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YOUNG LATINOS: A GENERATION OF CHANGE

Engaged, Empowered and Ready to Vote



BuzzFeed.News

FOREWORD



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The new research presented in this report suggests that young Latino voters intend to go to the polls this November at unprecedented levels. They are concerned about the harm caused by COVID-19, social inequality and immigration issues. A significant percentage are unaffiliated with any political party and seek leaders who will represent their priorities. Most are provoked by inequities, discrimination and nativism that have undermined their sense of identity, tolerance and pride. In response, they are coming on the scene more confident, vocal and engaged than the generations that preceded them. These many factors—growth, openness, achievement and engagement—culminate in a unique opportunity because every year over the next decade, about one million more Latinos will turn 18 years old and become eligible to vote.

This year, Telemundo created *Decisión 2020*, a non-partisan multi-layered initiative dedicated to helping Latinos make more informed decisions through reliable and trustworthy news, information and resources on the key issues that matter most to them this election cycle. This multiplatform effort will feature expanded news coverage, virtual town halls, and online voter registration drives with important national and local partner organizations to prepare Latinos for their amplified role in U.S. politics. These activities will highlight pressing issues for diverse Hispanic communities, encourage serious discussions and push for transparent conversations with civic and political leaders of many perspectives.

Telemundo is committed to supporting the Latino community and this young generation that is ready to participate in the upcoming elections. We will provide resources to address their priorities, underscore issues affecting their communities and most importantly, be there for them as we witness their rise in American political participation. We look forward to helping them make it happen.

EXECUTIVE SUMMARY



There is no precedent for the impact young Latino voters could have in 2020 as they lead the wave of demographic transformation of the U.S. electorate. Today's young Latino voters are U.S.-born and politically engaged, with an eye on the American promise of equal opportunity that their parents helped to shape. Solid gains in buying power, college attainment, steady earnings, and civic participation over the past several years give young Hispanics growing clout and political muscle.

This research examines the issues, needs and aspirations that move young Latino voters. The findings provide fresh knowledge and actionable insights anchored in the belief that understanding young Latino voter engagement and behavior are requisites for political candidates, civic institutions and community organizations across the country. The learnings fall into five areas:

- Who they are
- Their state of civic consciousness
- Their unique stance on COVID-19 and other social and political issues that motivate voting
- Their role in the political process
- Their intent to engage and vote in the 2020 general election

This study and supporting research found that the young Latino electorate is likely to have a more decisive, powerful, and pronounced role in the 2020 election than ever before. The research found that young Latinos are:

- **Shaking up the electorate.** Compared to all non-Hispanics, Latinos have been responsible for 100% of the growth among young voters ages 18 to 34 since 2008. They are projected to have indisputable influence in the 2020 elections as one million Latinos turn 18 years old each year over the next decade.
- **Unclaimed and seeking representation.** Almost a third see themselves as independent or undecided. Many are less conservative than their parents. They are drawn to the candidates and causes that reflect the priorities they want for the future of the country.
- **Becoming the leading new generation of changemakers.** A newfound voice and readiness for action signal that young Latino voters are invigorated and empowered to stand up for their values and the priorities of their communities.
- **Motivated to vote for equality.** In 2020, they are converging on the fight for equality and owning it as the core issue that defines their generation. Over eight in ten Latinos (85%) say issues that address inequities and systemic barriers are most likely to motivate them to vote. They are looking for leaders who can envision a nation where Latino issues, gaps and opportunities are a priority. The U.S. will be a more inclusive nation when young Latinos and other people of color have equal access to better education, college, healthcare and decent wages.
- **More civically engaged and vocal than their parents.** While half of young Latinos are of the same political party as their parents, they claim to be more informed, vocal, and likely to vote, showing a resolve that is unique to this generation of young Latino voters.

This study points to remarkable statistics about a high energy, hardworking and ambitious population of young people who are eager to advance and improve their communities. The undeniable growth and power of young Latino voters calls for boldness and commitment on the part of all candidates and organizations whom we call on to recognize and boost their opportunities for success.

Methodology

We conducted a national online survey of 1,323 registered voters. The study includes Latinos and non-Latinos ages 18 to 34, inclusive of Gen Z and Millennials, and was offered in both English and Spanish. Fieldwork was conducted between June 5 and June 22, 2020, when the *Black Lives Matter* protests were in full swing and the coronavirus outbreak was in its fourth month. The sample excludes non-registered voters and 5% who report being registered but unengaged, with no plans to vote in November 2020. Before the final tabulations and analysis, the sample was statistically balanced to accurately reflect the basic demographic traits of the U.S. registered voter population. Additionally, Latinos were balanced by country of origin to national *Current Population Survey* voter registration estimates.

