EQUIS LABS

2020 Post-Mortem

PART ONE: Portrait of a Persuadable Latino

April 1, 2021

First of all

- **The 2020 elections were a reminder of the diversity— including ideological diversity— of Latino voters.** The results of 2020 challenge some facile assumptions about the Latino vote, and speak to the dangers of taking an overly simplistic view of any demographic group in the electorate.

- **Latinos were a critical part of the Democratic coalition that won the WH & Senate**. There are several states that Joe Biden and Senate Democrats won with the help of Latino voters, and there are none they lost because of them.

- **Still, Trump & the GOP actively campaigned for the Latino vote and made gains that cut across geography & place of origin**. In South Florida, the gains were enough to flip congressional seats. But questions remain about the nature of the shift, which will take yet more time to unpack.

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Key findings

In 2020, a segment of Latino voters demonstrated that they are more "swing" than commonly assumed.

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Key findings

1. **Trump appeared to make gains in the last year of his term among voters usually on the sidelines of politics**. While Latinos are often treated as a target for registration and turnout, it was less-frequent Hispanic voters who showed the most "swing."

2. **This is a story of turnout *and* persuasion**. Some analysis makes the mistake of treating the Hispanic electorate as static from election to election, when in fact it is incredibly dynamic and fast-changing. The Trump coalition of Hispanic voters, still dwarfed in size by the Democratic coalition, grew on the margins thanks to a combination of defections and new voters, with likely a greater number of the latter.

3. While the "why" of this shift requires more investigation, part of the story appears to be that **the barrier keeping some conservative Latinos from voting for Trump went down during COVID**, with a change in focus from his anti-Latino or anti-immigrant positions to other concerns, including the economy.

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Shifts occurred in Hispanic-heavy geographies across the country, to differing degrees

Outside Miami, Latinos still supported Democratic nominee at high levels

	Two-Way Democratic Support		Shift
	Clinton '16	Biden '20	2016 -> 2020
FLORIDA			
Miami-Dade (>50% Cuban precincts)	49%	35%	-14
Miami-Dade (>50% LatAm precincts)	70%	50%	-20
Osceola (>30% PR precincts)	76%	65%	-11
TEXAS			
Rio Grande Valley (counties)	70%	58%	-12
NEVADA			
Clark County (>50% Latino precincts)	79%	73%	-6
WISCONSIN			
Milwaukee (>50% Latino precincts)	84%	78%	-6
ARIZONA			
Maricopa (>50% Latino precincts)	79%	76%	-3
NEW JERSEY			
Paterson (city)	91%	81%	-10
MASSACHUSETTS			
Lawrence (city)	85%	74%	-11

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Based on analysis of densely Latino precincts in AZ, WI, NV, FL; county results for TX; city results for NJ & MA
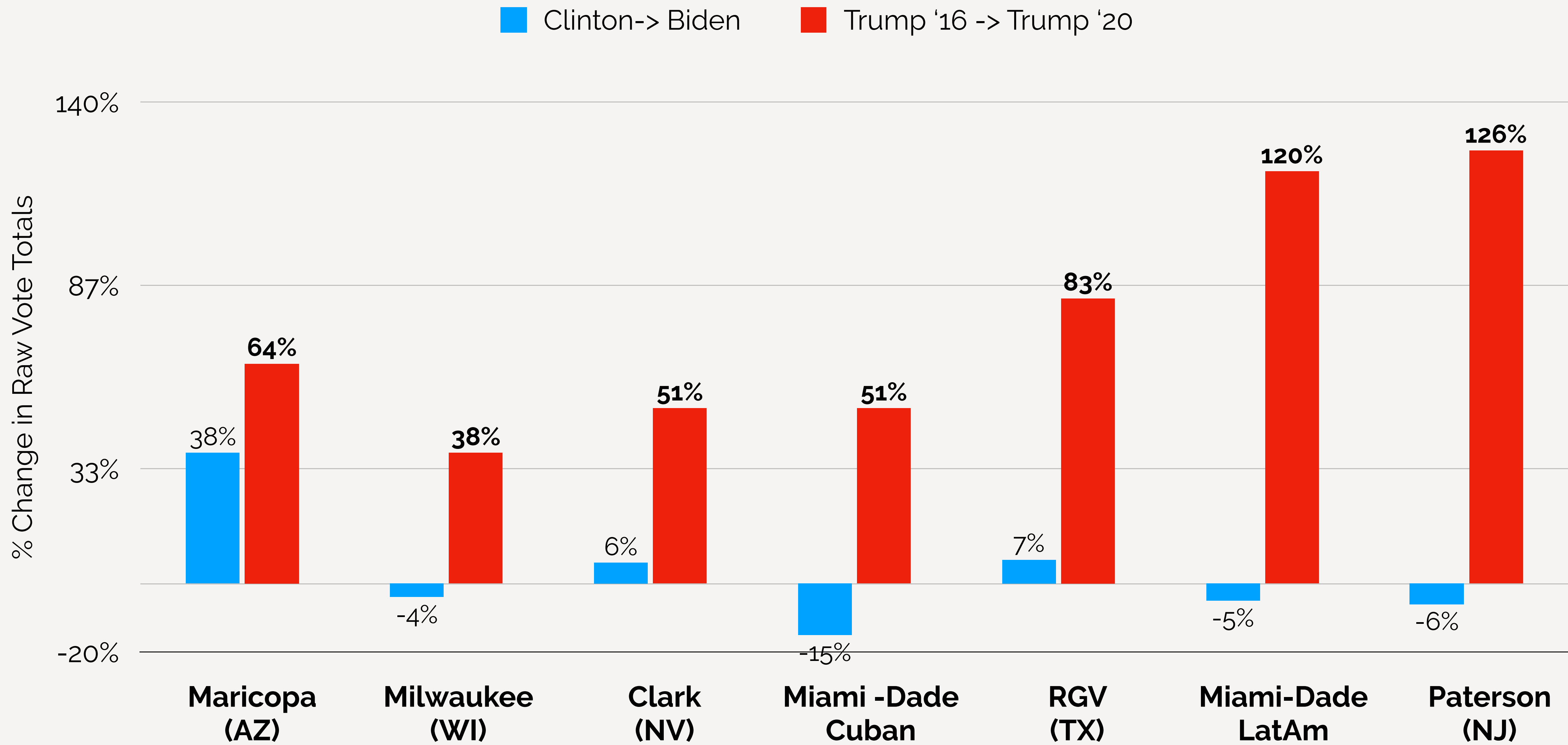
Latinos aren't a monolith, but they remain a group. Trump gains seemed to be unique among those identifying as Latino across geography and place of origin.

We can't explain the *national* baseline shift toward Trump with idiosyncrasies specific to one region or nationality. Border dynamics don't explain changes in New Jersey. Cuban/ Venezuelan fear of socialism doesn't explain movement in Milwaukee.

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Trump's raw vote totals surged in Latino-heavy spots across the country
But Arizona a case study in countering GOP gains

■ Clinton-> Biden   ■ Trump '16 -> Trump '20

% Change in Raw Vote Totals

Location	Clinton-> Biden	Trump '16 -> Trump '20
Maricopa (AZ)	38%	64%
Milwaukee (WI)	-4%	38%
Clark (NV)	6%	51%
Miami-Dade Cuban	-15%	51%
RGV (TX)	7%	83%
Miami-Dade LatAm	-5%	120%
Paterson (NJ)	-6%	126%

140%
87%
33%
-20%

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Various credible theories to explain Trump gains — but not enough data yet to say
No one theory has fully explanatory power, but they can't all be equally valid either

- Shifting salience of immigration and/or shifting norms around Latino identity

- Propaganda & misinformation

- Trump campaign & social pressure/relational persuasion

- Incumbency and personality

- "Socialism" and fear of the left

- Dog whistle politics & racial status anxiety

- COVID and the economy

- Realignment along lines of gender, education & ideology

- Activation around religion, SCOTUS and QAnon

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A story of turnout and persuasion

Thinking in terms of "turnout vs. persuasion" misses the larger story about Latinos who feel on the sidelines of the political process. We know enough to say it's a mistake to assume the 2020 shift was exclusively about turnout, or about vote-switching by Clinton voters. The truth is closer to both.

Evidence from FL, TX and NV shows how the distinction between turnout and persuasion get blurred.
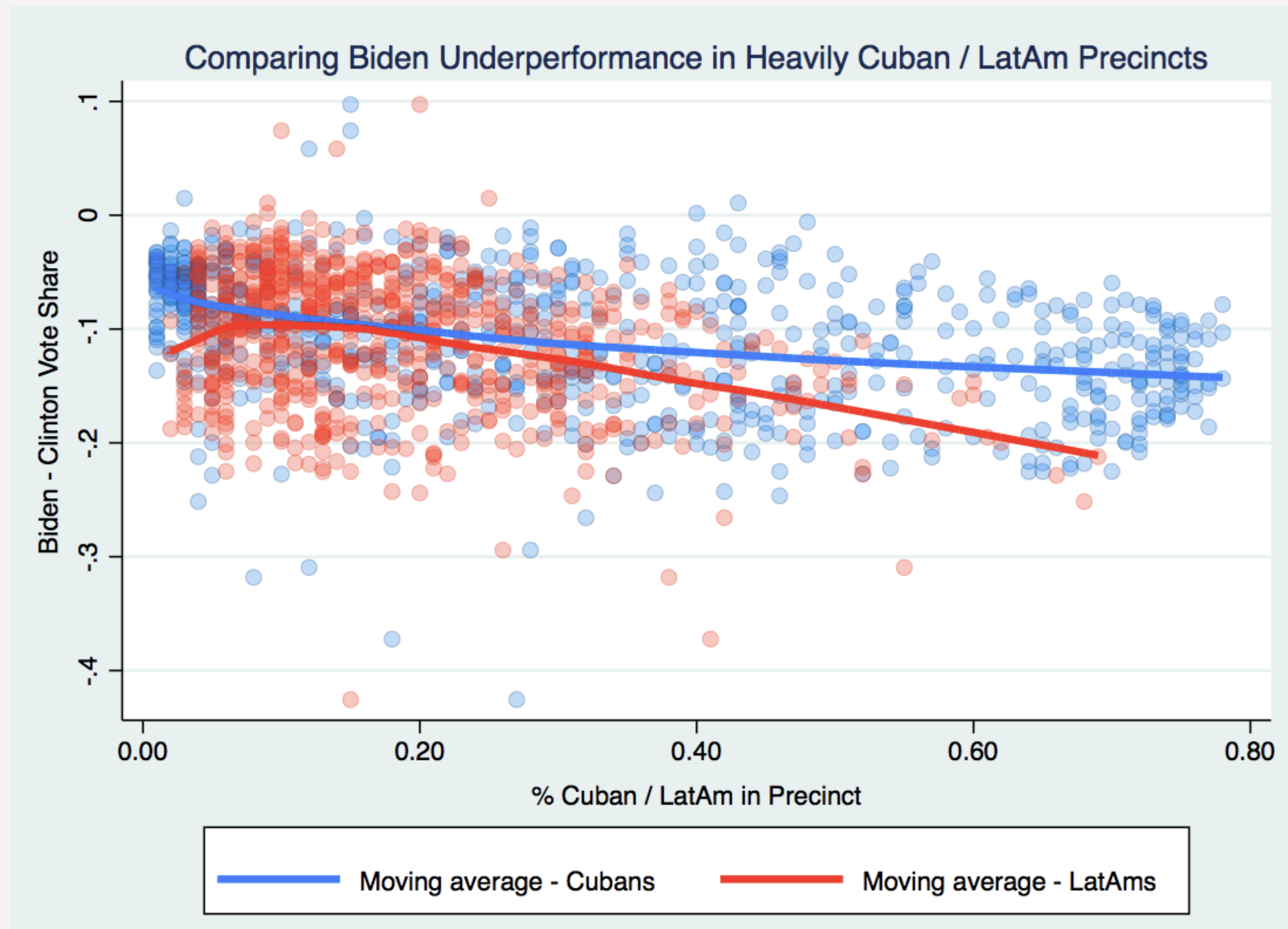
South FL

# Some 15% of Cubans who voted Clinton '16 went Trump '20— true vote-switching

2020 Vote Choice

2016 Vote Recall	Biden	Trump	Other
Clinton *(30% of total)*	85	15	—
Trump *(59%)*	3	96	1
Did Not Vote *(6%)*	44	54	2

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Cuban shift was notable, but LatAm (non-Cuban/PR) drop more dramatic
Trump won over many LatAms + benefited from increased turnout

Comparing Biden Underperformance in Heavily Cuban / LatAm Precincts

Y-axis: Biden - Clinton Vote Share (.1, 0, -.1, -.2, -.3, -.4)
X-axis: % Cuban / LatAm in Precinct (0.00, 0.20, 0.40, 0.60, 0.80)

Moving average - Cubans
Moving average - LatAms

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In MIAMI, big spike in new registrants among Hispanic GenXers, older millennials

