To: Interested Parties

From: Heart+Mind Strategies

Date: December 3, 2020

Subject: Summary of Findings – Heart+Mind Strategies FirstView[SM] Presidential Election Post-Election Research 2020 – Hispanics

Voting Patterns

National turnout for the 2020 US Presidential election was unprecedented. Both campaigns catered their message to reach key voting groups to sway and alter the outcome in their favor. No doubt, key minority groups played major roles in the election results and some in unexpected ways - especially Hispanics. This group is generating interest because in this particular election, they shifted their support towards the Republican ticket, breaking historical voting patterns as solid supporters of Democrats and their policies.

Among Hispanic voters, President Trump gained ground in 2020, with an increase in from 29% to 36% of the Hispanic vote. This increase narrowed the offset with the Democratic candidates by 15 points from -37 points in 2016 to -22 points in 2020.

Table 1: Reported Vote of Hispanics, 2016 and 2020

	All Hispanics		
	2016	2020	Difference
Republican (Trump)	29%	36%	+7
Democrat (Clinton/Biden)	67%	58%	-9
Other	4%	6%	+2
Net Trump	*-37*	*-22*	*+15*

memorandum

This is despite a lack of notable shift in political affiliation or ideology to the Conservative and Republican side from 2016 to 2020. There was an increase in declared Democrats from 51% in 2016 to 59% in 2020, and a decrease in Liberal ideology alignment from 45% in 2012 to 39% in 2020.

Table 2: Reported Ideology and Party of Hispanics, 2016 and 2020

	All Hispanics		
	2016	2020	Difference
Conservative	37%	39%	+2
Liberal	45%	39%	-6
Moderate	11%	15%	+4
Republican	32%	29%	-3
Democrat	51%	59%	+8
Independent	14%	9%	-5

A key source of the sway to the Republican ticket was from Male Hispanic voters who evenly split between Trump and Biden in 2020 (48% Trump vs 49% Biden), while Female Hispanic support (22% Trump, 70% Biden) remained with Democrats.

Table 3: Detailed Breakdown of 2020 Hispanic Vote

	All Hispanics	Age		Gender		Residence		Education	
		Under 40	40+	Male	Female	Urban	Suburban	Less than Bachelors	Bachelors+
Republican (Trump)	36%	37%	34%	48%	22%	36%	36%	36%	37%
Democrat (Biden)	58%	55%	63%	49%	70%	61%	57%	59%	56%
Other	6%	7%	3%	3%	8%	3%	7%	5%	7%
Net Trump	*-22*	*-18*	*-29*	*-1*	*-48*	*-25*	*-21*	*-23*	*-19*

Motivations to Vote

While nationally those feeling the country is on the wrong track decreased compared to 2016 (69% to 62%), the overall net sentiment improved from -38 points to -24 points, although still negative. However, among Hispanics, the number who think the country is on the wrong track *increased* 3 points taking the net sentiment down from -16 in 2016 to -22 in 2020. While the average American voter felt things got better between 2016 and 2020, the average Hispanic voter felt the opposite.
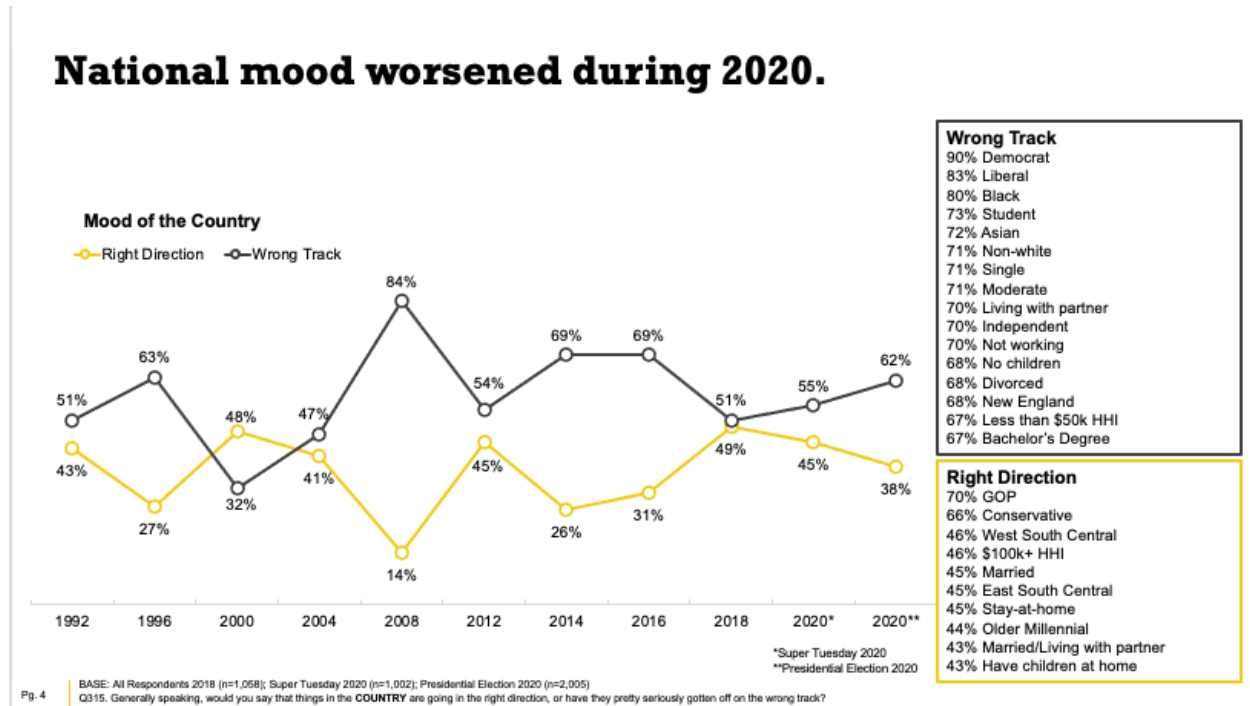
Chart 1 – National Mood 1992-2020

