



# Election 2020 & Latino Voter Participation

**October 8, 2020**

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NALEO Educational Fund



## NALEO Educational Fund

The nation's leading 501(c)(3) non-profit organization that facilitates full Latino participation in the American political process, from citizenship to public service.

Established in 1981, NALEO Educational Fund is governed by a 15-member Board of Directors.

### LEADERSHIP



#### CHAIR

**Hon. Mara Candelaria Reardon**  
Indiana State Representative

# NEF REGIONAL OFFICES



Los Angeles

**California**



Houston

**Texas**



New York City

**New York**



Orlando

**Florida**



Phoenix

**Arizona**



Washington

**D.C.**

**WITH ADDITIONAL  
STAFF PRESENCE IN**

Miami, FL

Charlotte, NC

San Antonio, TX

Austin, TX

Central Valley, CA

Orange County, CA

San Diego, CA

Inland Empire, CA

Bay Area, CA

# National Latino Voter Potential



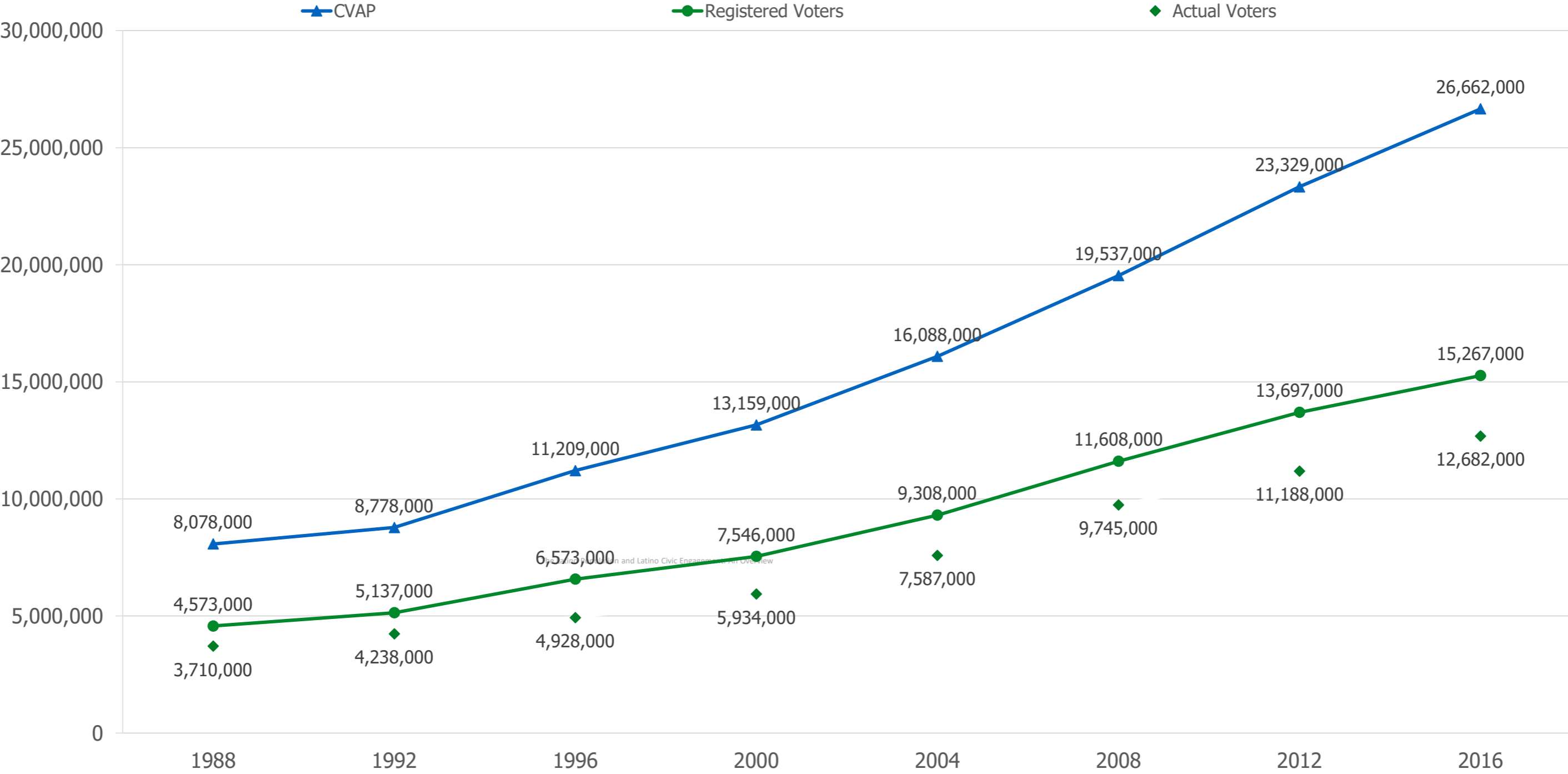
TOTAL 2018 U.S. CITIZEN ADULT POPULATION  
(ACS):