First-Time Voters in Miami-Dade, Newly Registered
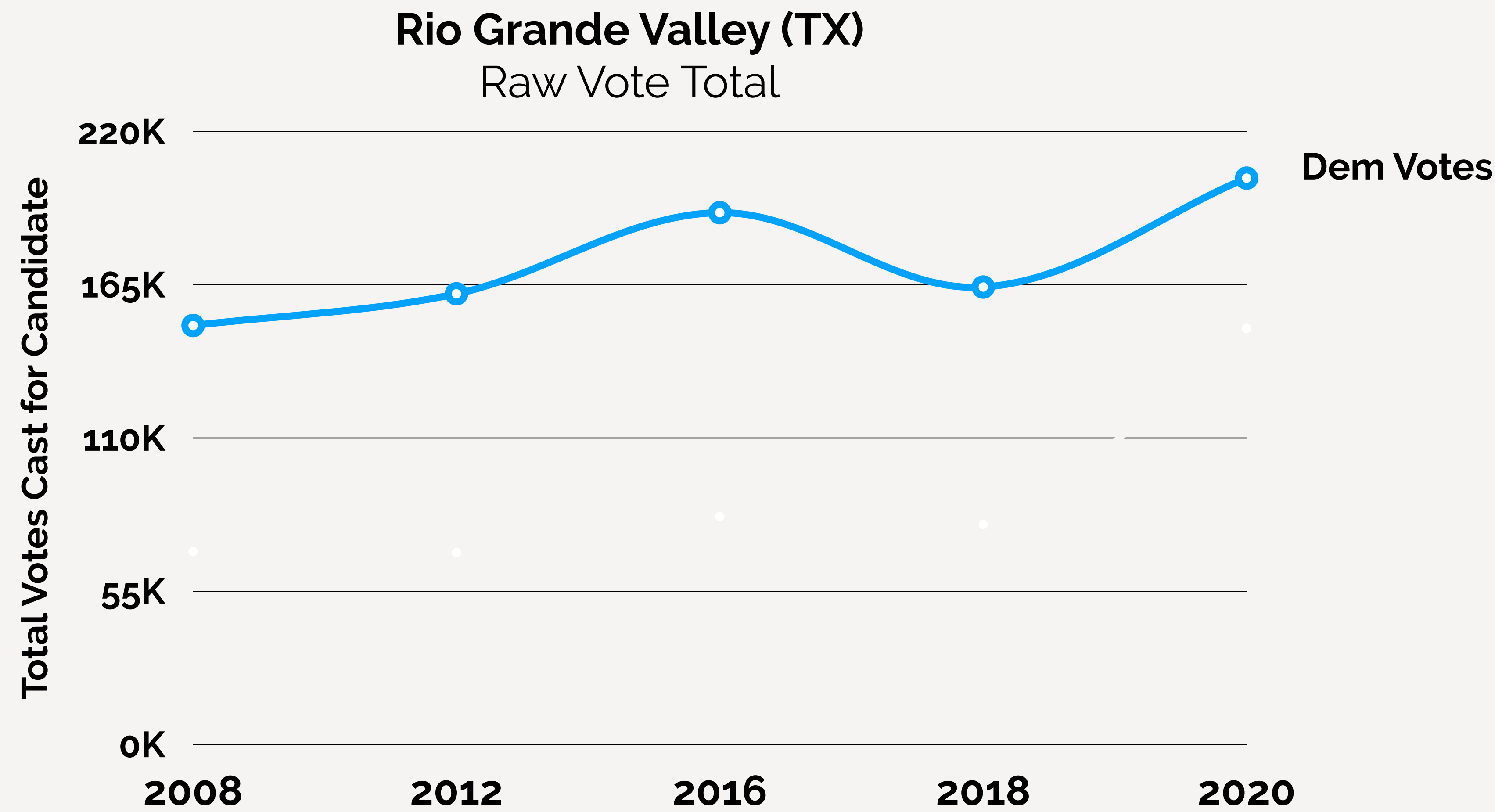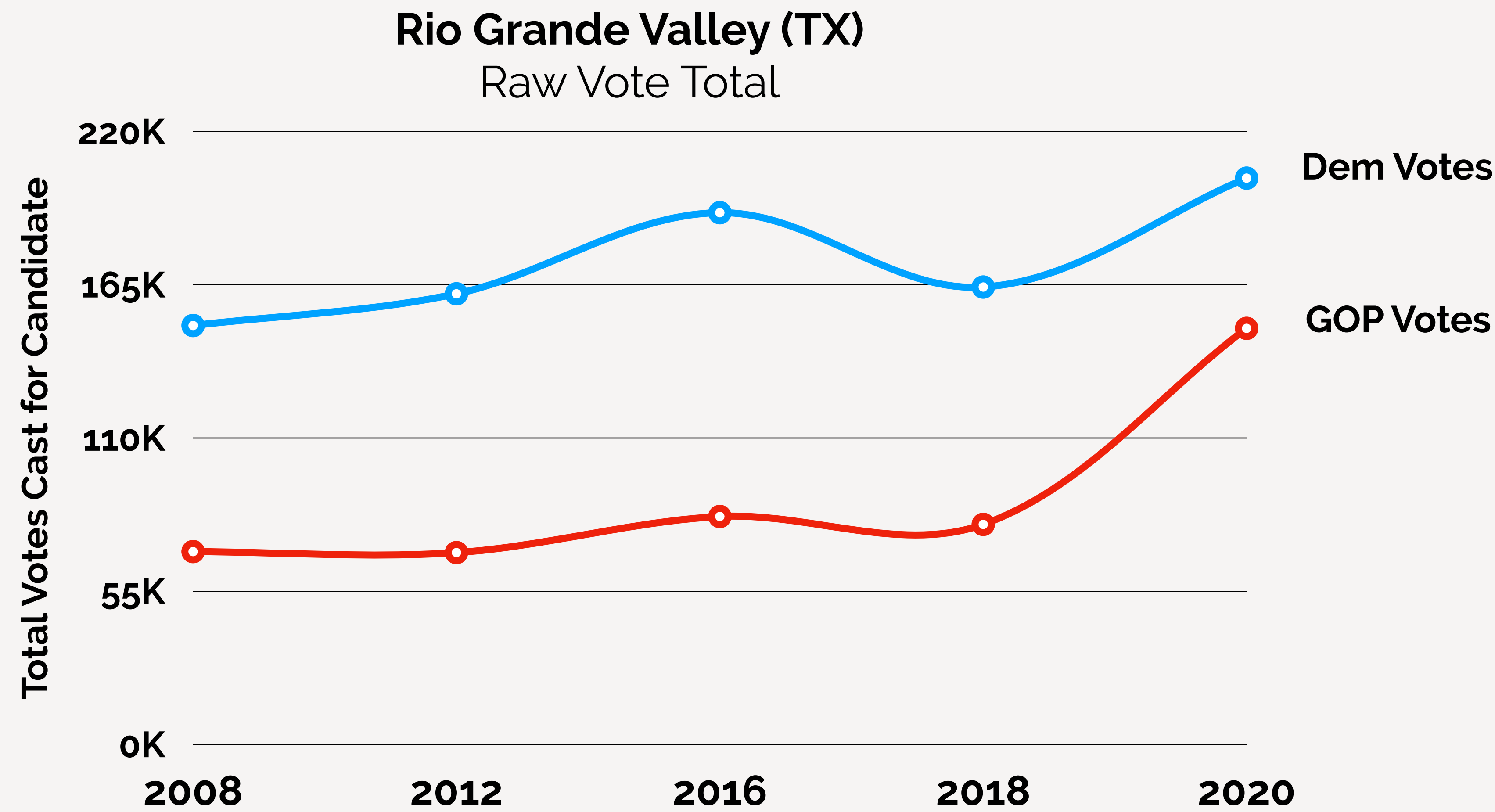Total 2020 Voters, Registered Post-2018 - By Race/Ethnicity and Age

- 18 to 24
- 25 to 34
- 35 to 49
- 50 to 64
- 65+

Source: Catalist data

EQUIS RESEARCH
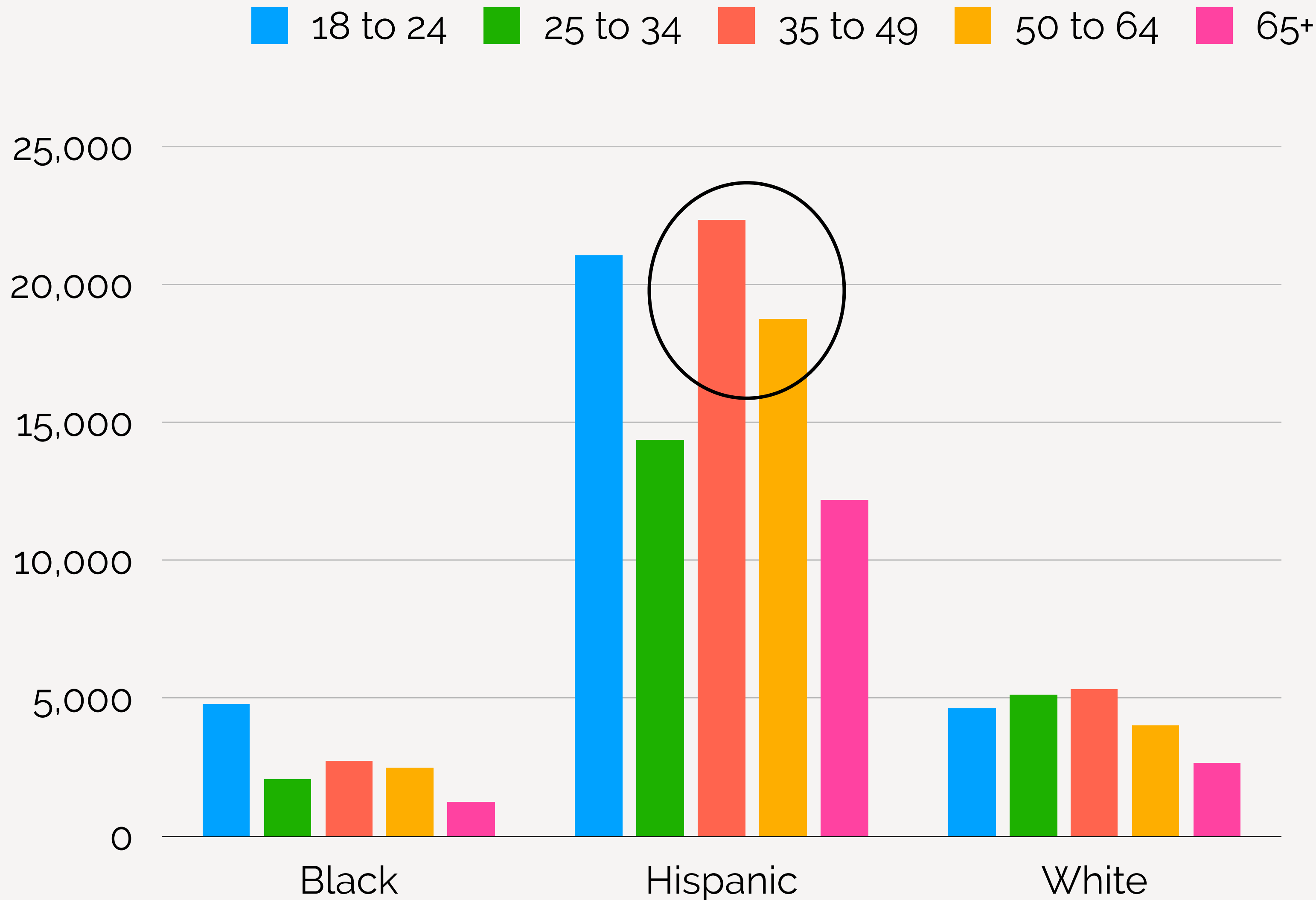
South TX

In terms of total number of votes, the Democratic trend-line in the RGV looks healthy...

Rio Grande Valley (TX)
Raw Vote Total

Dem Votes

Total Votes Cast for Candidate

220K
165K
110K
55K
0K

2008   2012   2016   2018   2020

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*Counties included in analysis: Cameron, Hidalgo, Willacy, Webb

But Trump saw a huge surge in total votes that narrowed the Democratic margin

Rio Grande Valley (TX)
Raw Vote Total

Dem Votes

GOP Votes

*Counties included in analysis: Cameron, Hidalgo, Willacy, Webb

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In Texas' RGV, Trump made gains with voters predicted to be Dem-leaning
Early voter group averages 75 partisanship score, performed 15 points below

Rio Grande Valley (TX)*
Early + Absentee Votes By Partisanship Score**

Dem Score 80+   51%   60%   Biden

70 - 79   26%

<70   21%   40%   Trump

By Modeling   By Result

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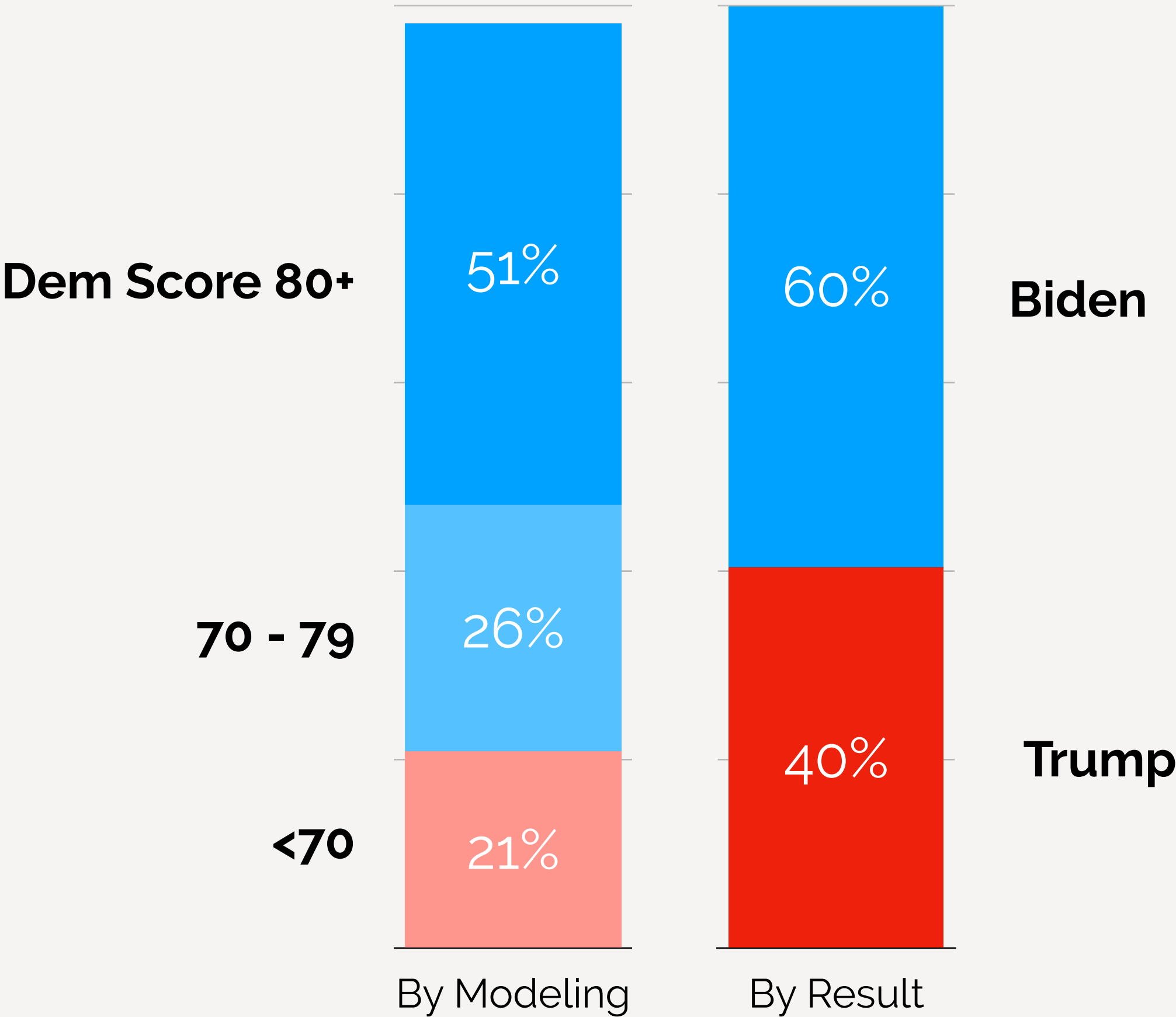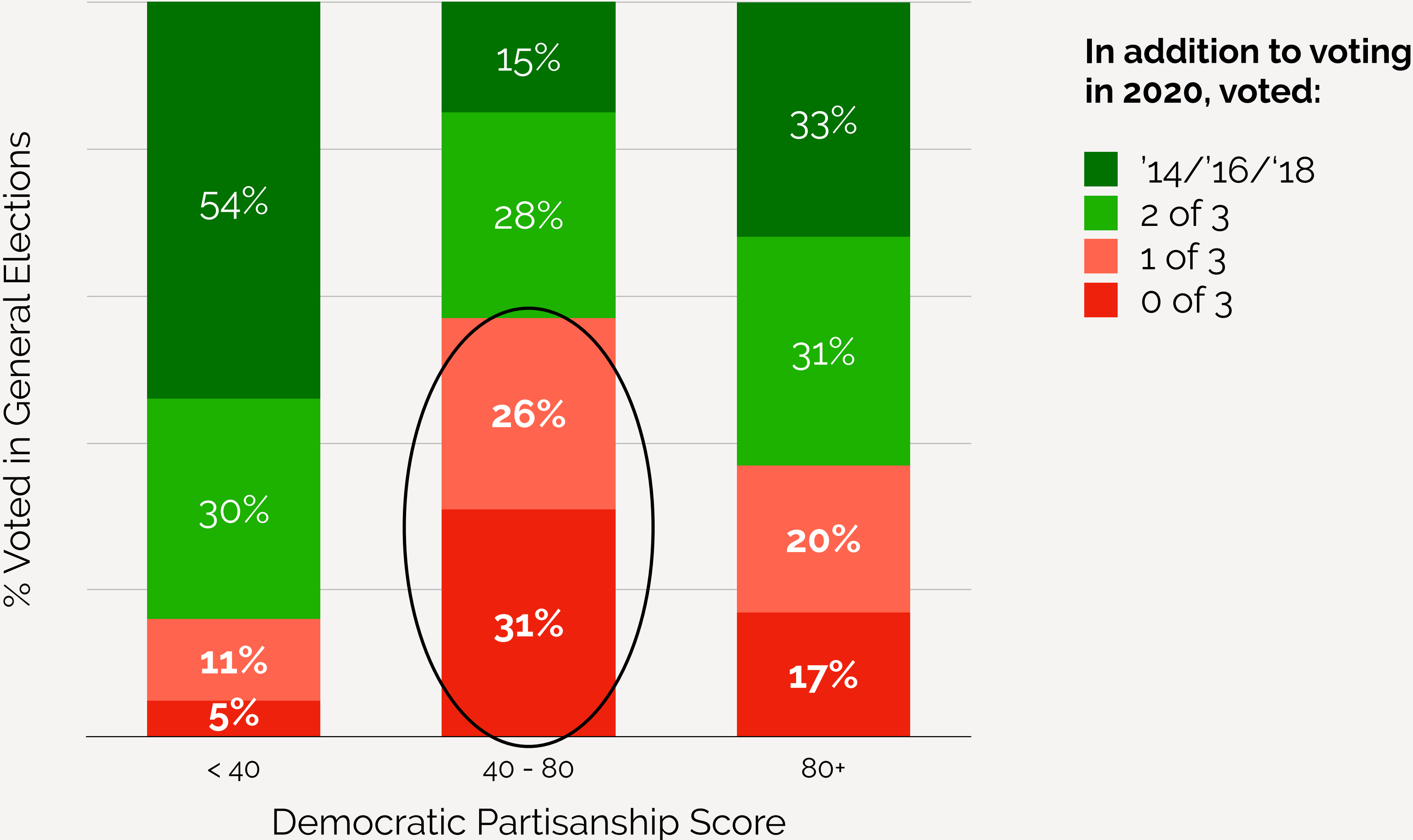
*Counties included in analysis: Cameron, Hidalgo, Willacy, Webb
**Utilizing non-public predictive model for Democratic partisanship