National mood worsened during 2020.

Mood of the Country
○─ Right Direction   ○─ Wrong Track

Wrong Track
90% Democrat
83% Liberal
80% Black
73% Student
72% Asian
71% Non-white
71% Single
71% Moderate
70% Living with partner
70% Independent
70% Not working
68% No children
68% Divorced
68% New England
67% Less than $50k HHI
67% Bachelor's Degree

Right Direction
70% GOP
66% Conservative
46% West South Central
46% $100k+ HHI
45% Married
45% East South Central
45% Stay-at-home
44% Older Millennial
43% Married/Living with partner
43% Have children at home

*Super Tuesday 2020
**Presidential Election 2020

Pg. 4   BASE: All Respondents 2018 (n=1,058); Super Tuesday 2020 (n=1,002); Presidential Election 2020 (n=2,005)
Q315. Generally speaking, would you say that things in the **COUNTRY** are going in the right direction, or have they pretty seriously gotten off on the wrong track?

Table 4: Country Direction – Hispanics Compared to All Voters, 2016 and 2020

	All Voters		All Hispanics	
	2016	2020	2016	2020
Right Direction	31%	38%	42%	39%
Wrong Track	69%	62%	58%	61%
Net Right Direction	*-38*	*-24*	*-16*	*-22*

Hispanic voters were largely voting FOR a particular candidate instead of based on the issues or AGAINST the other candidate. Roughly half of Female Hispanics (48%), those 40+ (54%), and those with higher education degrees (51%) voted for a candidate they like rather than based on issues or against the other candidate.

Table 5: Detailed Breakdown of Reasons for 2020 Hispanic Vote

	All Hispanics	Gender		Age		Education	
		Male	Female	Under 40	40+	Less than Bachelors	Bachelors+
I am voting **FOR** a particular candidate because I **truly like** the candidate and the policies they stand for.	43%	39%	48%	37%	54%	36%	51%
I care deeply about an issue or set of issues and am voting for the candidate who **best supports my issues** even if there are flaws in that candidate	28%	29%	27%	30%	28%	29%	28%
To be honest, my vote is a vote **against** one of the candidates rather than a vote for a candidate.	29%	32%	25%	33%	20%	35%	21%

Top Voter Issues

Growing the economy drove the most votes among Hispanics in both the 2016 and 2020 elections, and this is particularly true among Hispanic Males (22% vs 9% Females) and those 40 or over (22% vs 14% under 40) in the most recent election.

While immigration reform and creating more jobs were top of mind for 2016, in 2020, COVID-19 response toppled job creation and social or moral issues as top vote determinants. Also surfacing in 2020 are concerns over race-related issues. As a result of these shifts, immigration reform in particular fell to the backburner for most in 2020 (8% to under 1%).