**233,565,291**

LATINO 2018 U.S. CITIZEN ADULT POPULATION  
(ACS):

**29,826,572**

# Landscape for Latino Participation in Presidential Elections



# Latino Milestones in Election 2016



**Catherine  
Cortez Masto (D)**

first Latina in U.S. Senate  
from Nevada



**Adriano Espaillat (D)**

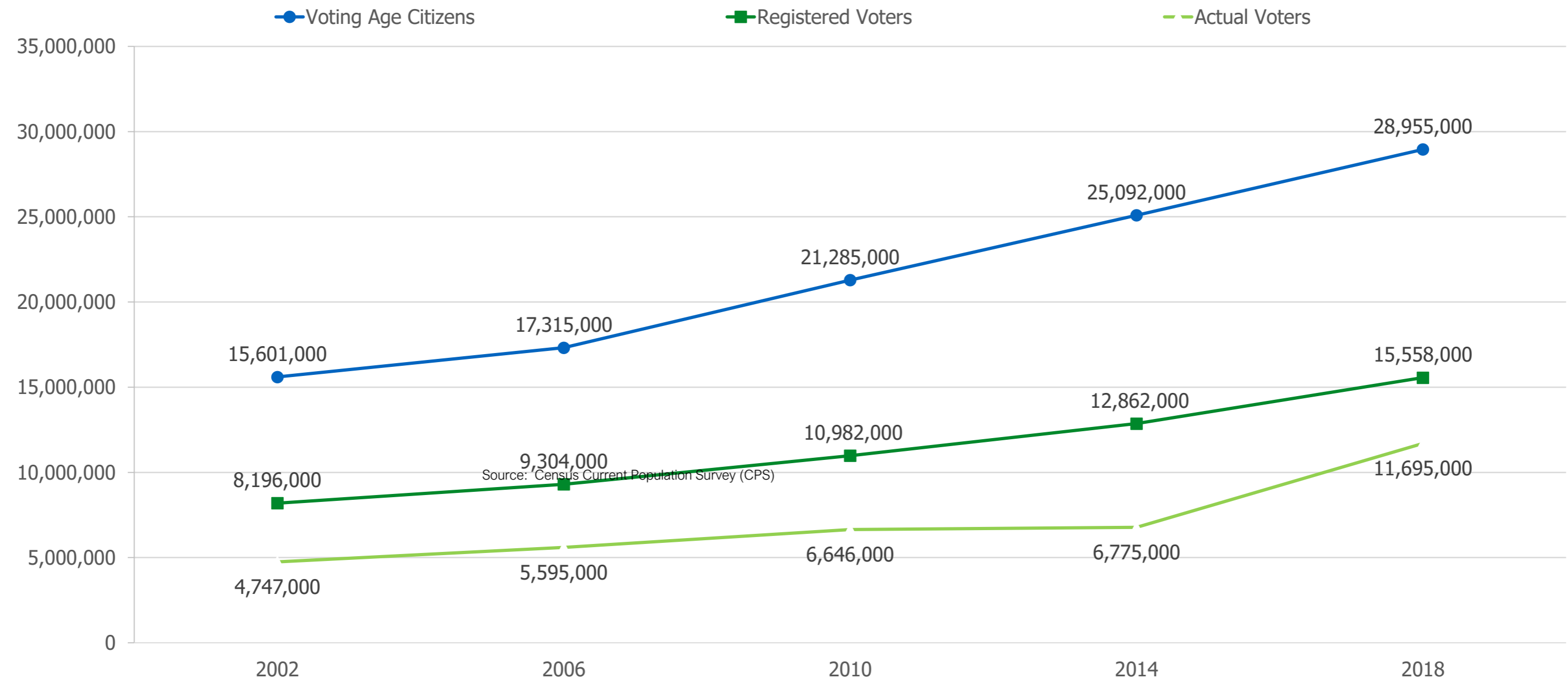
first Dominican American  
in U.S. House  
of Representatives from New  
York