A majority of these "swing voters" had sparse history of voting

Rio Grande Valley (TX)*
Early + Absentee Votes By Modeling & Vote History

In addition to voting in 2020, voted:

- ■ '14/'16/'18
- ■ 2 of 3
- ■ 1 of 3
- ■ 0 of 3

% Voted in General Elections

< 40
- 54%
- 30%
- 11%
- 5%

40 - 80
- 15%
- 28%
- 26%
- 31%

80+
- 33%
- 31%
- 20%
- 17%

Democratic Partisanship Score

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*Counties included in analysis: Cameron, Hidalgo, Willacy, Webb

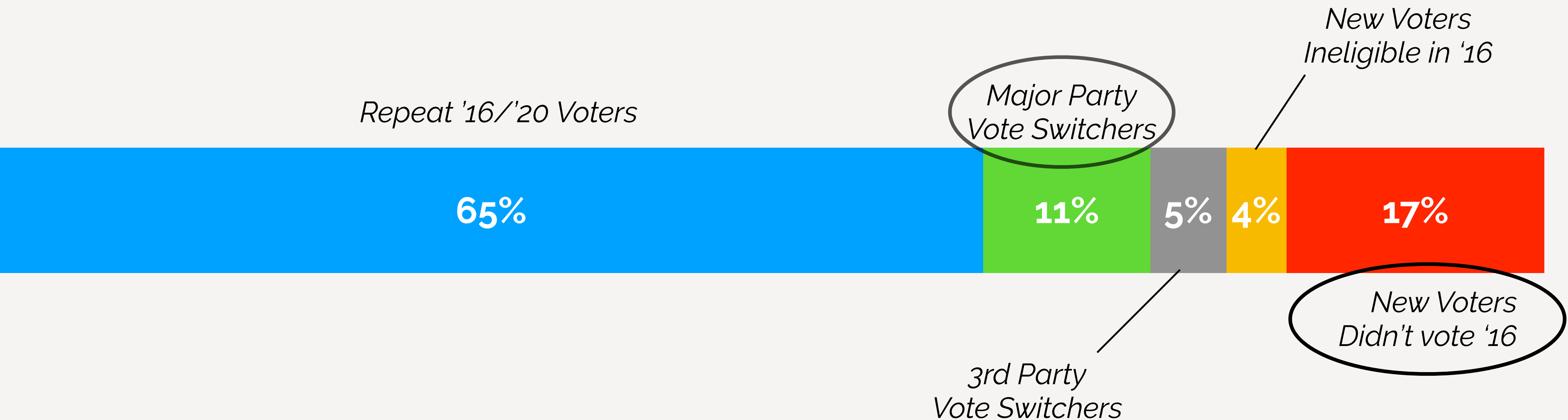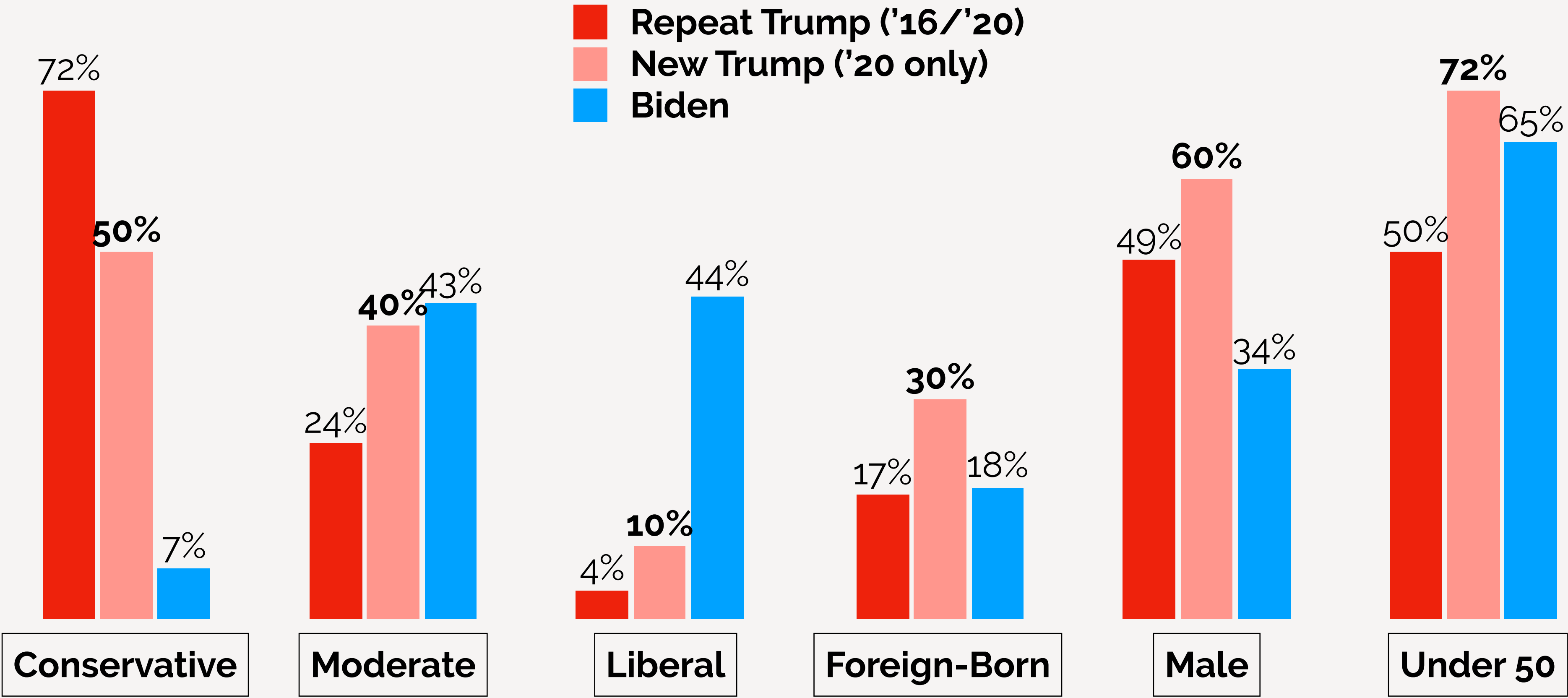# Nevada

In Nevada, vote-switchers were a smaller part of Trump's 2020 coalition than new voters

NEVADA: Latino Trump Voters By Vote History

New Voters Ineligible in '16

Major Party Vote Switchers

Repeat '16/'20 Voters

65%	11%	5%	4%	17%

3rd Party Vote Switchers

New Voters Didn't vote '16

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In NEVADA, first-time Trump voters were less ideological, younger, more foreign-born than regular Trump voters

Legend:
- ■ Repeat Trump ('16/'20)
- ■ New Trump ('20 only)
- ■ Biden

Conservative
- Repeat Trump: 72%
- New Trump: **50%**
- Biden: 7%

Moderate
- Repeat Trump: 24%
- New Trump: **40%**
- Biden: 43%

Liberal
- Repeat Trump: 4%
- New Trump: **10%**
- Biden: 44%

Foreign-Born
- Repeat Trump: 17%
- New Trump: **30%**
- Biden: 18%

Male
- Repeat Trump: 49%
- New Trump: **60%**
- Biden: 34%

Under 50
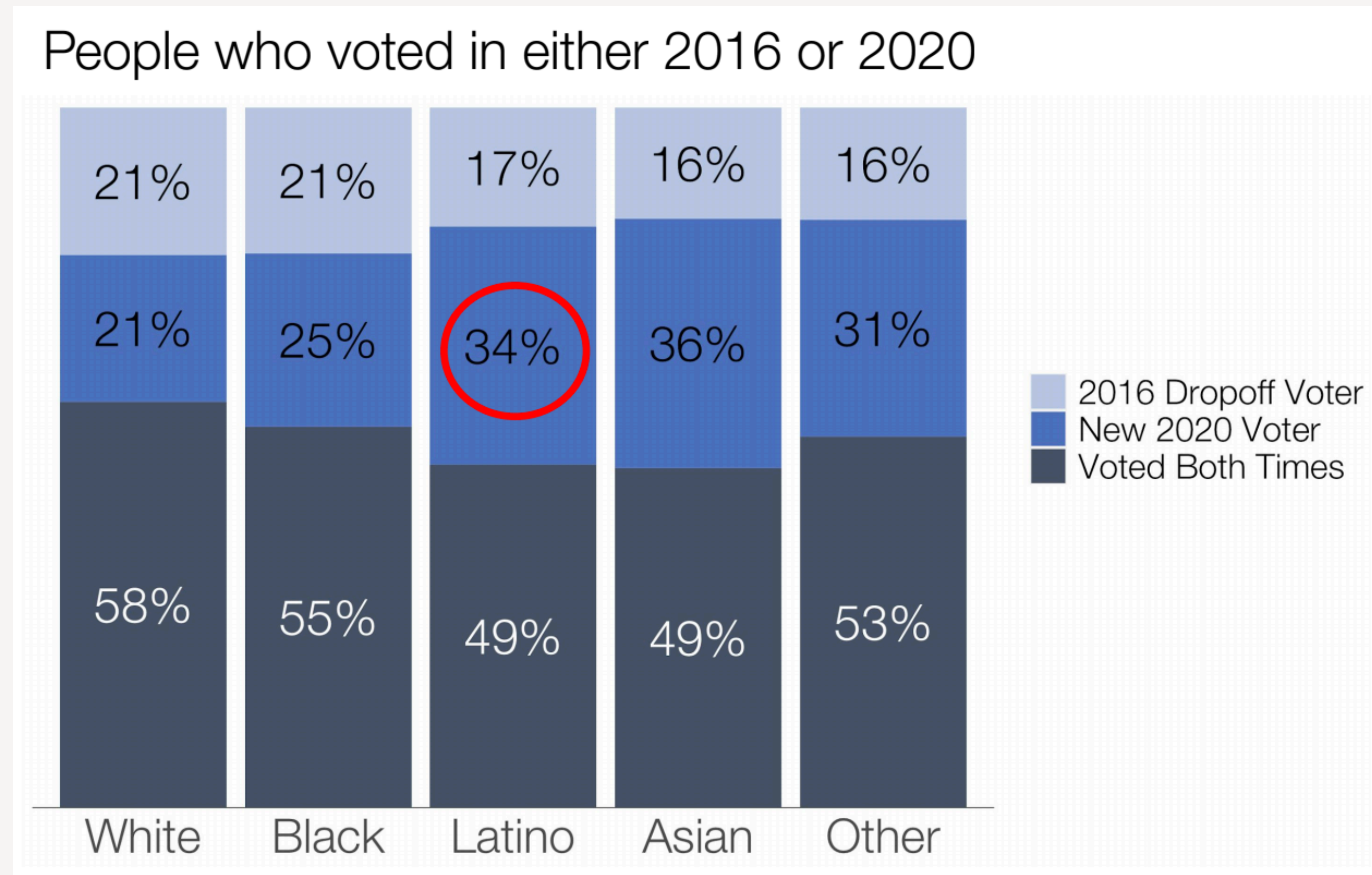- Repeat Trump: 50%
- New Trump: **72%**
- Biden: 65%

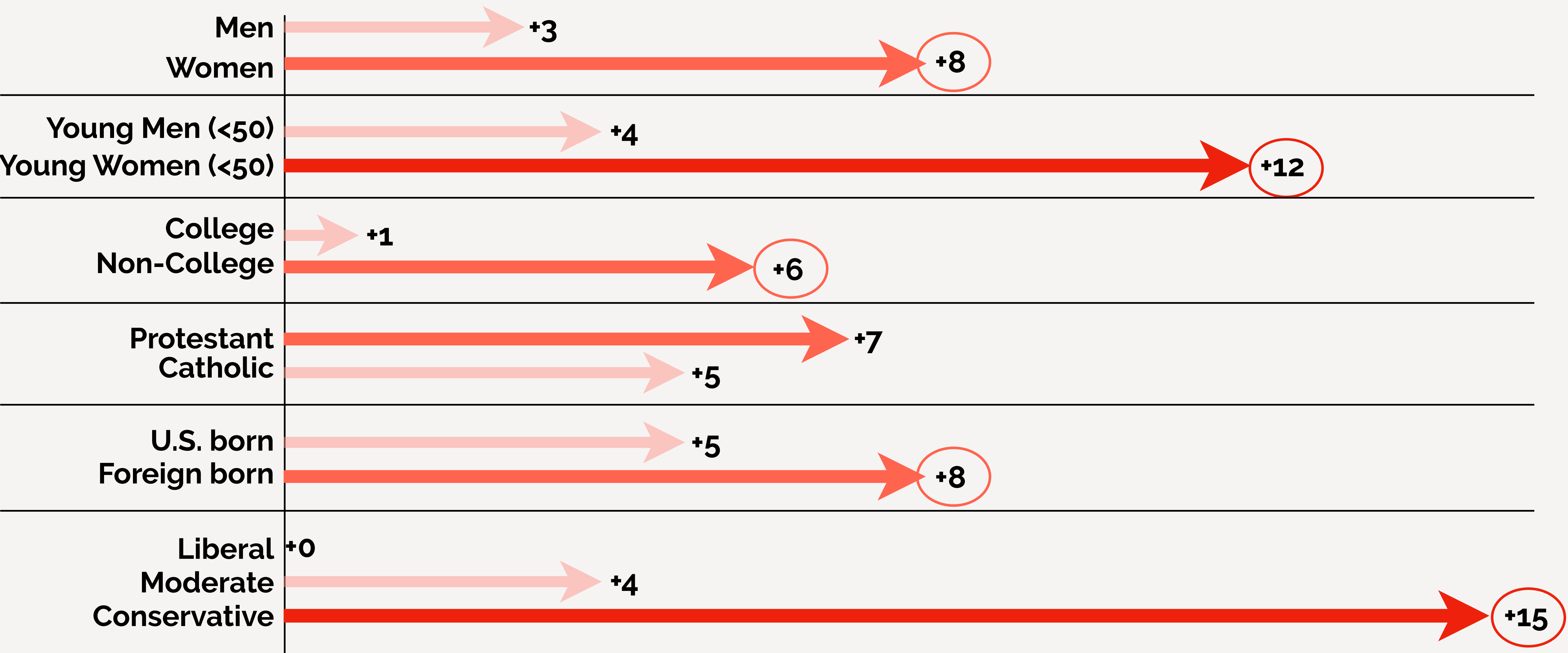EQUIS RESEARCH

Who shifted 2019->2020?
Voters on the margins of the electorate

No two electorates are the same
Preliminary state data shows large share of Latinos who voted in '20, not '16