Ensuring long-term Medicare and Social Security is a particularly important issue to Hispanics 40+ (14% vs 4% under 40). Also, racial issues notably split by age (10% under 40 vs 2% over 40) and gender (Males 5% vs Females 13%).

Table 6: Top Issue Driving Hispanic Vote, 2016 and 2020

% Top Issue	All Hispanics	
	2016	2020
Growing the economy	16%	16%
Government's response to the COVID-19 pandemic	N/A	16%
Creating more jobs	15%	5%
Social or moral issues	10%	2%
Restoring honesty and trust to government and government officials	10%	5%
Ensuring long-term Medicare and Social Security	9%	7%
Ensuring accessible and affordable healthcare	8%	8%
Immigration reform	8%	*
Racial issues	N/A	8%
Reducing COVID-19 death rates in nursing homes	N/A	5%
Keeping U.S. secure from terrorist threats	9%	5%

Key Issues Facing America Today

On the topic of jobs and the economy, Hispanics are evenly divided between three different approaches. Hispanic Males are more likely than their female counterpart and the general voting public to want regulatory reform over guaranteed jobs to grow the economy. Hispanics earning $100,000/year (41%) are more likely to favor a guaranteed job with benefits for every American.

Table 7: Views on Jobs/Economy Among Hispanics, 2020

	All Hispanics	Gender		Income			Education	
		Male	Female	Under $50K	$50-$100k	$100K+	Less than Bachelors	Bachelors+
We should have a **guaranteed job with benefits** for every American making millions of Americans employees of the federal government	32%	29%	34%	22%	33%	41%	27%	38%
We should establish a **Federal Jobs Corps** that focuses employment through public works projects, expanded bargaining, and racial equity.	33%	31%	36%	31%	39%	29%	30%	38%
We should focus on regulatory reform and eliminating crony capitalism. In that environment, the **free-market is the best way to grow our economy** and create good jobs for Americans	35%	40%	30%	47%	28%	30%	43%	24%

Concerning healthcare, a plurality of Hispanics want to see the Affordable Care Act protected and used as a base for change to healthcare policy. Nearly half of Hispanic Females (46%) feel we need to protect and expand on the Affordable Care Act. Hispanic Males, while otherwise more conservative than other Hispanic groups, are more likely to favor single-payer government healthcare.

Table 8: Views on Healthcare Among Hispanics, 2020

	All Hispanics	Gender		Education	
		Male	Female	Less than Bachelors	Bachelors+
We need **universal single-payer government healthcare** for all Americans.	30%	35%	25%	25%	37%
We need to **protect the Affordable Care Act** and build on it to make healthcare more affordable and less complex.	40%	34%	46%	42%	37%
We need to **replace the Affordable Care Act** with a system that prioritizes transparency, freedom of choice and cost-efficient care.	30%	31%	29%	33%	25%

The most popular tax policy among Hispanic voters is raising the top marginal tax rate to record high levels and instituting a wealth tax. Half of Hispanic Females (51%), those making over $100,000/year (49%), and those with higher education degrees (49%) support instituting a wealth tax. With regard to income, support for the recent tax cuts, and extending the provisions that expire in 2022, is most popular (40%) among middle class Hispanics making between $50,000 and $100,000 annually.

Table 9: Views on Taxes Among Hispanics, 2020

	All Hispanics	Gender		Income			Education	
		Male	Female	Under $50K	$50-$100k	$100K+	Less than Bachelors	Bachelors+
We should raise the top marginal tax rate to 70 and institute a **wealth tax** on Americans with high net worths.	44%	39%	51%	40%	44%	49%	40%	49%
We should **undo the recent tax cuts**, raising taxes on individuals, reinstating the Alternative Minimum Tax and bringing our corporate tax rate to the highest levels in the world.	19%	18%	20%	22%	16%	18%	18%	21%
The **recent changes to the tax code were smart** and we should extend those provisions that will otherwise expire in 2022.	37%	43%	29%	38%	40%	33%	42%	30%

Overall Hispanics are most likely to feel addressing racial equality will come through racial blind equality of opportunity, and this belief is strongest among Hispanics earning less than $50,000/year (51%). Among those Hispanics with higher education degrees, more identified with the need for "anti-racist" attitudes and goals (41%).