**Darren Soto (D)**

first Puerto Rican  
elected to U.S. House  
from Florida

# Current Landscape for Latino Voter Participation in Midterm Elections



# Latino Milestones in Election 2018

## U.S. House of Representatives

- First two Latina U.S. Representatives from Texas: **Veronica Escobar (D) and Sylvia Garcia (D)**
- First Latina U.S. Representative from New Mexico's 2<sup>nd</sup> District: **Xochitl Torres Small (D)**
- First Latino U.S. Representative from Ohio: **Anthony Gonzalez (R)**
- Youngest person ever elected to Congress: **Alexandria Ocasio-Cortez (D-NY)**



## CALIFORNIA

TOTAL 2018 U.S. CITIZEN ADULT POPULATION (ACS):	25,838,830
LATINO 2018 U.S. CITIZEN ADULT POPULATION (ACS):	7,863,415
PROJECTED LATINO VOTE IN 2020:	3,999,800

### STATE PROFILE

According to 2018 Census American Community Survey data, Latinos represent 39% of California’s total population, and are the largest population group in the state. Latinos also comprise nearly one of every three of the state’s voting-age U.S. citizens (30%). The NALEO Educational Fund projects that at least 4.0 million California Latinos will vote in November 2020.

### ETHNIC COMPOSITION OF POPULATION

LATINO	WHITE	BLACK	NATIVE AMERICAN	ASIAN/ PACIFIC ISLANDER	OTHER
39.3%	36.6%	5.5%	0.4%	14.5%	3.7%

### REGISTERED VOTERS 2020

TOTAL REGISTERED VOTERS:	20,451,297
LATINO REGISTERED VOTERS:	5,518,637
LATINO SHARE OF REGISTERED VOTERS:	27.0%

	2016	
	LATINO	NON-LATINO
Adult U.S. Citizens	7,092,000	17,798,000
Registered Voters	3,882,000	12,214,000
Actual Voters	3,345,000	11,071,000

Source: NALEO Educational Fund 2020 Latino Election Handbook

# Local Landscape: Sonoma County



**Latino Citizens of Voting Age Population:**

65,061

**Total Citizen Voting Age Population:**

361,748

**The Latino Share of Total CVAP:**

18 Percent

Source: Census ACS 1-Year 2019 data.

Latino Vote Projections for 2020 Presidential Election

**National and for Selected States**

	Latino Vote Projections	Latino Share of Total Vote	Increase from November 2016	State Margin of 2016 Presidential Victory
United States	14,556,300	10.0%	15.0%	
Arizona	595,000	20.8%	10.0%	3.8%
California	3,999,800	26.4%	20.0%	32.3%
Colorado	278,400	9.2%	17.0%	5.4%
Florida	1,832,900	19.6%	18.0%	1.2%
Illinois	527,000	9.4%	0.1%	18.0%
Nevada	238,500	17.7%	22.0%	2.6%
North Carolina	228,333	4.7%	23.0%	3.8%
New York	1,006,400	12.5%	14.6%	23.5%
Texas	2,161,500	21.4%	12.0%	9.4%
				ClintonTrump

Sources: NALEO Educational Fund voter projections; U.S. Census Bureau CPS data from Voting and Registration in the Election of November 2016

# Latino Voters at Risk: Barriers to Latino Voter Turnout Amid COVID-19

## COVID-19

Data shows Latinos are more likely to suffer severe health and economic consequences from the pandemic than non-Hispanic Whites.

## Voter Registration

As a result of the pandemic, DMVs and other public agencies have closed or reduced their services.

Additionally, public settings or through person-to-person contact are among the most effective ways to register Latino voters.

## Voter Enthusiasm

Polling by research firm Latino Decisions suggests that Latino voter enthusiasm has declined since the onset of the pandemic.

## (Mis)Information

Research suggests that Latino concerns about the trust-worthiness of election systems and misinformation may affect their willingness to vote.

## Voting Options

While many jurisdictions are making vote-by-mail (VBM) more accessible, research shows Latinos tend to have lower VBM usage than the overall population.