People who voted in either 2016 or 2020

	White	Black	Latino	Asian	Other
2016 Dropoff Voter	21%	21%	17%	16%	16%
New 2020 Voter	21%	25%	34%	36%	31%
Voted Both Times	58%	55%	49%	49%	53%

Legend:
- 2016 Dropoff Voter
- New 2020 Voter
- Voted Both Times

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Catalist

Courtesy of Catalist. Based on 33 states with vote history, defined as voting in the same state both years (more analysis to come)

Largest in-cycle % shifts were among women, non-college, foreign-born & conservative

Shift in Net Trump Job Approval Among Hispanic Voters
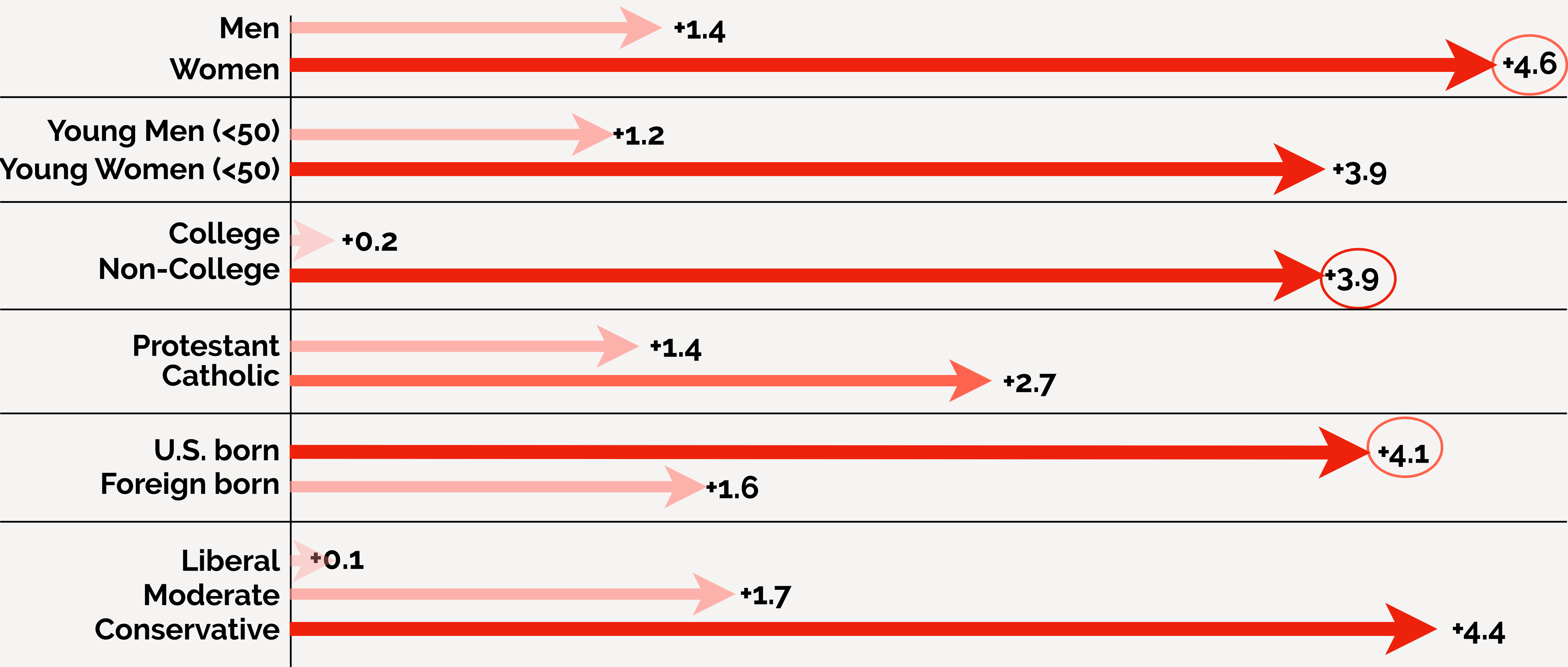### From 2019 average to last pre-election polling (average change across 7 states*)

Men → +3
Women → +8

Young Men (<50) → +4
Young Women (<50) → +12

College → +1
Non-College → +6

Protestant → +7
Catholic → +5

U.S. born → +5
Foreign born → +8

Liberal +0
Moderate → +4
Conservative → +15

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*States included in analysis: Texas, Arizona, Nevada, Colorado, New Mexico, North Carolina and Florida

Weighted by subgroup size, shift among women made greatest impact
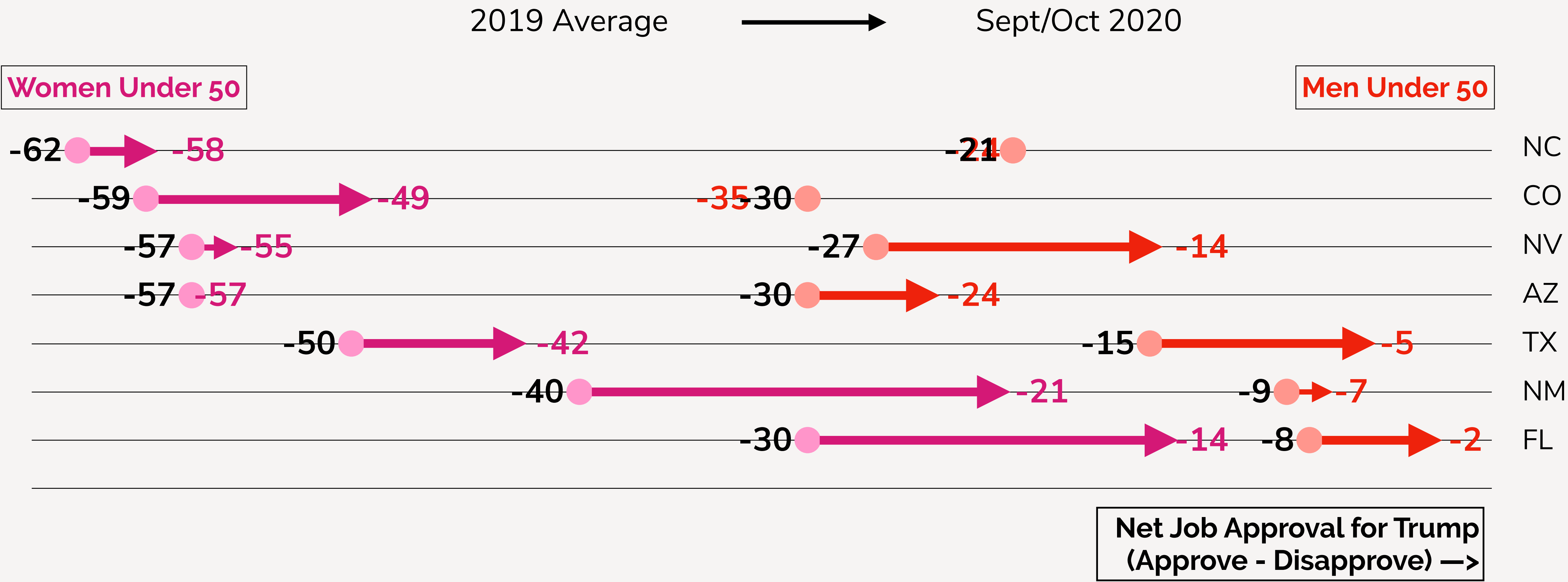US-born, Catholic and non-college shifts become more important too

Impact of Demographic Shifts on Trump Job Approval Margin
Change from 2019 average to last pre-election poll, weighted by % of sample

Men +1.4

Women +4.6

Young Men (<50) +1.2

Young Women (<50) +3.9

College +0.2

Non-College +3.9

Protestant +1.4

Catholic +2.7

U.S. born +4.1

Foreign born +1.6

Liberal +0.1

Moderate +1.7

Conservative +4.4

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*For this analysis, we use an average of Equis polling across 7 states, not a combined, weighted number.
States included: Texas, Arizona, Nevada, Colorado, New Mexico, North Carolina and Florida.

Youngish women shifted more than male peers in-cycle, but remained far more anti-Trump
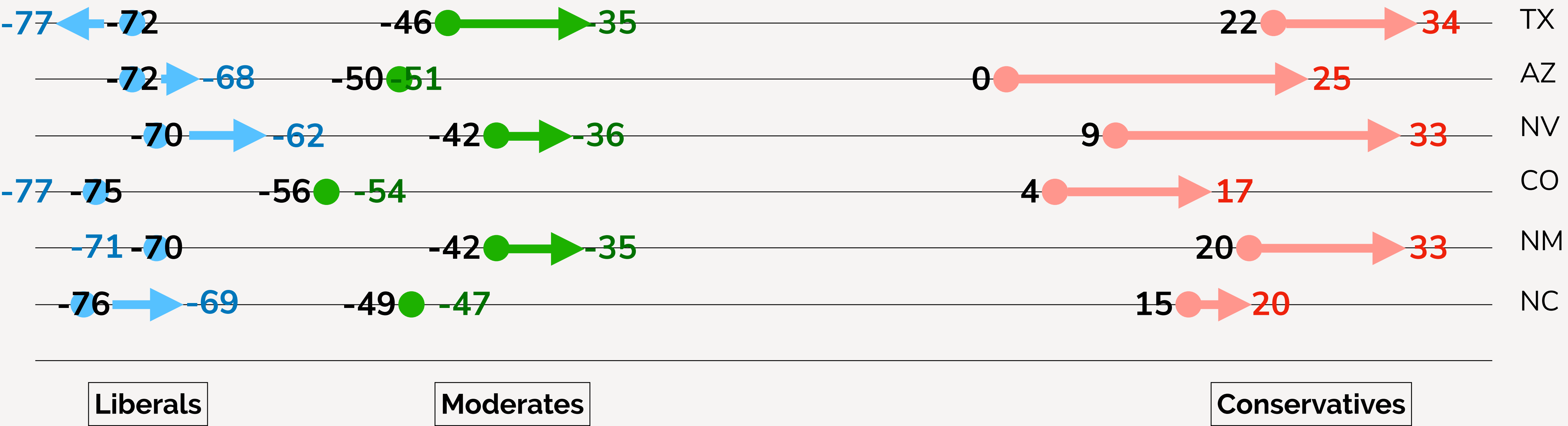
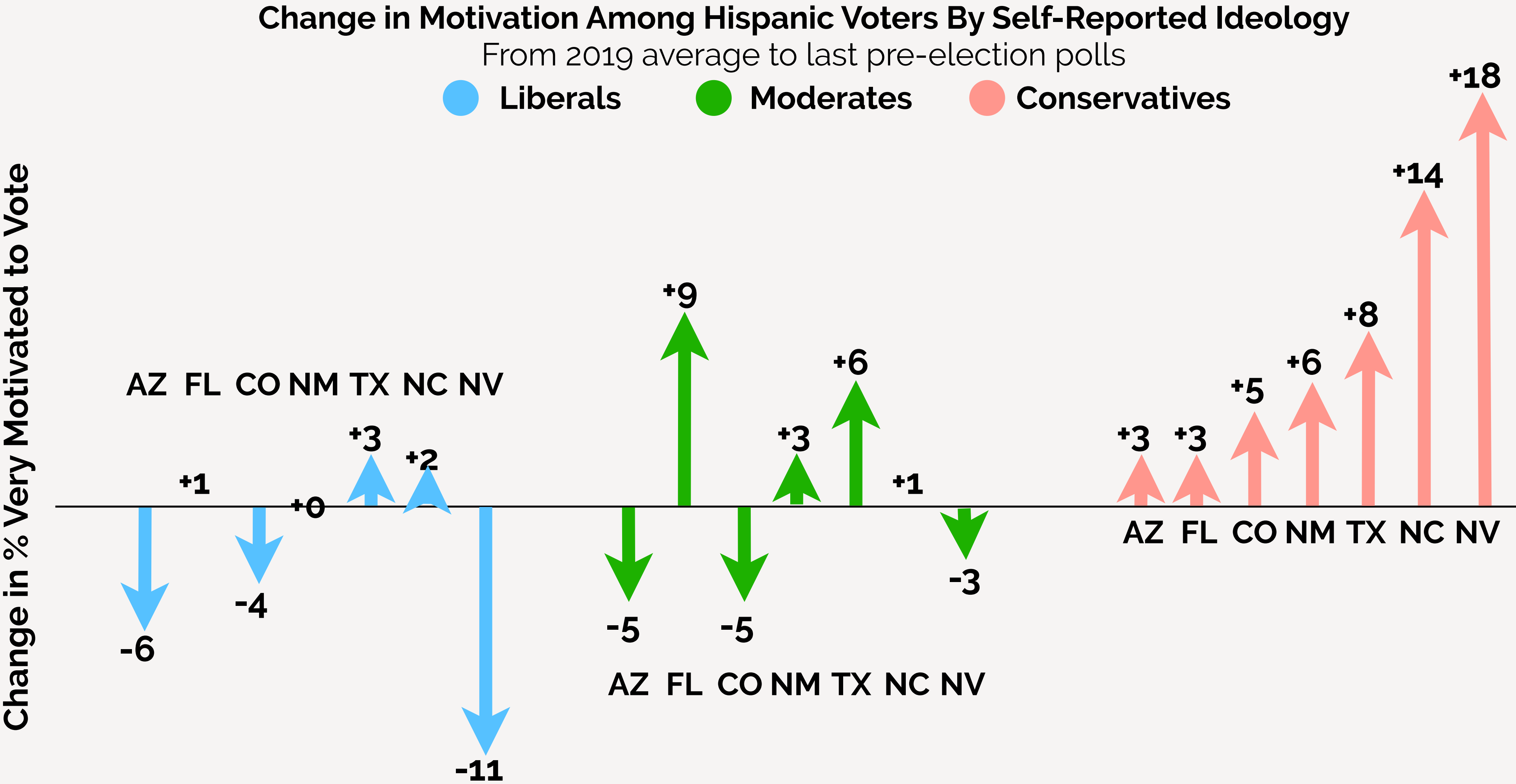Gender divide persisted, even as Latina numbers came back down to Earth