Table 10: Views on Race Issues Among Hispanics, 2020

	All Hispanics	Income			Education	
		Under $50K	$50-$100k	$100K+	Less than Bachelors	Bachelors+
American society elevates white culture above all others. **It is not enough to be "not-racist."** Individuals and government policies need to reflect specifically "anti-racist" attitudes and goals.	29%	21%	35%	36%	21%	41%
We need **specific government policies** that provide additional support, resources and opportunities to racial minorities.	31%	28%	30%	32%	35%	27%
Racial equality will come when we have **racial blind equality of opportunity**, giving every individual the chance to grow, achieve and succeed on their merits, skills and drive.	40%	51%	35%	32%	44%	32%

Ideological Considerations

Overall, feelings toward the current President are negative at a net -28 points – just 34% of Hispanics feel positively towards President Trump compared to 62% who have negative feelings about him. Biden on the other hand elicits a net positive feeling among Hispanics with a net +26 rating.

Feelings towards the various candidates are split by gender, urban/suburban dwelling, and education.

Hispanic Females feel strongly negative towards both Donald Trump (net -45) and Mike Pence (net -39). Additionally, Suburban Hispanics (net -43) are much more negative than urban Hispanics (net -20) towards the President, highlighting specifically where Trump made gains with this demographic group.

Feelings towards the Biden/Harris administration are net positive. Positive momentum for Biden is particularly strong among Females (net +45) and those higher education degrees (net +35).

Regarding Harris, opinions are more split than with Biden. Hispanic Males are almost evenly split on their feelings towards Harris (net -2), while Females are strongly positive (net +41). Urban Hispanics are likewise positive (net +30) while Suburban Hispanics are more divided (net +2). Hispanics 40 and over are also more supportive of Harris (net +30).

Table 11: Presidential Candidate Favorability Among Hispanics, 2020

	All Hispanics	Gender		Residence		Education	
		Male	Female	Urban	Suburban	Less than Bachelors	Bachelors+
Donald Trump							
Positive	34%	41%	25%	39%	25%	30%	39%
Negative	62%	56%	70%	59%	68%	66%	57%
Net	*-28*	*-15*	*-45*	*-20*	*-43*	*-35*	*-18*
Mike Pence							
Positive	32%	39%	25%	36%	24%	28%	38%
Negative	57%	50%	64%	54%	63%	59%	52%
Net	*-25*	*-11*	*-39*	*-18*	*-39*	*-31*	*-15*
Joe Biden							
Positive	59%	49%	69%	64%	52%	57%	62%
Negative	32%	39%	24%	29%	39%	36%	27%
Net	*26*	*10*	*45*	*35*	*13*	*21*	*35*
Kamala Harris							
Positive	55%	43%	68%	64%	44%	54%	57%
Negative	37%	45%	27%	34%	42%	38%	33%
Net	*19*	*-2*	*41*	*30*	*2*	*16*	*24*

Similar to how the Hispanics felt about the candidates themselves, we see similar trends when it comes to the **policies and programs** the candidates support.

When it comes to policies and programs, Hispanics are most likely to favor Democrats (net +26) and Joe Biden (net +23). Trump again struggles with Hispanic Females who hold a strong negative reaction to his policies (net -39) as well as with Suburban Hispanics (net -32). Those with less education are also more inclined to view Trump's policies negatively (net -30), a key difference between Hispanics and voters overall.

And again, we see positive support for Biden's policies from Hispanic Females (net +54) and strong positives from urban dwellers (net +32).

Similar themes carry through to the political parties. Republican policies are not as appealing to Hispanic Females (net -27) compared to the Democrat policies (net +42).

For the less popular political theories of Progressivism and Democratic Socialism, Hispanics are slightly positive. Hispanic Males (net +17) and Urban Hispanics (net +20) feel more positive towards the policies of the Progressives, while Hispanic Females are more positive toward the Democratic Socialist ideals (net +18).