# Weekly Tracking Poll:

## Voting Options

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### Preference to vote by mail continues to decline

- **55 percent** in Week 1
- Week 3: 51 percent
- **Week 5: 47 percent (-8 percent)**

For those who do plan to vote by mail, **83 percent plan on voting right away**

Down slightly from week 1 to week 5, **three in ten (30 percent) respondents say they do not trust that mail-in-ballots** will be correctly delivered back to county elections departments

**29 percent** say they are **not familiar** with how to **request a mail-in-ballot**

### Preference to vote in person continues to increase

- **45 percent** in Week 1
- Week 3: 49 percent
- **Week 5: 53 percent**

Among respondents who plan to vote in person, **41 percent intend to vote early**

For those who do plan to **vote by mail**, **79 percent plan on voting right away**

# Weekly Tracking Poll:

## Issues

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**Survey respondents say health, racism and discrimination, and jobs are most important issues**

- COVID-19: **48 percent**
- Lowering healthcare costs: **30 percent**
- Racism and discrimination: **27 percent**
- Jobs and wages: **25 percent**
- **Police reform and Black Lives Matter have a 60 percent favorability** rate

**67 percent of survey respondents say that the Senate should wait until after the election to let the next president make next SCOTUS nomination**

# Weekly Tracking Poll:

## Voter Enthusiasm + Candidate Favorability

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**62 percent** of survey respondents 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

**78 percent** of survey respondents say they are almost **certain they will vote in 2020**

- *Week 2: 80 percent / Week 4: 74 percent*

**65 percent** of survey respondents said they plan on voting for Vice President Joe Biden compared to **24 percent** for President Donald Trump

- *Week 4: 67 percent plan on voting for Biden*

**69 percent of women plan on voting for Vice President Joe Biden** compared to 64 percent of men.

**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.

# Voter Engagement and Protection



NALEO Educational Fund's year-round toll-free bilingual hotline **1-888-VE-Y-VOTA** (1-888-839-8682) provides Latino voters with vital ***information on every aspect of the electoral process, including voting rights.*** Voters can also ***report and document incidents of voting rights violations*** or other concerns related to voting.

## Activation Dates

First Day of Early Voting – Varies by State

Early Voting Day – October 24<sup>th</sup>

Census Deadline – October 31<sup>st</sup>

Election Eve – November 2<sup>nd</sup>

Election Day – November 3<sup>rd</sup>



# Tools & Resources

## National Bilingual Hotline



**REGISTER TO VOTE**

**VOTER REGISTRATION**

Voter registration time takes an average of two minutes or less to complete.

Select Language

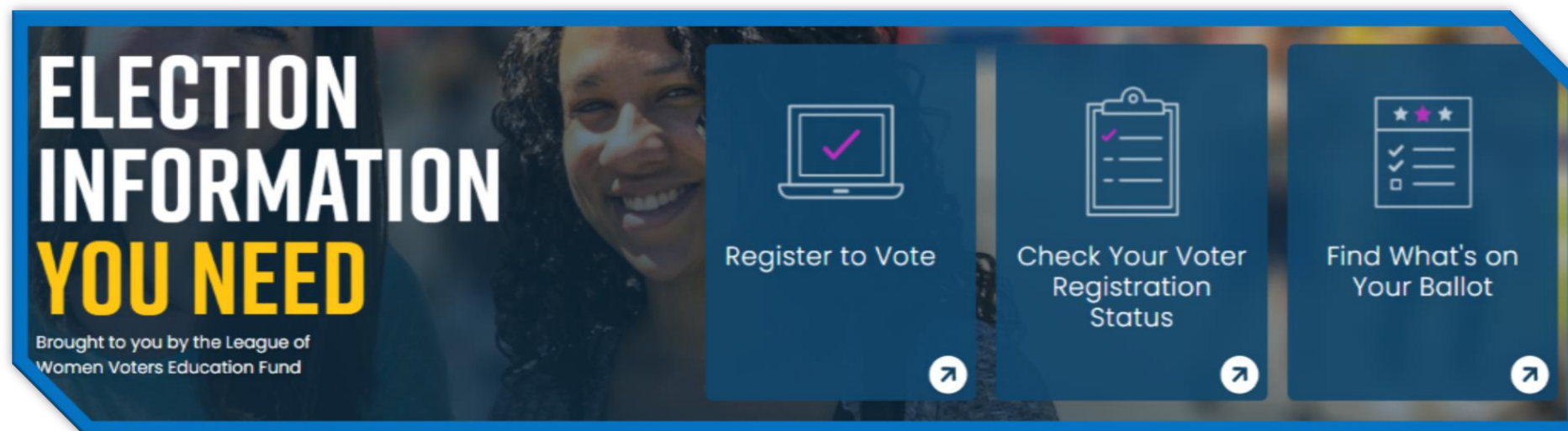
Email Address\*

ZIP Code\*

Next Step

Online Voter Registration  
[Naleo.org/register tovote](https://naleo.org/register tovote)