SAMPLE		
TOTAL	1,323	Interviews
ETHNICITY	638	Hispanics
	685	Non-Hispanics
RACE	356	NH White
	144	NH Black
	138	NH Asian
	47	NH Other
AGE	36%	Gen Z (18-24)
	64%	Millennials (25-34)
GENDER	48%	Male
	51%	Female
LANGUAGE OF HISPANICS	19%	Spanish Dominant
	35%	Both Languages Equally
	46%	English Dominant
GEOGRAPHY	National Based on Census	

Reading This Report



Young Voters:

All data and findings presented in this report refer to voters ages 18 to 34, unless otherwise noted.



Hispanic = Latino

The terms Latino and Hispanic are used interchangeably to refer to people of Hispanic or Latino origin. Among young Latino voters in our study, 49% prefer the term “Hispanic,” 13% prefer “Latino” and 6% prefer “LatinX.”



Non-Hispanics:

“Non-Hispanic” (NH) indicates those who are non-Hispanic White, non-Hispanic Black, non-Hispanic Asian and non-Hispanic other.

Margin of Error

- @95% Confidence Level
- ±2.694% Total Sample
- ±3.88% Young Latino Sample

Additional Sources:

Additional demographic data in this report is from the *U.S. Census Bureau’s American Community Survey (ACS)* and *Current Population Survey (CPS)* for 2000, 2008, 2010 and 2018. Demographic data from ACS includes characteristics of the population, including race, ethnicity, gender, age, education and labor. CPS data includes additional voter registration and voting data. Data from other sources used in this report are cited in the endnotes.

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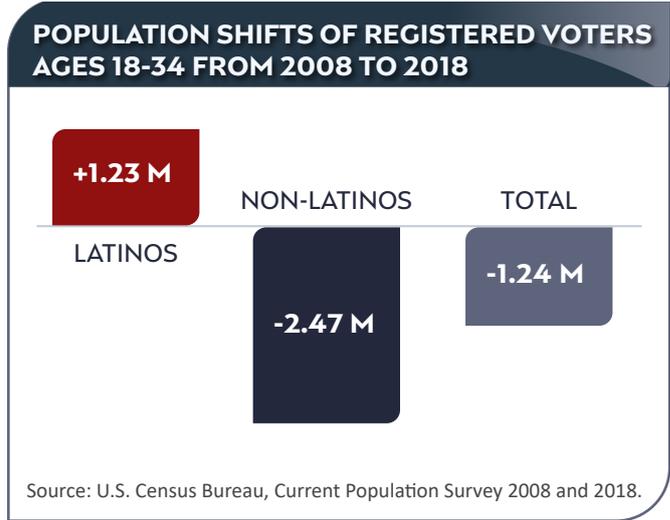
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SHAKING UP THE ELECTORATE

Engine of Young Voter Growth

The U.S. can make space for Latino youth and the role they will play in our country's future. Over the next decade, about one million Latinos will reach voting age each year, and almost all will be U.S. citizens.

From 2008 to 2018, Latinos contributed all (100%) of the numerical growth of registered voters ages 18 to 34, adding well over one million compared to a decline of almost two and a half million non-Latinos during the same period. These increases are far-reaching in swing states where many new Gen Z and Millennial voters are Hispanic.



Over the next decade, **1 million Latinos** will reach voting age every year and almost all will be U.S. citizens.



Source: U.S. Census Bureau, American Community Survey.