2019 Average ⟶ Sept/Oct 2020

Women Under 50   **Men Under 50**

	Women Under 50	Men Under 50	
-62 → -58		-21 -21	NC
-59 → -49		-35 -30	CO
-57 → -55		-27 → -14	NV
-57 -57		-30 → -24	AZ
-50 → -42		-15 → -5	TX
-40 → -21		-9 → -7	NM
-30 → -14		-8 → -2	FL

**Net Job Approval for Trump
(Approve - Disapprove) —>**

Based on Equis 2019/2020 polling of registered Latino voters

In polling, most consistent shifts toward Trump were among conservatives who'd earlier held back

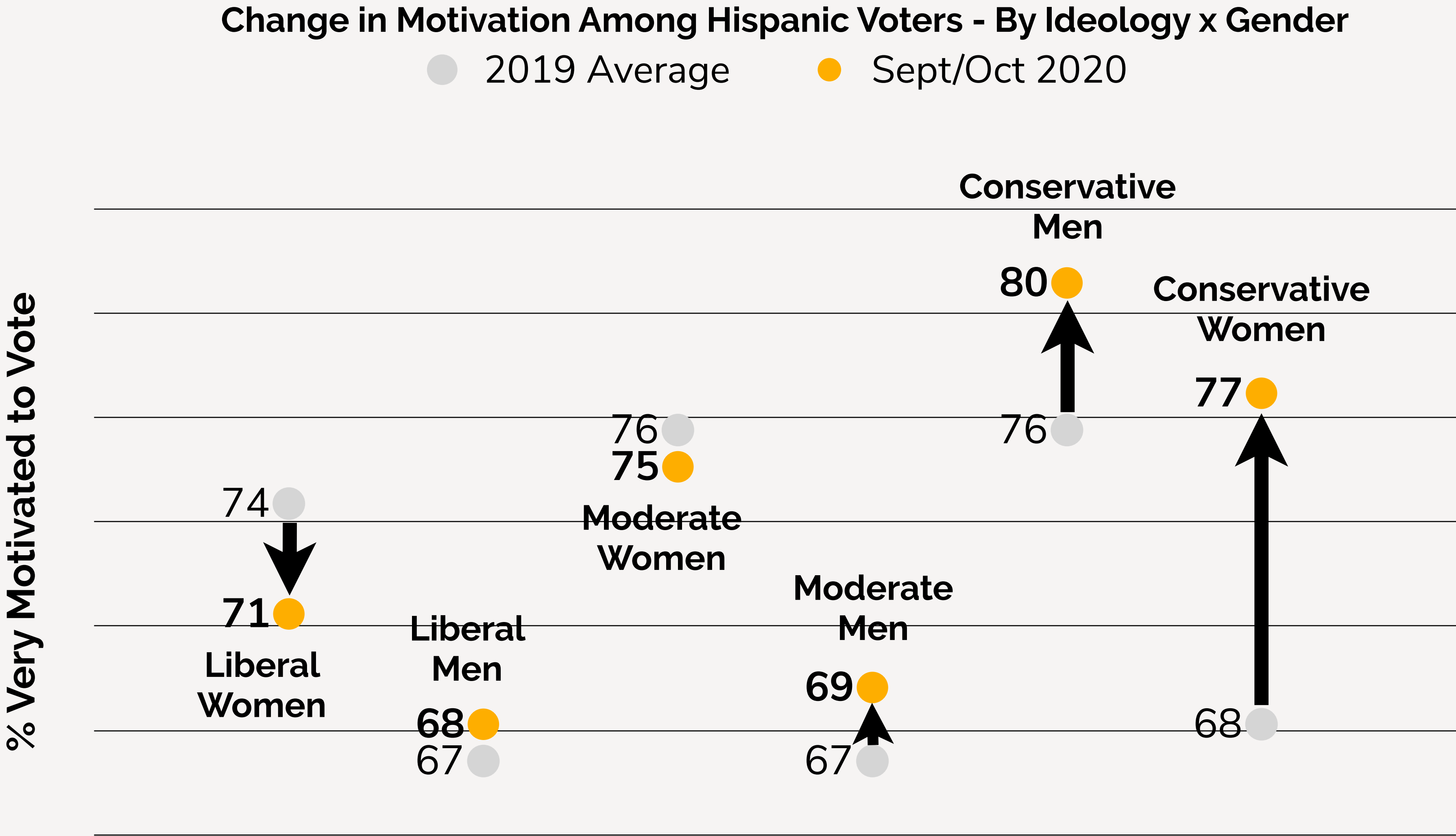## Trump Job Approval (Net) among Registered Hispanic Voters - By Self-Reported Ideology

2019 Average ——————▶ Fall 2020

			TX
-77 ◀ -72	-46 ●——▶ -35	22 ●——▶ 34	TX
-72 ▶ -68	-50 ●51	0 ●————▶ 25	AZ
-70 ▶ -62	-42 ●——▶ -36	9 ●————▶ 33	NV
-77 -75	-56 ● -54	4 ●——▶ 17	CO
-71 -70	-42 ●——▶ -35	20 ●——▶ 33	NM
-76 ▶ -69	-49 ● -47	15 ●▶ 20	NC

Liberals   **Moderates**   **Conservatives**

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Based on Equis 2019/2020 polling of registered Latino voters

Not just passive support: conservative Latinos also became more <u>motivated to vote</u> across key states

Change in Motivation Among Hispanic Voters By Self-Reported Ideology
From 2019 average to last pre-election polls

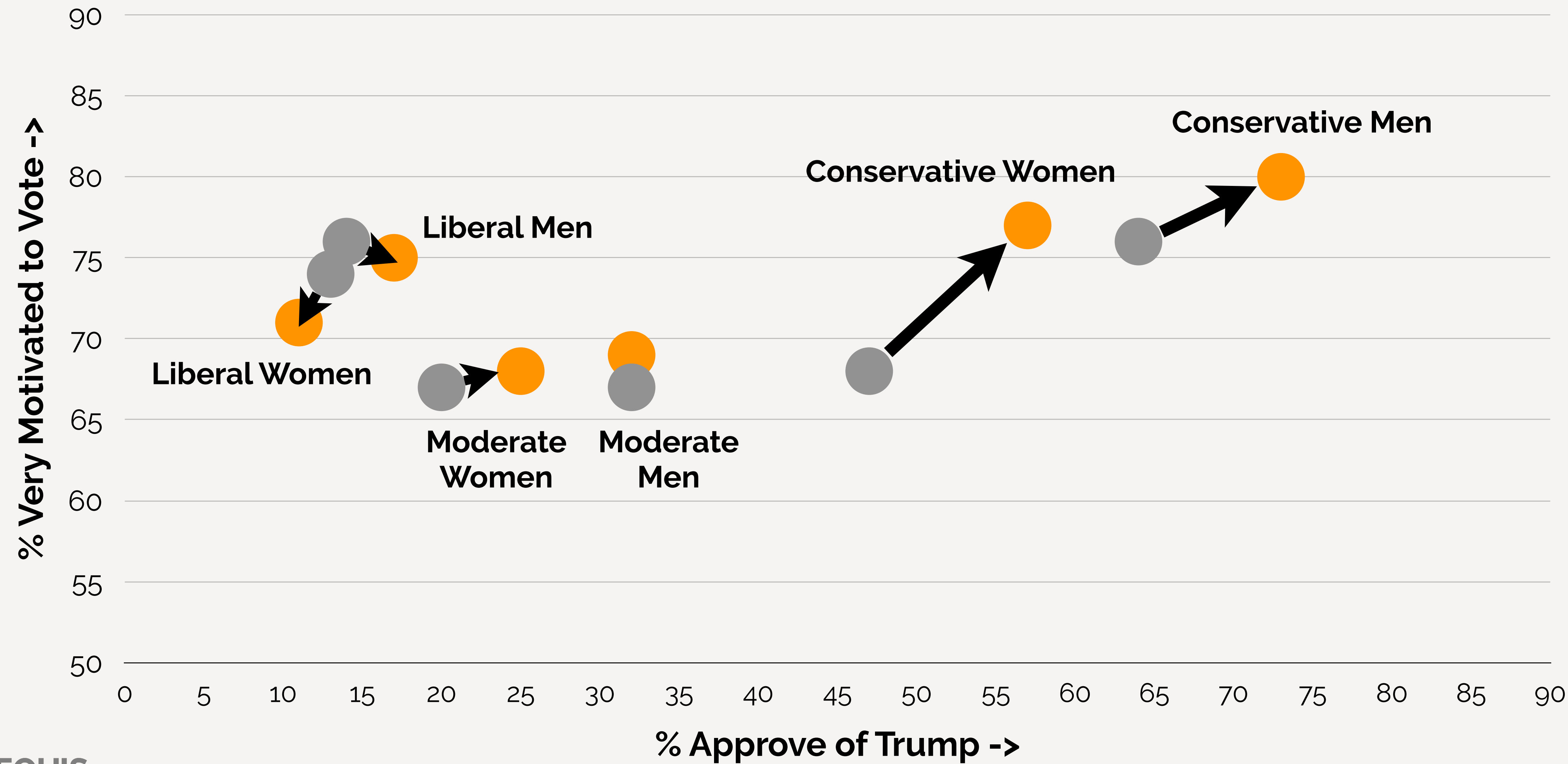● **Liberals** ● **Moderates** ● **Conservatives**

Based on Equis 2019/2020 polling of registered Latino voters

Conservative Latinas, in particular, appear to have been galvanized
Meanwhile their liberal counterparts became slightly *less* motivated during the election

Change in Motivation Among Hispanic Voters - By Ideology x Gender

⚪ 2019 Average   🟠 Sept/Oct 2020

% Very Motivated to Vote

Conservative
Men
80 🟠
76 ⚪

Conservative
Women
77 🟠
68 ⚪

76 ⚪
75 🟠
Moderate
Women

74 ⚪
71 🟠
Liberal
Women

Liberal
Men
68 🟠
67 ⚪

Moderate
Men
69 🟠
67 ⚪

Based on Equis 2019/2020 polling of registered Latino voters. States included: AZ, NV, TX, FL, NM, NC, CO

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Change in Motivation x Trump Approval Among Hispanic Voters - By Ideology x Gender

● 2019 Average ● Sept/Oct 2020

% Very Motivated to Vote ->

% Approve of Trump ->

Liberal Men

Liberal Women

Moderate Women

Moderate Men

Conservative Women

Conservative Men

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Based on Equis 2019/2020 polling of registered Latino voters. States included: AZ, NV, TX, FL, NM, NC, CO

The ideological & partisan diversity of Latinos

Registered Latino Voters By Party ID x Self-Reported Ideology

Moderate Democrats 22%

Moderate Independents 15%

Conservative Republicans 14%

Liberal Democrats 14%

Conservative Independents 11%

Conservative Democrats 11%

Liberal Independents 7%

Moderate Republicans 6%

Liberal Republicans 1%

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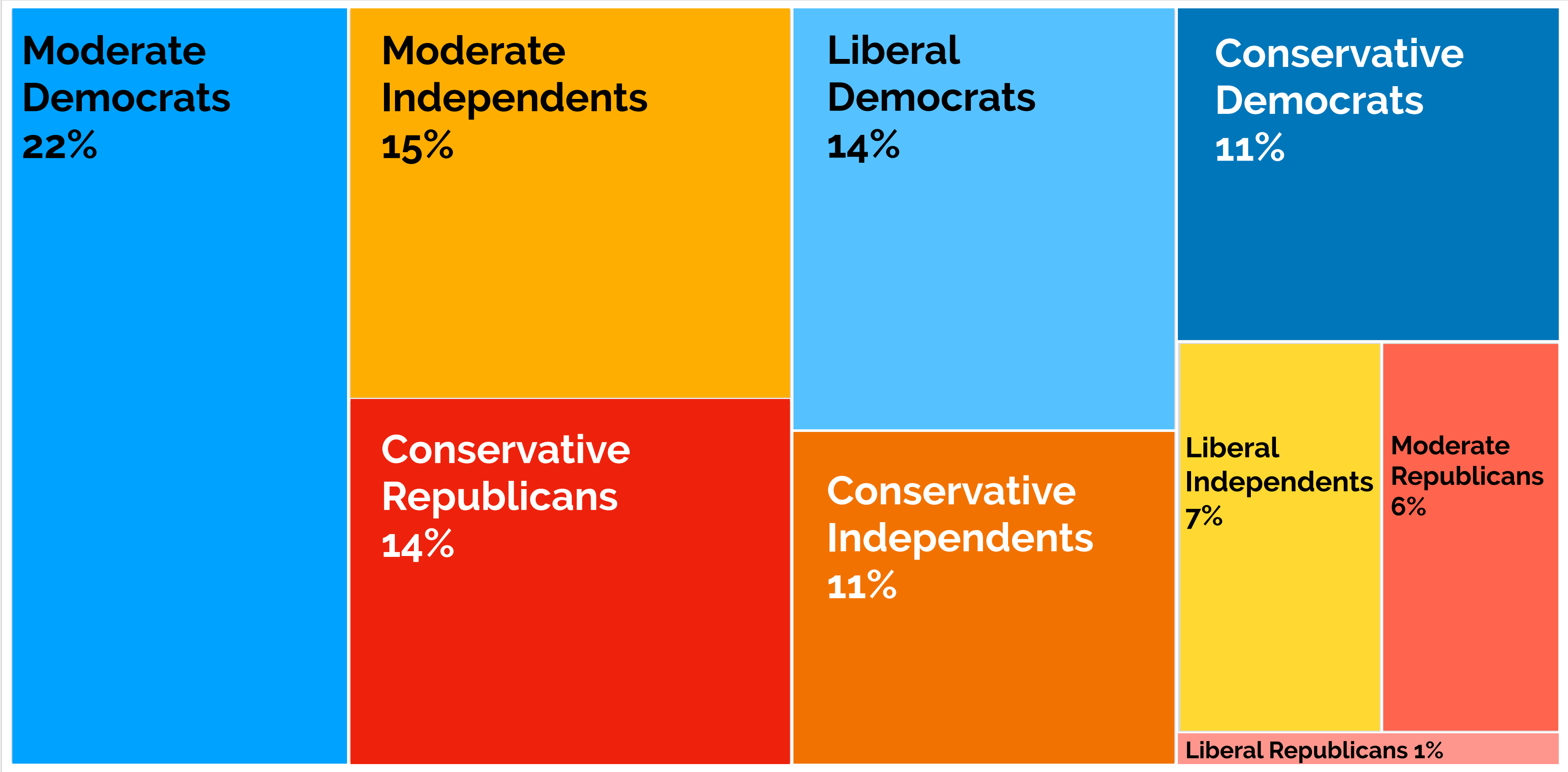
Conservative shift driven more by independents than by Republicans or Democrats

Shift in Net Trump Job Approval By Self-Reported Ideology x Party ID
From July - Sept 2019 to Sept - Oct 2020