## Research

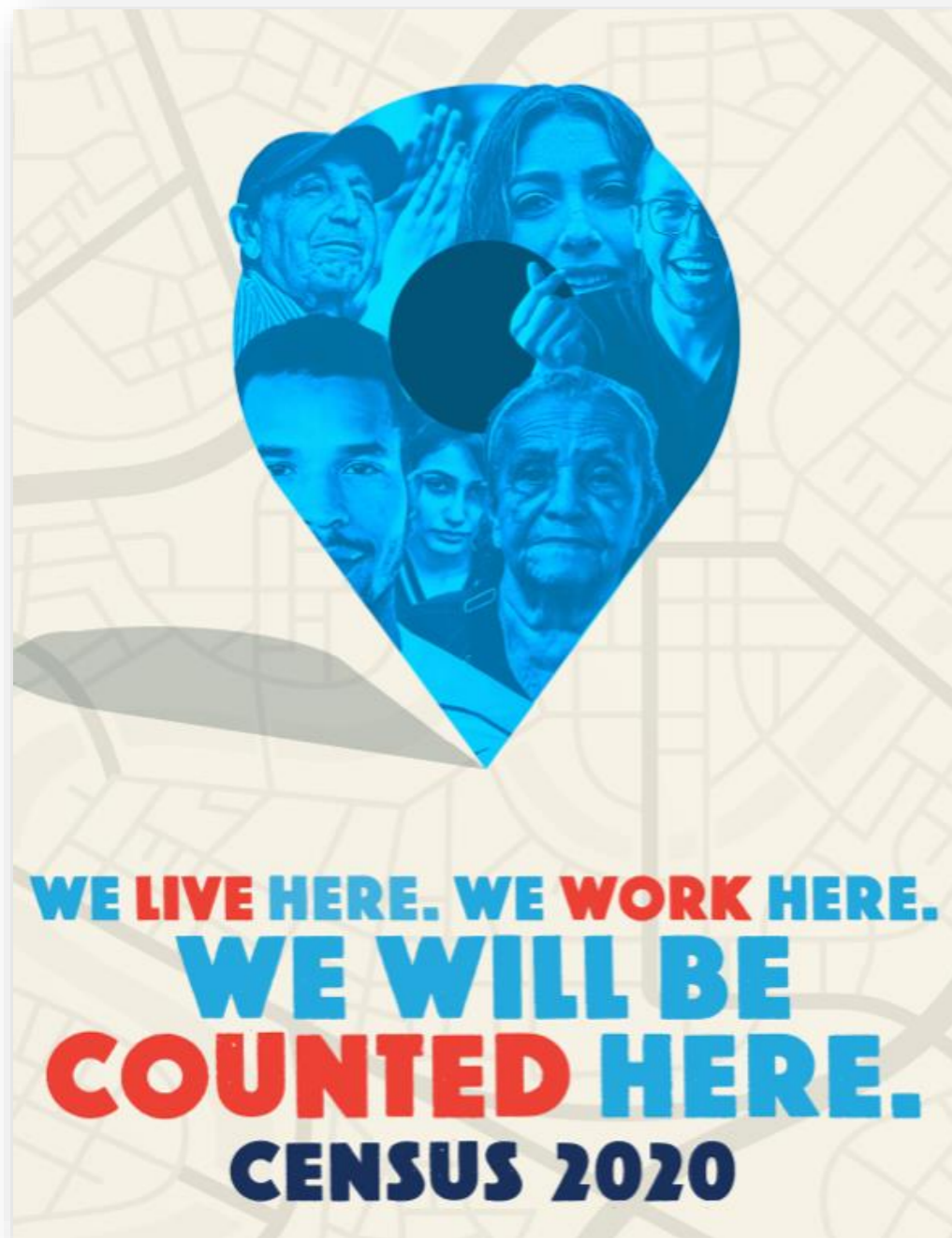


Informational Website [Vote411.org](https://Vote411.org)

# REMEMBER: There is still time to complete the 2020 Census!

**Last day to respond is October 31st**

- Enumerators will be visiting non responding homes August 11 – October 31<sup>st</sup> – everyone can continue to self respond throughout NRFU period
- According to **Title 13 of the U.S. Code Census data can only be used for statistical purposes**; personal information cannot be used against respondents by any local, state, or federal government agency. Census Bureau staff who have access to personal information are sworn for life to protect confidentiality. **Sworn staff are subject to a \$250,000 fine and/or up to five years in prison for wrongful disclosure of information.**
- **EVERYONE in the household must be counted** including children, relatives, non-relatives, roommates, citizens, non-citizens, and babies born on or after April 1, 2020.



- **Online: [My2020Census.gov](https://my2020census.gov)**
- **By Phone: 844-330-2020**
- **By Mail or In-Person**



**Thank you.**