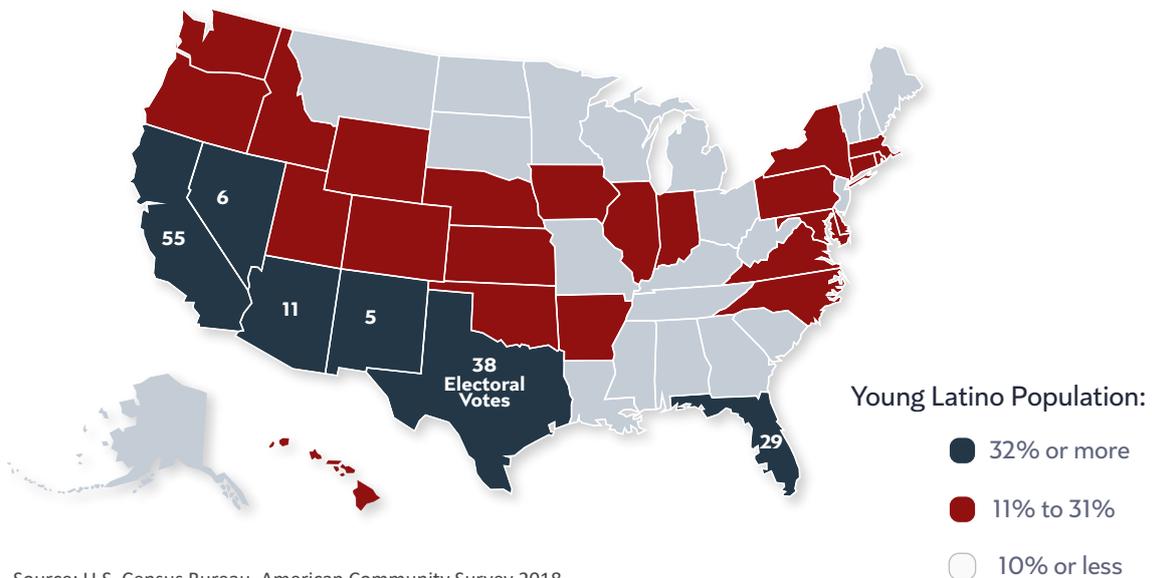


Positioned for Electoral College Impact

Latino influence spans across the nation, including the most populous states. Young Latinos make up a third or more of the population ages 18 to 34 in six states: Arizona, California, Florida, Nevada, New Mexico and Texas. These states account for 144 electoral votes, more than half (53%) of the 270 electoral votes required to win the presidential election. If young Latinos show up in November, they will have a considerable impact on the 2020 elections that will cascade from national to local levels.

In 2018, nine U.S. House Districts in key Hispanic states changed from Republican to Democratic, including Arizona, California, Colorado, Florida (2 district seats), New Jersey, New York and Texas (2 district seats).¹ This demonstrates that Latinos have the potential to determine the party balance, influencing both the U.S. House and Senate. Candidates, now more than ever, will be challenged to bring fresh ideas and solutions to generate enthusiasm among this demographic.

STATES BY PERCENTAGE OF YOUNG LATINO POPULATION AGES 18-34 AND ELECTORAL VOTE INFLUENCE



Source: U.S. Census Bureau, American Community Survey 2018.



2018 Record Midterm Voter Turnout

According to the *Current Population Survey*, midterm turnout among young Latino voters almost doubled in 2018 compared to 2014. This is likely due to heightened interest and enthusiasm which came at a time when *Pew Research Center* found that Latinos became more dissatisfied with the nation’s direction and their role in U.S. society.²

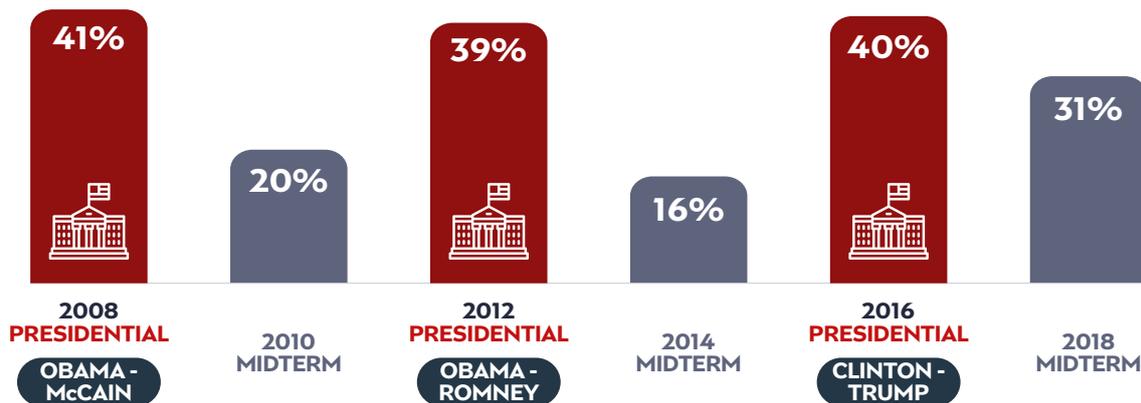
The continued high level of social and political interest and involvement uncovered in this research indicates that this may be the year when Latinos come to the polls in record numbers, making it conceivable that turnout could be well above 40% for the 2020 Presidential election according to our researchers.

Midterm turnout among young Latino voters almost doubled from 2014 to 2018.



Source: U.S. Census Bureau, Current Population Survey.
*Among young Latinos eligible to vote.

TURNOUT OF YOUNG LATINO VOTERS OVER THE PAST DECADE



Source: U.S. Census Bureau, Current Population Survey 2008-2018.