Conservative Independents — +13

Moderate Republicans — +5

Moderate Independents — +5

Liberal Independents — +5

Conservative Republicans — +4

Conservative Democrats — +2

Liberal Democrats — +0

Moderate Democrats — -1

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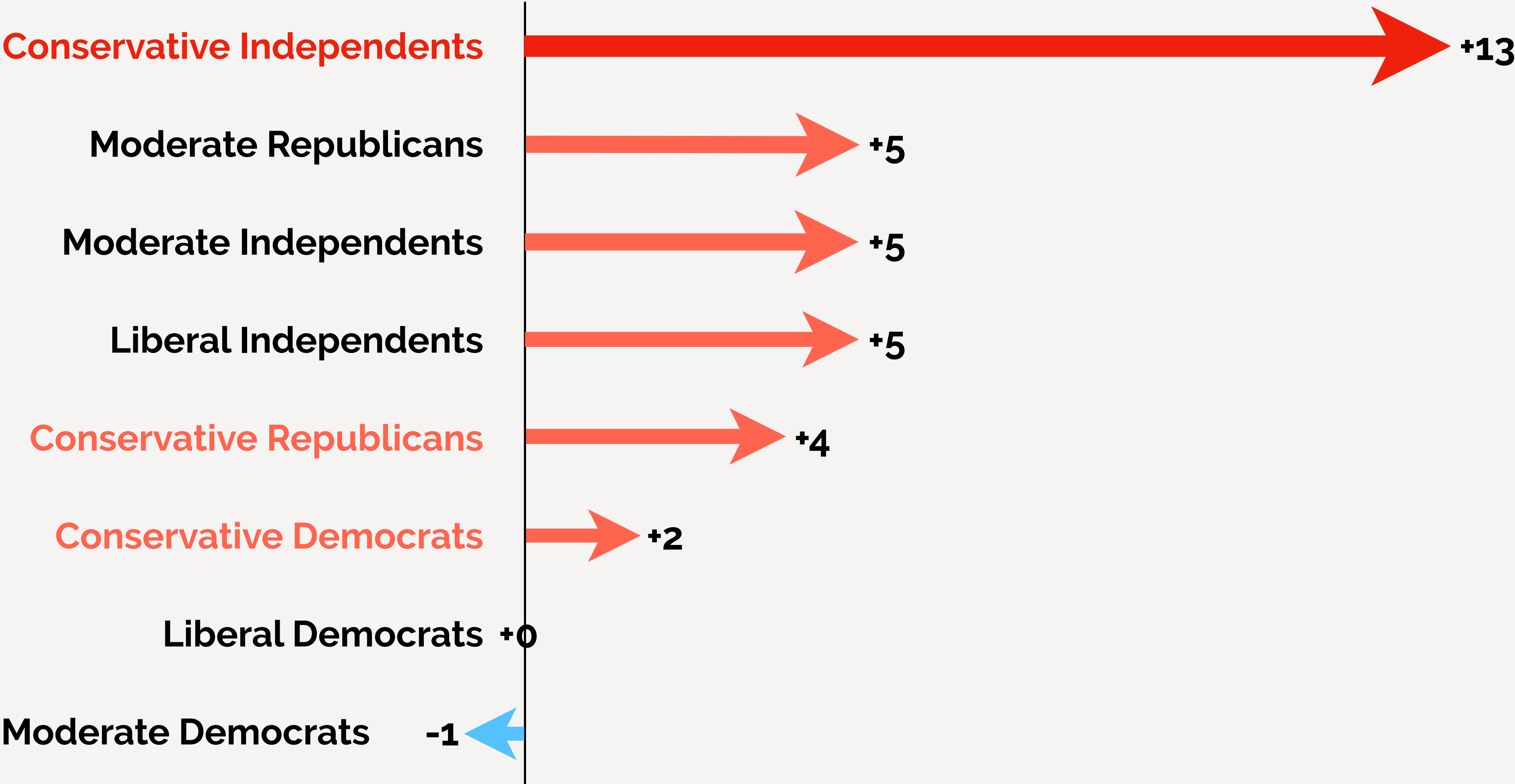
*States included: Texas, Arizona, Nevada, Colorado, New Mexico, North Carolina and Florida. "Independents" includes "leaners."
Equis polling from July & September 2019 (n = 9,230) and Sept/Oct 2020 (n = 4,042)

Conservative independents became more pro-Trump, while conservative R's & D's got more motivated

Change in Motivation x Trump Approval Among Hispanic Voters - By Ideology x Party ID

● July - Sept 2019   ● Sept - Oct 2020

% Very Motivated to Vote -> (y-axis: 50, 60, 70, 80, 90, 100)

% Approve of Trump -> (x-axis: 0, 10, 20, 30, 40, 50, 60, 70, 80, 90, 100)

Labels: Liberal Democrats, Moderate Democrats, Conservative Democrats, Liberal Independents, Moderate Independents, Conservative Independents, Moderate Republicans, Conservative Republicans

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Low-Frequency Voters
Assumptions vs. Reality

The Upshot

Nonvoters Are a Source of Hope for Democrats. But Maybe a False Hope.

Demographically, they seem like people who'd want to vote out Trump. Yet at least in the battleground states, many favor Republicans.

By Nate Cohn

"[A] large portion of nonvoters sit out because they do not neatly line up with either party. This fact… tends to diminish the Democratic advantage that would seem to exist based on their demographics alone.

"One exception to this general pattern is among Hispanic nonvoters, who tend to be just as Democratic as their voting counterparts, or even more so.

"The relative Democratic strength among Hispanic voters may… **add further intrigue to speculation about Democratic prospects in Texas**, where nonvoters are even more diverse than they are in Arizona."

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Low and high propensity voters felt similarly about Trump in 2019

Bivariate relationship between likelihood of voting (measured by turnout score) and Trump job approval
Source: TargetSmart turnout score + Equis polling of registered Latino voters in AZ, NV, CO and NM, July 2019 to December 2019
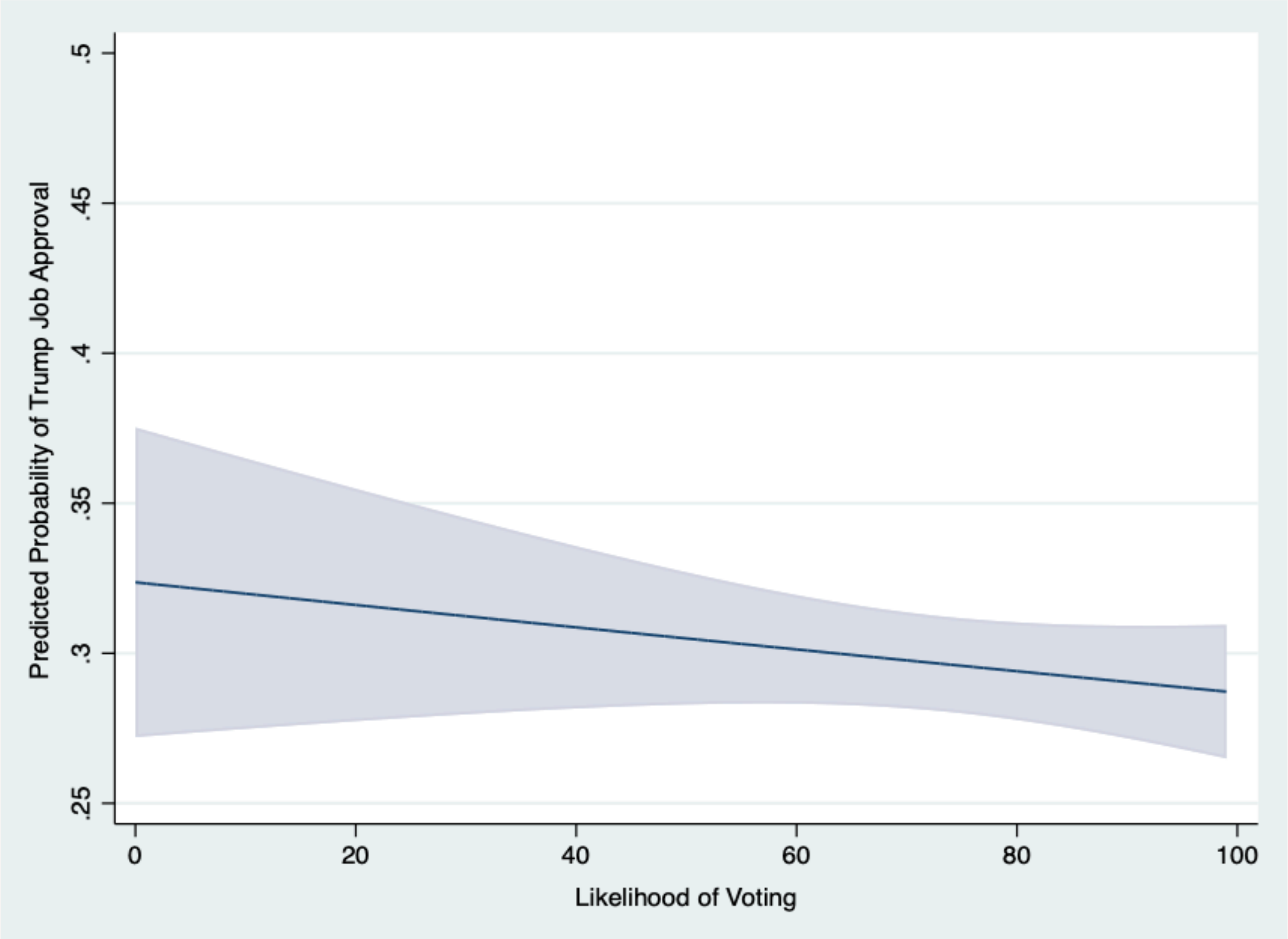
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...But in fall 2020, low propensity voters were significantly more approving of Trump
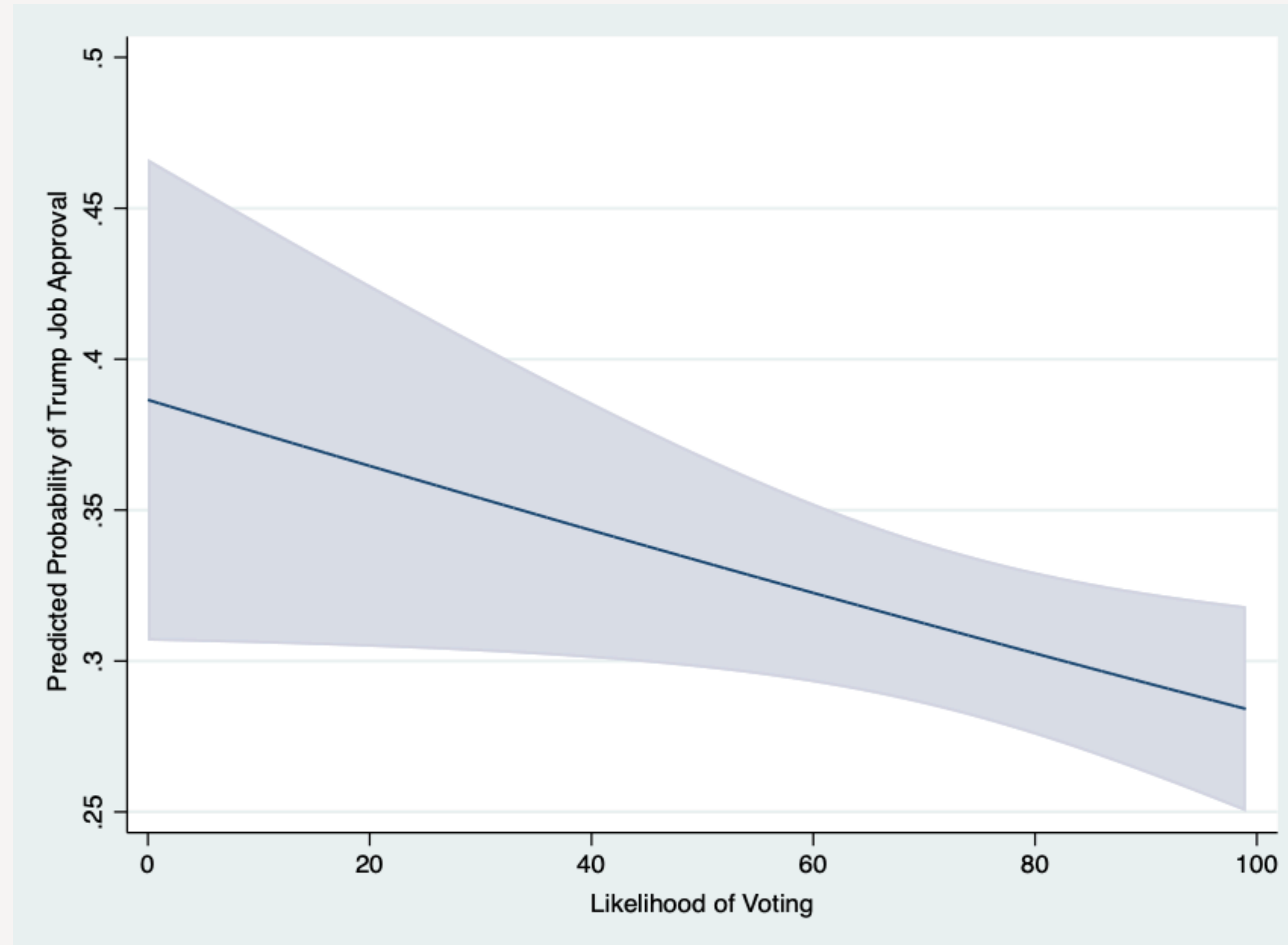
Bivariate relationship between likelihood of voting (measured by turnout score) and Trump job approval
Source: TargetSmart turnout score + Equis polling of registered Latino voters in AZ, NV, CO and NM, September/October 2020

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Very likely & less-likely Latino voters moved in different directions on Trump approval

Shift in Net Trump Job Approval By Modeled Likelihood to Vote in 2020
From 2019 average to Sept/Oct 2020 polls

Turnout Score 0 - 89.9		Turnout Score 90+
+6	NC	-15
+9	AZ	-3
+11	NM	+2
+11	NV	-7
+14	TX	+2
+19	CO	-17

Source: TargetSmart turnout score + Equis 2019/2020 polling of registered Latino voters
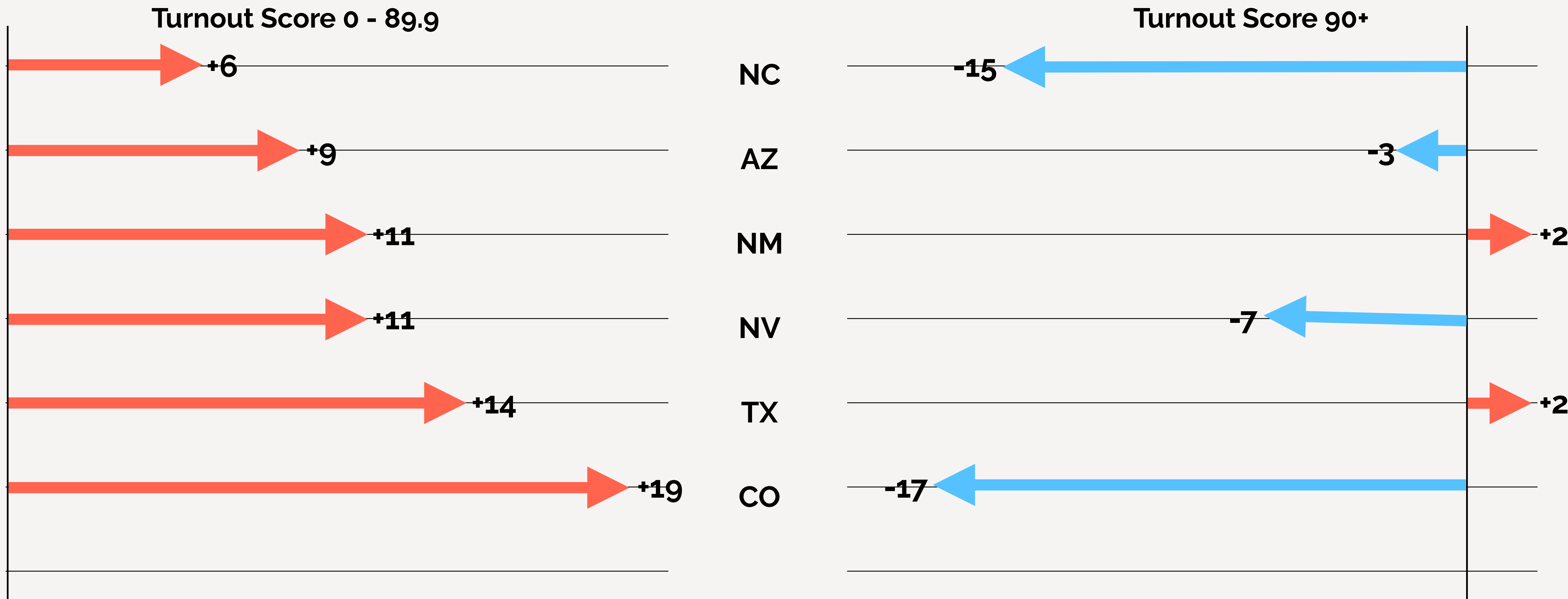
In other words: the shifts appear to be among those with the lowest partisan formation. **We know enough to say these look like true swing voters.**

Neither party should assume that a Hispanic voter who cast a ballot for Trump in 2020 is locked in as a Republican going forward. Nor can we assume this shift was exclusive to Trump and will revert back on its own.

