50	41	44	44	51	50	45	52	47	56	45	53	47	31
Expand access to affordable home loans	43	40	46	46	41	38	52	44	41	39	45	42	47	43	45	41	42	41	48	42	30
Increase access to assistance in making a down payment for a house	42	40	44	45	39	37	50	43	38	37	42	42	45	39	42	43	48	38	45	42	31
Programs to help people navigate the process of buying a home	42	40	43	44	40	36	50	42	41	39	44	41	43	39	40	45	45	40	45	40	30

UnidosUS, previously known as NCLR (National Council of La Raza), is the nation's largest Hispanic civil rights and advocacy organization. Through its unique combination of expert research, advocacy, programs, and an [Affiliate Network](#) of nearly 300 community-based organizations across the United States and Puerto Rico, UnidosUS simultaneously challenges the social, economic, and political barriers that affect Latinos at the national and local levels. For more than 50 years, UnidosUS has united communities and different groups seeking common ground through collaboration, and that share a desire to make our country stronger. For more information on UnidosUS, visit www.unidosus.org or follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

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