EMBOLDENED BY TURBULENCE

Empowered by the Times

A review of social and political events occurring over the lives of young Latinos marks breakthroughs that capture their growing influence, such as Justice Sonia Sotomayor’s appointment to the Supreme Court and record numbers of Latinos elected to Congress. Over the past several years, young Latinos have grown concerned about increased prejudice and bias against Latinos and other people of color, including strict enforcement of immigration policies and mass deportations of undocumented Hispanics. The combination of a confident sense of empowerment due to their advances, mixed with frustration from perceived denigration is likely to prompt engagement and participation in the upcoming election.

Finding Their Voice

Young Latinos are speaking up, determined to influence the future direction of our country. In prior years, many young voters questioned whether their vote would make a difference and they resisted politics, but our data shows 2020 to be different. Young people of all backgrounds are more aware, engaged, and motivated to influence change on the most pressing issues.

Six in ten (62%) young Hispanics say that Latinos will cast the decisive vote in the upcoming presidential and congressional elections, and three-quarters (75%) say the presidential election of 2020 is more important than the 2016 election. This new generation of Latinos is exuding confidence and commitment that appears to be an awakening.

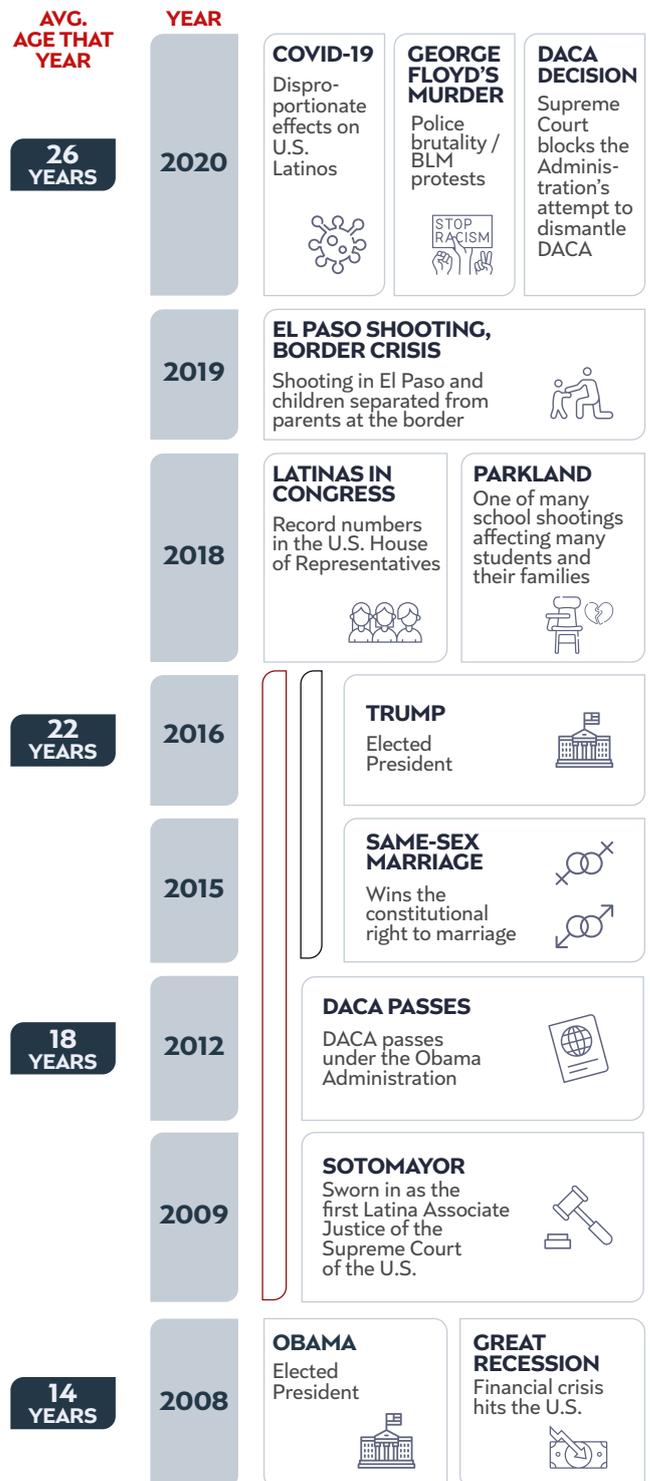
75% of young Latino voters say the presidential election in 2020 is more important than in 2016.



Source: Telemundo. Young Latino Voter Survey, June 2020.

YOUNG LATINO VOTERS MILESTONE EVENTS

This graphic shows their average age at the time of these events.



- OBAMA DEPORTATIONS**
Removes more undocumented immigrants than Clinton or Bush
- TRUMP BORDER WALL & NATIVIST PLATFORM**
Plays pivotal role in 2016 election

The difficulties and uncertainty of 2020 have provoked young Latinos to increase their likelihood to vote, just as demographic change is making the Latino vote more visible and consequential than in previous elections. Over the past two years, young Latinos have stepped forward by signing petitions (68%), boycotting (49%), protesting (46%), or donating money (46%). Young Latino voters have increased political alertness, often encouraging one another to register to vote and show up at the polls.