And if there's a lesson for the future, it's to watch the margins and **those voters who often remain invisible**: the ones who stayed home and the many others aging into the electorate.

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Setting Up the Why

First things first: **we can't ask what moved conservative Latinos _toward_ Trump without asking what held them _back_ from Trump or other Republicans in the past.**

This is where "Latino identity"— and, relatedly, the role of immigration— emerges as central.

Research in Process: Shifting Role of Immigration

In 2016, opposition to tough immigration policy a driver of Clinton vote
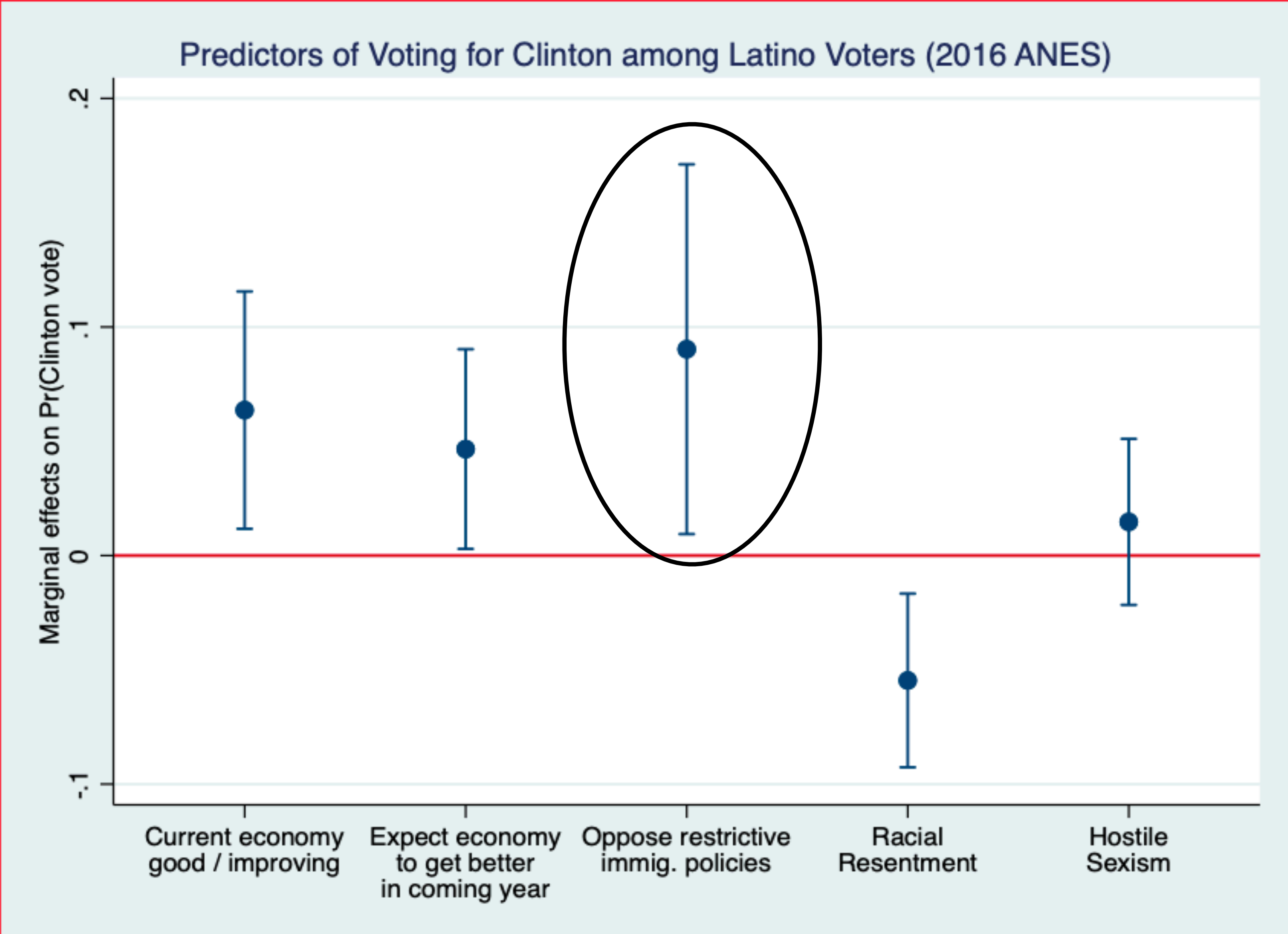
Predictors of Voting for Clinton among Latino Voters (2016 ANES)

Y-axis: Marginal effects on Pr(Clinton vote)

X-axis categories: Current economy good / improving; Expect economy to get better in coming year; Oppose restrictive immig. policies; Racial Resentment; Hostile Sexism

Derived from a logistic regression model with controls for gender, age, education, religion, nativity, language, party ID and ideology (n = 225)

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In late 2019, children in detention + family separation were top of mind even with conservative Latinos who agreed with Trump on other aspects of immigration

"**Separating families** is the ultimate disgrace of this administration. Some of these families will not be able to be put back together again. **People are not animals and should not be caged like in a zoo**."

"Yes they shouldn't cross illegally, but **breaking up families** is a little harsh, your plan needs more work."

"I think you had the right idea in how you were trying to deal with the immigration issue but then you do things that backfire on you like **separating families** and then making racist comments about Mexicans."

"He did bad with the whole immigration thing. I mean I think he's thinking in the right direction like building the wall is ok but **separating the kids from their family's big thumbs down**."

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Post-primary in 2020, moral high ground on immigration may have been muddied by attacks on Obama/Biden-era deportation policies

"There are many Hispanics who voted for [Trump] because... For example, **Obama talked about immigration and didn't do anything**. He says, he promises, and he didn't act. Meanwhile, Trump didn't say and he didn't promise and he didn't act. It's what many people didn't like about him, he says things clearly and directly. Unlike other presidents who talked and didn't act."
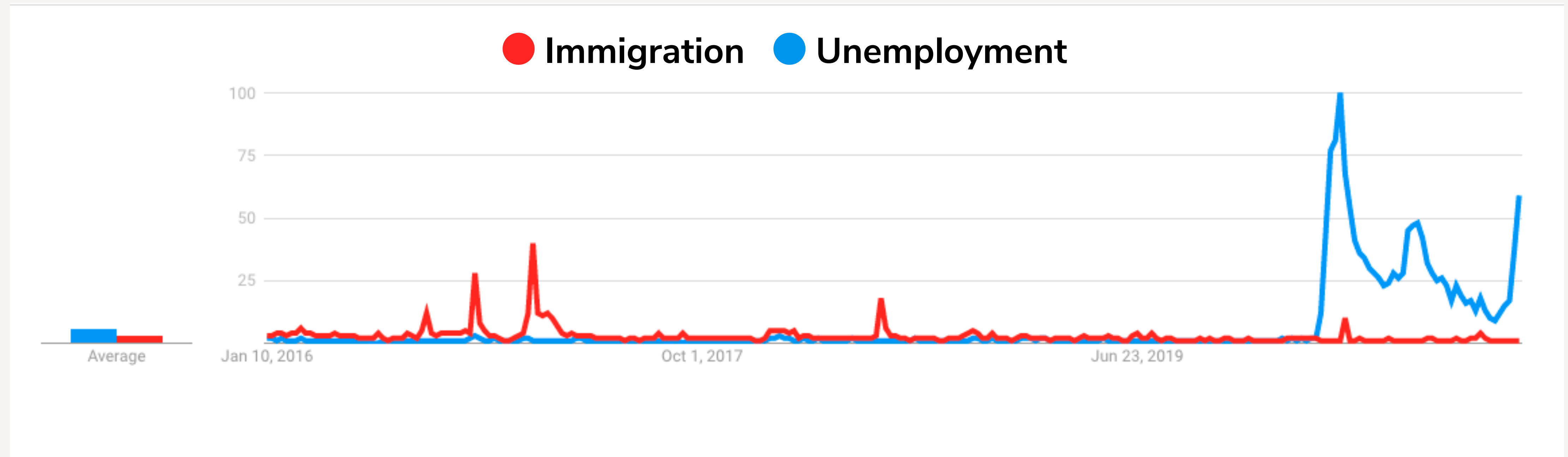
- Peruvian-born Latina, 42, first-time Trump voter

Immigration was in the zeitgeist in 2016 & 2018... but not in late 2020

Google searches for "Immigration" vs "Unemployment" (General Population)
From January 2016 to November 2020

● Immigration ● Unemployment

Throughout cycle, Trump's highest numbers were on economy, lowest were on immigration

An election that was a referendum on former, vs. latter, could've produced narrower margin

Trump job performance by issue area
Registered Hispanic voters in 10 states
July - Dec 2019

% Approve

Economy

Nat'l Security

Healthcare
Overall

Immigration

July/
August

September

October/
November

December
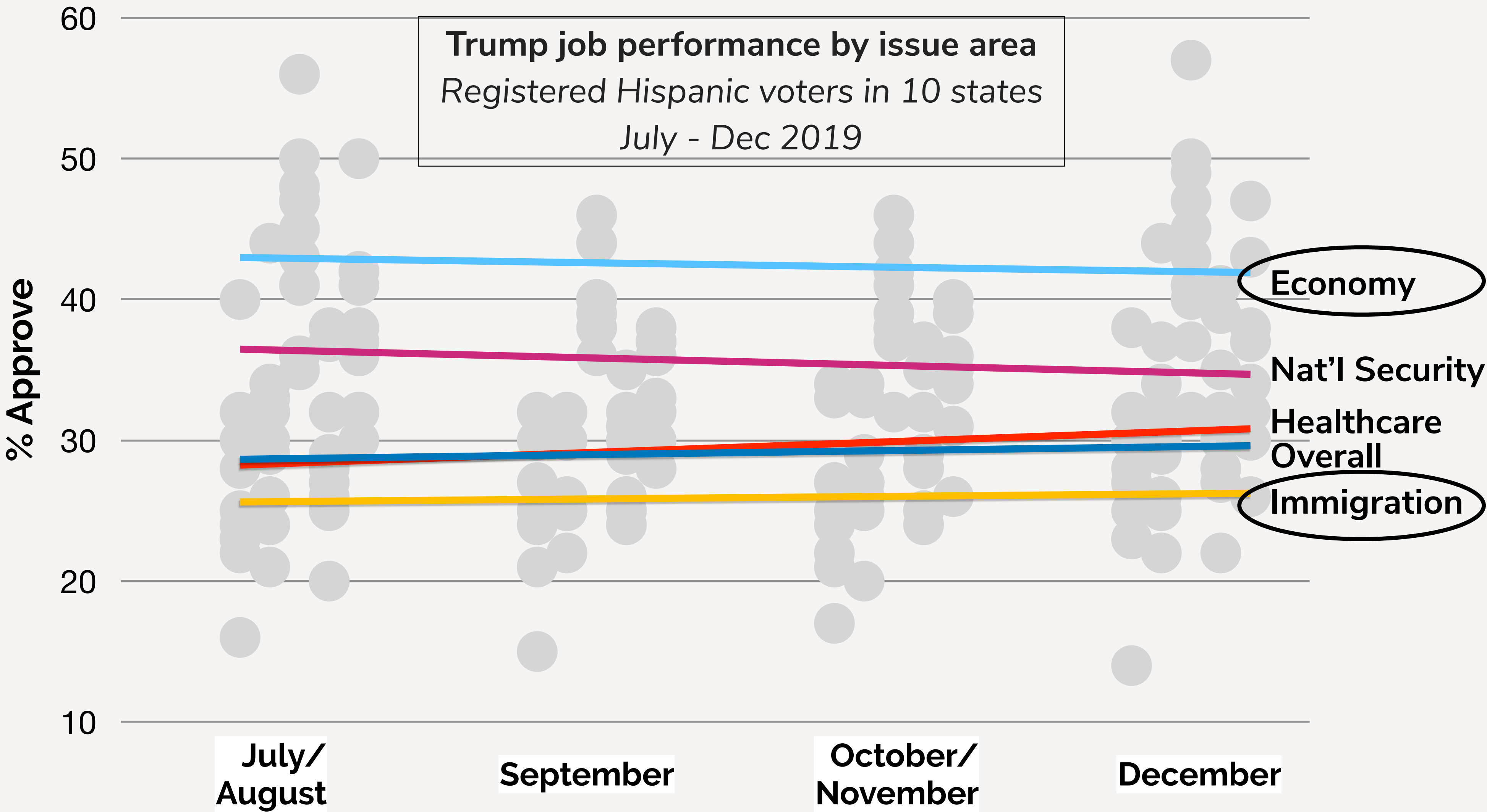
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In 2020, immigration wasn't salient to vote choice— but approval of Trump on economy was

Predictors of Biden Support among Latinos (2020 ANES Pre-election)

y-axis: Marginal effects on Pr(Biden support)

x-axis categories: Oppose restrictive Immig. policies, Overall Trump job approval, Trump job approval - COVID, Trump job approval - ECON, Expect economy to get better in next year, Gov't should help black people, Force is best way to deal with unrest

Preliminary analysis of pre-election ANES data. Results are derived from a logistic regression model with controls for gender, age, education, religion, church attendance, nativity, language, party ID and ideology (n = 521)

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Research in Process:
Role of COVID-Era Economy

Theme among swing Latino voters in focus groups: Trump the Businessman
Among some subset of voters, terrible COVID economy *more* reason to support Trump (or not to support Biden)

- Persistent view of Trump as a **businessman** who "*knows how to move money*"

- Credit for Trump for pre-pandemic economic growth

- A desire to reopen the country and, more importantly, avoid a shutdown: "*Biden was acting like he wanted to do a **complete shutdown**. Trump wanted to reopen the states, return to normal.*"

*"Me convenía por mi trabajo. Este año me ha ido mucho mejor… Su forma de expresarse me hacía dudar. **Pero voté por él más bien por lo económico**."*

"[Voting for Trump] suited me because of my job. This year things have gone much better for me. The way he communicates made me hesitate. **But I voted for him more for economic reasons**."