Table 12: Policy and Program Favorability Among Hispanics, 2020

	All Hispanics	Gender		Residence		Education	
		Male	Female	Urban	Suburban	Less than Bachelors	Bachelors+
Donald Trump							
Positive	37%	43%	28%	42%	30%	33%	43%
Negative	58%	52%	67%	55%	62%	63%	50%
Net	*-21*	*-9*	*-39*	*-13*	*-32*	*-30*	*-7*
Joe Biden							
Positive	58%	45%	74%	63%	55%	59%	55%
Negative	35%	46%	20%	31%	40%	34%	35%
Net	*23*	*-1*	*54*	*32*	*15*	*25*	*20*
Republican							
Positive	37%	39%	32%	40%	31%	32%	44%
Negative	53%	48%	59%	52%	54%	56%	47%
Net	*-16*	*-9*	*-27*	*-12*	*-23*	*-24*	*-3*
Democrat							
Positive	57%	49%	66%	59%	55%	54%	61%
Negative	31%	37%	24%	27%	37%	35%	27%
Net	*26*	*12*	*42*	*32*	*18*	*19*	*34*
Progressives							
Positive	37%	42%	32%	43%	28%	29%	49%
Negative	25%	25%	24%	23%	31%	29%	20%
Net	*12*	*17*	*8*	*20*	*-3*	*0*	*29*
Democratic Socialists							
Positive	44%	41%	47%	48%	38%	43%	46%
Negative	37%	43%	29%	38%	39%	37%	36%
Net	*7*	*-2*	*18*	*10*	*-1*	*6*	*10*

Views of Government

When it comes to trust in Washington, Hispanics are more polarized in 2020 compared to 2016. Polarity increased for those both not having or having trust in Washington. The gains in the extremes were migrations from the moderate opinions in 2016.

Table 13: Trust in Government Among Hispanics, 2016 and 2020

	All Hispanics	
	2016	2020
No Trust in Washington (1-3)	19%	26%
Moderate (4-7)	60%	43%
Total Trust in Washington (8-10)	21%	30%

There is a significant split on trust in Washington among Hispanics by age with those under 40 being much more trusting (36%) than those over 40 (17%). Urban Hispanics are also more likely to have strong levels of trust in Washington (40%).

Table 14: Detailed Breakdown of Trust in Government Among Hispanics, 2020

	All Hispanics	Age		Gender		Residence	
		Under 40	40+	Male	Female	Urban	Suburban
No Trust in Washington (1-3)	26%	19%	42%	25%	29%	23%	29%
Total Trust in Washington (8-10)	30%	36%	17%	35%	24%	40%	19%

There was also a strong shift among Hispanics from feeling the government is "somewhat" to "definitely" broken in 2020.

Table 15: View of Government Functioning Among Hispanics, 2016 and 2020

	All Hispanics	
	2016	2020
WORKING (NET)	**28%**	**35%**
Definitely "government is working like it is supposed to"	7%	12%
Somewhat "government is working like it is supposed to"	20%	23%
BROKEN (NET)	**60%**	**56%**
Somewhat "government is broken"	33%	18%
Definitely "government is broken"	27%	38%
Not sure	12%	9%

Table 16: Detailed Breakdown of View of Government Functioning Among Hispanics, 2020

	All Hispanics	Age		Gender		Residence		Education	
		Under 40	40+	Male	Female	Urban	Suburban	Less than Bachelors	Bachelors+
WORKING (NET)	**35%**	**42%**	**21%**	**43%**	**25%**	**41%**	**29%**	**33%**	**39%**
Definitely "government is working like it is supposed to"	12%	12%	13%	16%	8%	16%	6%	13%	12%
Somewhat "government is working like it is supposed to"	23%	30%	8%	27%	17%	25%	23%	20%	27%
BROKEN (NET)	**56%**	**50%**	**67%**	**50%**	**64%**	**47%**	**66%**	**59%**	**51%**
Somewhat "government is broken"	18%	21%	11%	17%	19%	10%	26%	18%	18%
Definitely "government is broken"	38%	29%	56%	33%	45%	37%	40%	41%	33%
Not sure	9%	7%	12%	7%	10%	12%	5%	8%	10%

Methodology

Heart+Mind Strategies' FirstView[SM] Presidential Post-Election survey fielded November 3-4, 2020 using an online, opt-in panel. The survey was in field for 18 hours, from 1PM November 3rd to 7AM November 4th. In total, a sample of n=2,005 interviews were conducted among voters 18+ who voted in the 2020 Presidential election. Quotas were used to ensure a representative population of voters 18+ on age, gender, and region. Following fielding the data was weighted by ethnicity and income. The full sample was balanced on age, gender, and region in line with U.S. Census figures for registered voters using quotas during fielding.

All respondents were shown the core question sections (Introduction and Screening; FirstView[SM] questions; and Demographics). Respondents were then shown a random selection of additional questions on a variety of topics.

This was an online quantitative survey. If we were to estimate a margin of error, it would be +/-2.2% at 95% confidence and the margin of error for subgroups would be higher. All polls have varying degrees of error that should always be considered when interpreting results.