The vast majority (82%) of young Latinos say the *Black Lives Matter* protests are motivating them to vote and advocate for their community. In addition, seven in ten (71%) young Latinos say the coronavirus will motivate them to vote in November. Most (83%) young Latinos say the coronavirus has affected their health or finances, including almost half (48%) who say they have suffered financially because of job losses or pay cuts.

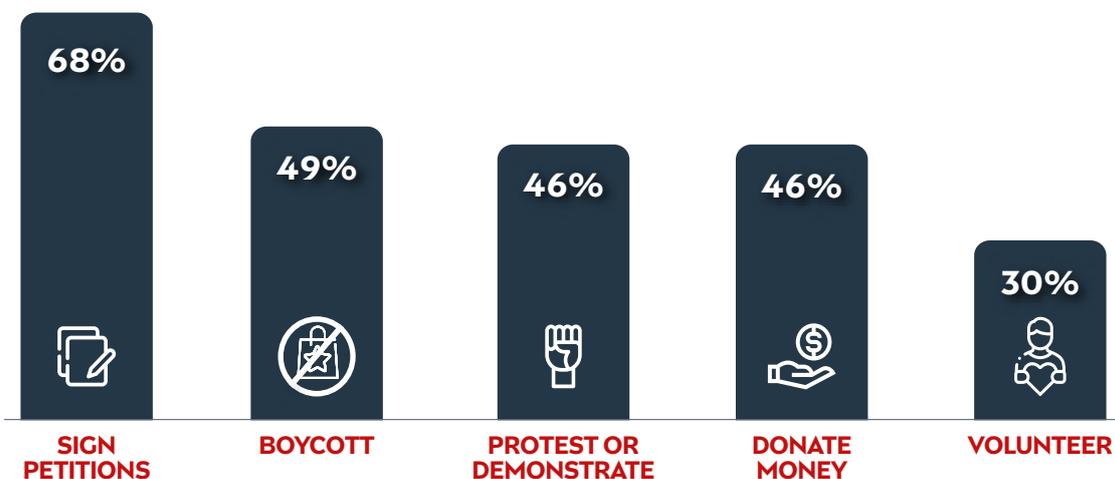
 **82%** say protests motivate them to vote.

71% say the coronavirus motivates them to vote. 

Source: Telemundo. Young Latino Voter Survey, June 2020.



SOCIAL-POLITICAL ACTIVITIES IN PAST 2 YEARS AMONG YOUNG LATINO VOTERS



Source: Telemundo. Young Latino Voter Survey, June 2020.



Spencer Platt/Getty Images News/Getty Images

Focused on Inequality

Almost three-quarters (73%) of young Latinos in our study say they, their family or friends were the targets of racism or discrimination over the past two years. Almost two-thirds (63%) were called offensive names, 45% were told to stop speaking Spanish in public and 45% were told to go back to their country, even though 91% of all young Latino voters are U.S. born.

Young Hispanics rank racial and ethnic equality as the most critical issue of their generation, as do the majority of young people of all backgrounds who embrace their diversity as a fundamental strength and source of pride.

Many young Latinos are active in various movements, particularly *Black Lives Matter*, and they believe that participating in these protests will bring about real change. Young Latinos are disturbed by the racism that African Americans face, and they have pledged solidarity in the fight against prejudice and police brutality.



45% of young Hispanics in the last two years were told to stop speaking Spanish in public, and the same percentage were told to go back to their country.

Source: Telemundo. Young Latino Voter Survey, June 2020.

While the level of racism against Latinos, compounded by nativism, surfaces differently than for African Americans, their issues intersect in the most inequitable communities in the U.S., which are both Black and Brown. Hispanics and African Americans are more likely to experience poverty in the U.S. with underserved neighborhoods and schools, lower-paying jobs and difficult home situations. Thirteen percent (13%) of the country lives in poverty, which increases to 19% of the Hispanic population and almost doubles to 23% for African Americans.³

Studies have found that African Americans and Latinos have a disproportionately high rate of arrests compared to non-Hispanic Whites in California⁴ and New York.⁵ In their pursuit of a more equitable society, Latinos do not want to be numb to these long-standing offenses and are calling on society to do something about them.

Race and ethnic equality is the **#1** issue for young Latinos.



Source: Telemundo. Young Latino Voter Survey, June 2020.