- 31, Amazon delivery driver in Wisconsin, first-time Trump voter

In NV, those who lost jobs less likely to vote Trump than those who held on to jobs
59% of Latinos said their jobs were impacted by pandemic

2020 Vote by COVID Impact
Hispanic voters in Nevada

■ **Biden**   ■ **Trump**

53%

34%

"Were you or anyone in your family out of work or laid off at any time due to the COVID-19 pandemic? "

40%   **49%**

Yes

No

EQUIS RESEARCH
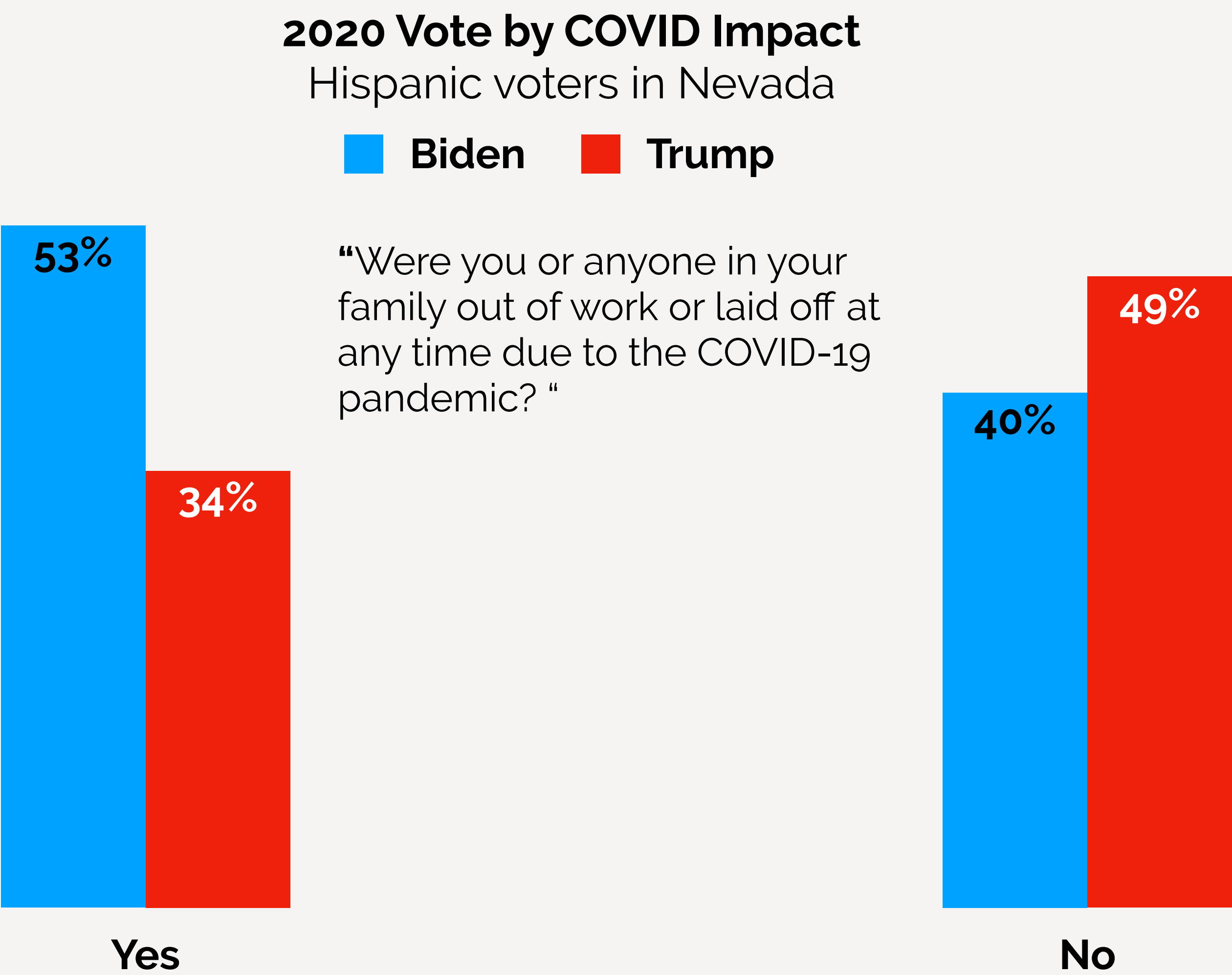
Other Areas of Inquiry: Role of Social Media

In NEVADA, new Trump voters more likely to get political news from YouTube

Legend:
- Repeat Trump ('16/'20)
- New Trump ('20 only)
- Biden

OANN/NewsMax
- 46%
- 23%
- 12%

Fox News
- 63%
- 45%
- 36%

YouTube
- 39%
- 59%
- 48%

Social Media
- 44%
- 64%
- 63%

EQUIS RESEARCH

Source: Equis/Myers survey of 2020 Latino voters in Nevada, 1/14 - 1/19/21

ONLINE CONSUMPTION

EQUIS RESEARCH + HARMONY LABS + PREDICTWISE
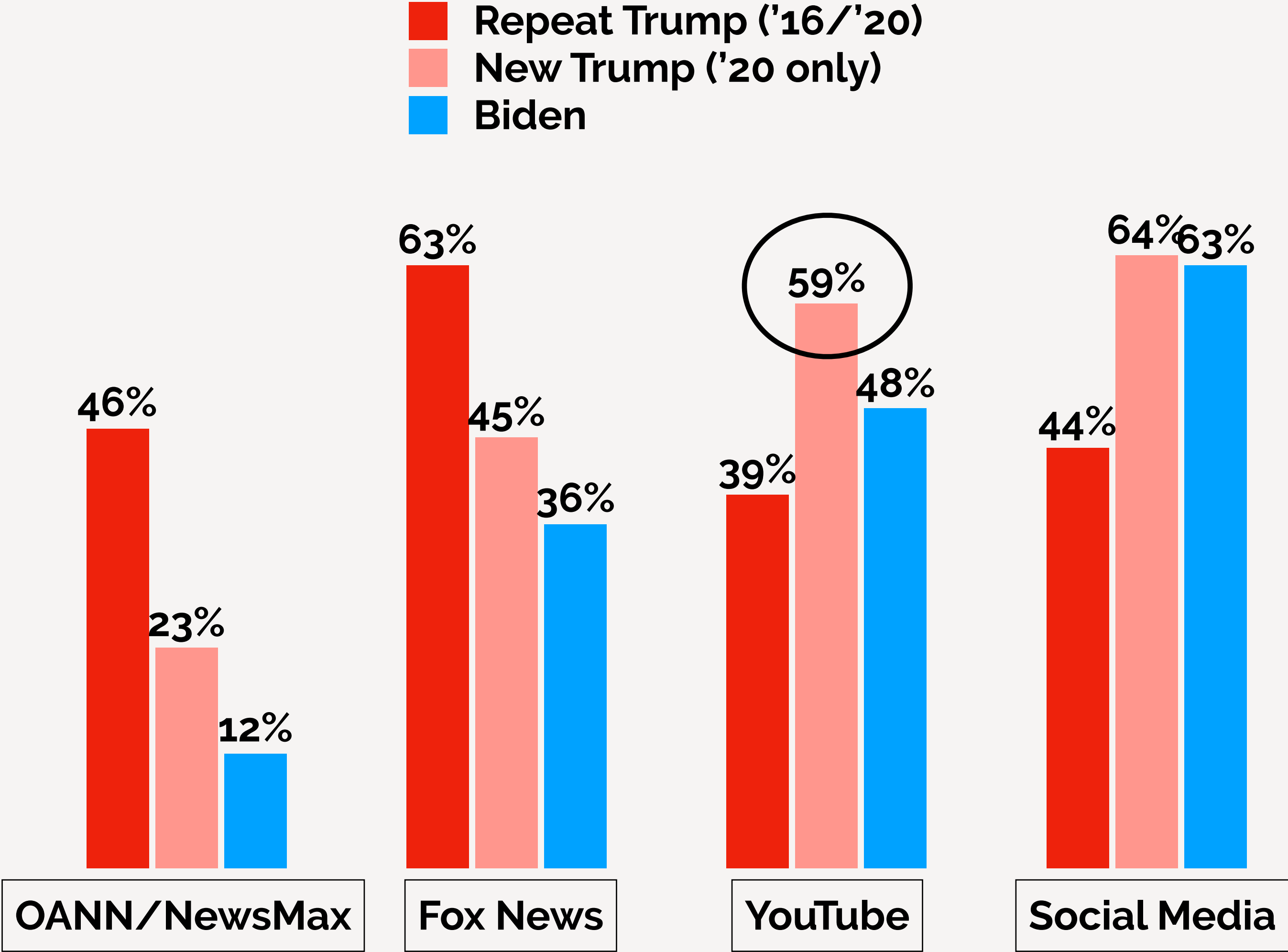
Cultural Spotlight

What websites are uniquely Latinx?

Drilling down into the individual sites where users spend their time highlights again the importance of thinking of Latinx adults as several distinct audiences. Heavy users of Twitch and Roblox probably aren't the same people using Sharepoint to get work done.

Overall, Latinx audiences are active on social media. Where they differ from the national population is in the platforms they prefer. YouTube and Google are more important digital ad platforms than Facebook, particularly YouTube, where Latinx audiences spend 2x the time compared to non-Latinx adults.

Esports are also popular—Twitch is a popular Latinx destination—as is online banking. Non-Latinx audiences engage more with puzzle type games through providers like King and Pogo and with online news on sites like MSN.

POPULARITY

FACEBOOK.COM

YOUTUBE.COM

MSN.COM

NETFLIX.COM

ROBLOX.COM

AOL.COM   TWITTER.COM

POGO.COM   TUMBLR.COM

XFINITY.COM   TWITCH.TV

INSTRUCTURE.COM

CRAIGSLIST.ORG

PCH.COM   CHASE.COM   INSTAGRAM.COM

KING.COM   INTUIT.COM   WHATSAPP.COM

WELLSFARGO.COM   BLACKBOARD.COM

ANCESTRY.COM   SHAREPOINT.COM

Not Latinx   DISTINCTIVENESS & CONSUMPTION   Latinx

This map shows the most popular websites that are also distinctively Latinx.
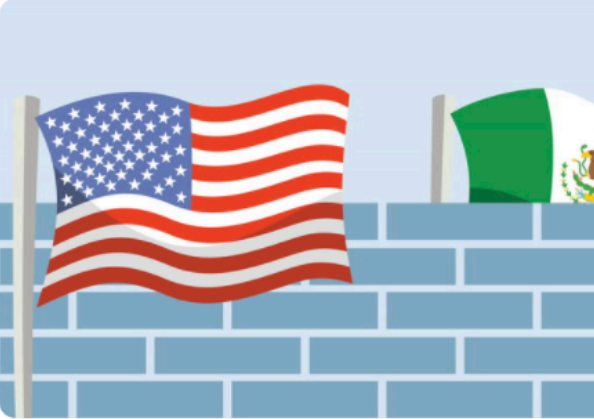
YouTube now a leading source of political news

64% of registered Latino voters said they got election information from YouTube-- including 74% of Hispanic voters in Florida

5-MINUTE VIDEOS RECOMMENDED FOR YOU

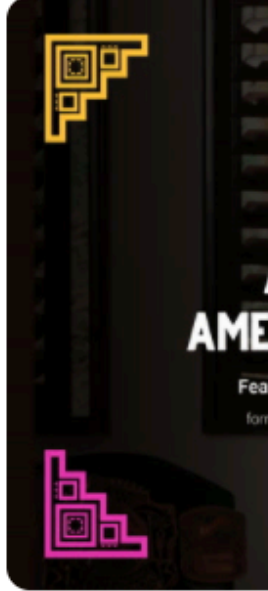**Immigrants! Don't Support What You Fled**
Gloria Alvarez

Build the Wall
Charles Krauthammer

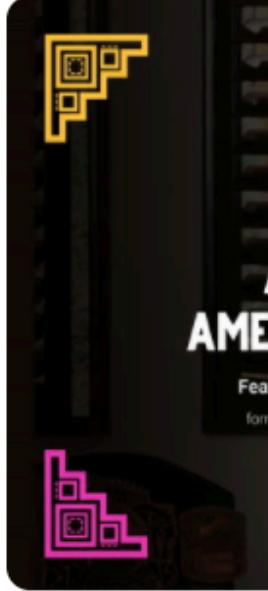**Jesse Holguin, Mexico**

Farah Jimer... , Cuba
Farah Jimer...

Emma Jimenez, Peru

Ron Martinez, Mexico

Felix Guillermo, Dominican Republic
Felix Guillermo

Tito Ortiz...
Tito Ortiz

CANDIDATA AL CONGRESO
MARIA ELVIRA SALAZAR

#DESCLASIFICADO-Los-Planes-de-Canadá-que-conocía-#TRUMP
103,259 views • Streamed live on Feb 17, 2021   11K   141   SHARE   SAVE

GATEWAY PUNDIT

EXCLUSIVO: La loca orden ejecutiva de Biden sob...
el cambio climático le dio a China acceso a la r...
EE. UU. - De repente, hay una crisis energéti...
Texas. ¿Alguna relación?

SOCIAL NEWS TIMES   "LA VERDAD DETR...

#Bloomberg #nypost #foxnews
🔴 NOTICIAS HOY 20 febrero 2021 NEWS HOY, es el responsable directo del desastre en Texas
27,286 views • Feb 20, 2021   4.5K   38   SHARE   SAVE

RESPONSABLE DIRECTO DE LA CRISIS ELÉCTRICA EN TEXAS
ULTIMA HORA

#Bloomberg #nypost #foxnews
🔴 NOTICIAS HOY 20 febrero 2021 NEWS HOY, es el responsable directo del desastre en Texas

In rare Election Day takeover of the YouTube homepage, Trump featured Latino-themed ad

Jorge Masvidal ad his second-most-watched video of all time

Trigger Warning

34,396,130 views • Oct 20, 2020

392K   117K   SHARE   SAVE   ...

What's next

Additional post-mortem research from Equis

1. Additional post-mortem polling and focus groups in key states + national post-mortem survey

2. Ongoing focus groups

3. 2020 vote estimates, polling analysis and modeling assessment (w/ Catalist)

4. Study of media consumption habits on YouTube

5. 2021/2022 horserace polling beginning in summer

EQUIS RESEARCH

About the data

- Equis Research operates a subscription model to provide high-quality polling of Latino voters to advocacy, civic engagement and electoral organizations.

- The 2019-2020 polling was conducted in partnership with GBAO, Matt Barreto & Co., EMC Research, GSG, Myers Research & TargetSmart

- All polls were multi-modal (live interview calls via both landlines and cellphones, and online surveys via multiple recruitment methods). Calls were made by bilingual callers who offered a choice of interview language. (Our spring 2020 survey was a mix of SMS/text & live calls.)

- 40,880 total interviews from July 2019 to October 2020

Sample Sizes

State	July 2019	Oct	Nov	Dec	Feb 2020	May	Aug/ Sep	Sep/ Oct
AZ	700	600	600	600		600	600	600
CO	700	600	600	600	600	600	600	
FL	1200	600	600	600		800	1000	600
MI	500	400	400	400		400		300
NC	500	400	400	400		400	400	
NM	700	600	600	600		600		
NV	600	600	600	600	600	500	600	500
PA						600		400
TX	1000	985	945	1000	1000	800		700
VA	500	400	400	400		400		
WI	500	400	400	400		400		250
CA CDs	1200	1200	—	—	—	—		
Total	**8100**	**6785**	**5545**	**5600**	**2200**	**6100**	**3200**	**3350**

EQUIS RESEARCH

Thank you!