MOTIVATED BY KEY ISSUES

Equality for All

Young Latinos seek leaders who can envision an equitable society where Latino issues, gaps and opportunities are driving the political discussion. The U.S. will be a more inclusive nation when young Latinos and other people of color have equal access to better education, college, job training, healthcare and decent wages. Over eight in ten young Latino voters (85%) say issues that address inequities and systemic barriers are most likely to motivate them to vote. While Latinos have made substantial gains in education and earning power, they need greater support to reach their full potential.

COVID-19 has added more complications from layoffs, pay cuts, unpaid sick leave and high medical bills. Latino financial strains are aggravated by closed childcare facilities and schools, given the prevalence of families with young children making it more difficult for parents to get back to work. Striving for equality involves removing barriers and opening pathways to stability and advancement, which for many entails addressing these issues.



RealPeopleGroup/E+/Getty Images

“EQUALITY FOR ALL” ISSUES AMONG YOUNG HISPANIC VOTERS

% SAY ISSUE MOTIVATES THEM TO VOTE	HISPANIC	HISPANIC INDEX TO NH
EQUALITY FOR ALL	85%	102
Racial and Ethnic Social Equality	63%	117*
Reduce Police Brutality	57%	113
Affordable Healthcare for All	51%	109
Equal Rights and Fair Pay for Women	51%	105
Raise Minimum Wage	49%	119*
Free College / Cancel Student Debt	48%	120*
Improve Public Education (K-12)	48%	106
Affordable Housing	46%	112
Increase Infectious Disease Preparedness (COVID-19)	45%	104
LGBTQ Equality and Rights	43%	108
Reduce Unemployment	42%	97
Reduce Economic Inequality	41%	111

Read as: Hispanics are 2% more likely than non-Hispanics to rate issues related to Equality for All as important.

Index > 100 means Hispanic more than non-Hispanic.

Source: Telemundo. Young Latino Voter Survey, June 2020.

*Significantly different at the 95% confidence level, Hispanics vs. non-Hispanics.

Next Generation Issues

Next Generation issues, such as mental health awareness, protecting the environment, reducing gun violence and legalizing marijuana, are salient among Gen Z and young Millennials. Almost half (45%) of young Latinos rate these issues as their top priorities. As young people overall are paying more attention to mental health and personal well-being, young Hispanics recognize that they have neglected these in the past.

The lack of healthcare coverage has been a deterrent to addressing these concerns, as Hispanics consistently have the lowest healthcare coverage of all ethnic groups. Many young Latinos lack healthcare coverage because their employers do not offer it, their parents do not have it or it is too expensive.⁶ In this study, 76% of young Latinos have health insurance, far less than 83% of young non-Hispanic Whites. As for environmental factors, more Latinos live in urban areas that often see the worst cases of environmental neglect, characterized by more pollution and compromised water quality.⁷ Over one-third (34%) of young Latinos in this study live in large cities in urban areas compared to 24% of non-Hispanic Whites.



As young Latinos experience increased incidents of mass shootings across the country, resolving the problem of gun violence has become a priority issue. The amount of gun-related violence has soared in recent years, including Florida mass-shooting events at Parkland High School and the Pulse nightclub in Orlando, both of which occurred in areas that are over 80% Hispanic.

"NEXT GENERATION" ISSUES AMONG YOUNG HISPANIC VOTERS		
% SAY ISSUE MOTIVATES THEM TO VOTE	HISPANIC	HISPANIC INDEX TO NH
NEXT GENERATION ISSUES	45%	93
Address Mental Health	47%	97
Protect Environment (Address Climate Change)	47%	118
Reduce Gun Violence	45%	107
Legalize Marijuana	41%	112

Read as: Hispanics are 7% less likely than non-Hispanics to rate concerns related to Next Generation Issues as important.
Index > 100 means Hispanic more than non-Hispanic.
Source: Telemundo. Young Latino Voter Survey, June 2020.

The mass shooting tragedy in El Paso in August 2019 was a shock to Hispanics who had not experienced a blatant hate crime of that magnitude. Gun-related violence has, therefore, become a stress point for Latinos who have seen an increase in anti-Hispanic sentiment over the past few years.

African Americans and Latinos are disproportionately charged and arrested for marijuana-related infractions compared to their White non-Hispanic counterparts, making them more likely targets for these arrests. Recent reports show Hispanics were arrested five times more than non-Hispanic Whites for low-level marijuana charges in New York City⁵, and two times more than non-Hispanic Whites in California.⁴ Decriminalization of marijuana is seen by many as a solution to reduce the inequitable practices centered on minorities. Young Hispanic males rank legalizing marijuana and reducing gun violence among their top ten issues, contrasting with young Latina voters who rank addressing mental health and climate change among theirs.

Immigration Issues Matter

Even though nine in ten young Hispanic voters are U.S. born, 47% say that path to citizenship programs like DACA—*Deferred Action for Childhood Arrivals*—are a priority issue, significantly more than non-Latinos. Gen Z and Millennial Latinos often have personal relationships with DREAMERS in the DACA program who are primarily in their twenties and arrived before they were ten years old.⁸

Young Latinos are also more likely to support humane immigration policies, likely due to heightened attention to strict deportation practices since the 2016 election which have caused fear and stress in many Latino communities. Deportation issues personally affect some young Latinos because of relationships with family and friends who have complications with their legal status in the country. Family separation and issues with migrant children at the border have resonated as deeply troubling for many Latinos.

IMMIGRATION ISSUES AMONG YOUNG HISPANIC VOTERS		
% SAY ISSUE MOTIVATES THEM TO VOTE	HISPANIC	HISPANIC INDEX TO NH
IMMIGRATION	30%	318*
Path to Citizenship for Immigrants (DACA)	47%	162*
Humane Immigration Policies	46%	147*

Read as: Hispanics are 62% more likely than non-Hispanics to rate having a path to citizenship for immigrants (DACA) as important.

Index > 100 means Hispanic more than non-Hispanic

Source: Telemundo. Young Latino Voter Survey, June 2020.

*Significantly different at the 95% confidence level, Hispanics vs. non-Hispanics.

Gender Differences

Four topics are ranked in the top ten issues for both genders, and six are distinct.

- Both genders:** Racial and ethnic social equality, reducing police brutality, affordable healthcare and improving public education (K–12).
- Young Hispanic females:** Equal rights and fair pay for women, climate change, addressing mental health issues, free college, supporting DACA and LGBTQ rights.
- Young Hispanic males:** Reducing unemployment, affordable housing, reducing crime, raising the minimum wage, legalizing marijuana and reducing gun violence.



Young Latino Conservatives

For the past fifty years, there has been a consistent one-third of the total Latino electorate that has voted for Republican candidates and at least a fifth of young Latinos plan to vote Republican in 2020. Although it is a minority, this segment of Hispanics has been important for Republicans in swing states such as Arizona and Florida.⁹ Consistent with these long-term trends, we found that close to a third (29%) of young Latino voters say several conservative issues motivate them to vote.

The Latino culture traditionally values family, work ethic, spirituality, and loyalty to community and country. These prevalent cultural traits often coincide with flagship issues on conservative platforms, including religious rights, Christian principles, gun ownership, respect for law enforcement and opposition to abortion.

Young Latino conservatives are gaining in prominence, even in non-Latino parts of the country like the Midwest, as recently seen in Ohio. In 2019 Republican Anthony Gonzalez, who is of Cuban descent and a former NFL football player for the Indianapolis Colts, won a congressional seat in Ohio’s 16th District U.S. House of Representatives, at age 34.

YOUNG LATINO CONSERVATIVE ISSUES		
% SAY ISSUE MOTIVATES THEM TO VOTE	HISPANIC	HISPANIC INDEX TO NH
CONSERVATIVE ISSUES	29%	80*
Religious Rights for All	27%	88
Right to Gun Ownership, 2 nd Amendment	23%	76*
Respect for Law Enforcement	22%	75*
Pro Life / Oppose Abortion	20%	90
Respect America and its Flag	17%	66*
Follow Christian Values	13%	67*
Stricter Immigration Policy	12%	66*

Read as: Hispanics are 20% less likely than non-Hispanics to rate issues related to Conservative Values as important.
Index > 100 means Hispanic more than non-Hispanic.
Source: Telemundo. Young Latino Voter Survey, June 2020.
 *Significantly different at the 95% confidence level, Hispanics vs. non-Hispanics.



LEADING THE WAVE OF CHANGE

Making their Mark



When they compare themselves to their parents, young Latinos say they are more informed, vocal, actively involved in social-political issues, and most importantly more likely to vote. At the same time, half (51%) share the same political affiliation as their parents. They do not consider themselves to be outsiders, however they continue to feel the dissonance of inequality that outsiders face.

This unsettling reality in the times of COVID-19 and *Black Lives Matter* is sparking a flame of engagement that will likely lead to more significant organization and advocacy in this pivotal election season.



65% of young Latinos say they are more informed than their parents.



52% say they are more vocal or actively involved.



52% say they are more likely to vote.

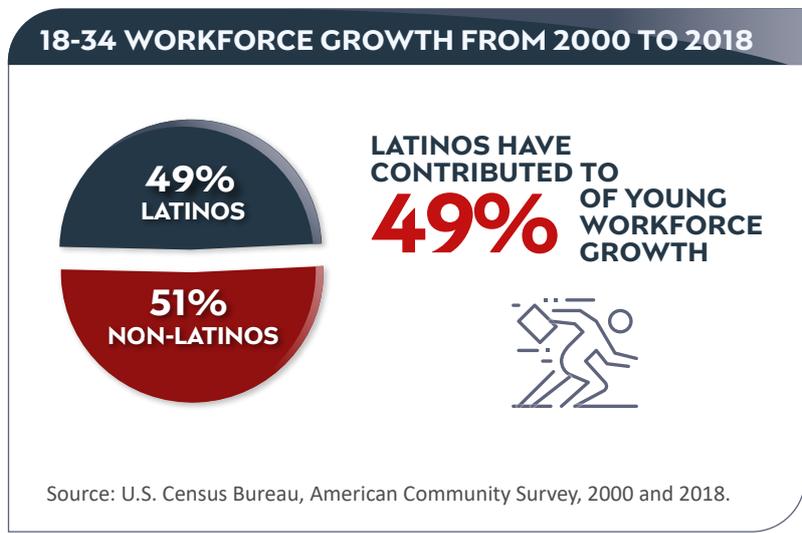
Source: Telemundo. Young Latino Voter Survey, June 2020.

Economic and Academic Momentum

Young Latinos ages 18 to 34 are the largest group of future workers in the U.S., adding one of every two new workers in that age range since 2000. Latinos comprise one-fifth (21%) of the young workforce, and the country's economic well-being depends on their success. Many young Latinos, inspired by the ambition and sacrifice of immigrant parents or grandparents, are pursuing higher education and specialized training so they can move into professional and higher-paying occupations.

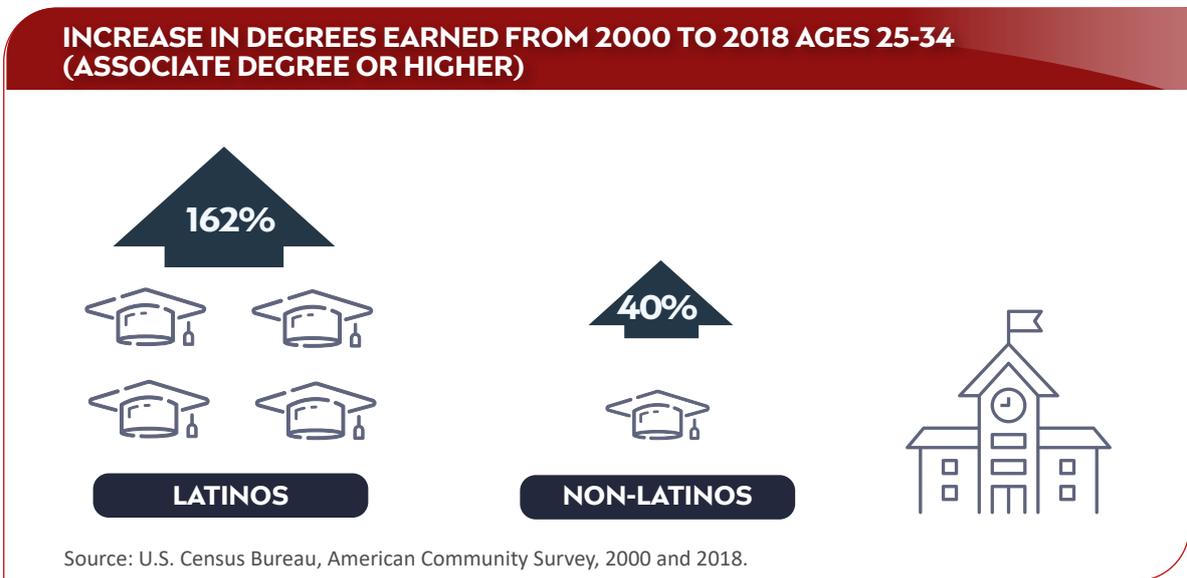


New waves of Latino students are breaking school records in college enrollment in the three most populous states, California, Texas¹⁰ and Florida.¹¹ Latinos were the largest ethnic group admitted to the University of California's freshman class this year, making up 36% of those admitted, more than Asians at 35% and Whites at 21%.¹² College enrollment is at an all-time high for young Latinos and has grown sharply since the turn of the century. In 2000, 18% of Latinos ages 18 to 24 were enrolled in college. This figure rose to 37% in 2018.



Millennial Latinos have also doubled their earned degrees since 2000, with an increase of 162% who earned an associate degree or higher compared to a 40% increase among non-Latinos. As young Hispanics make these educational leaps, their sense of empowerment about the impact they can have on their country also increases.

As young Latinos become more established, they will create new families, start businesses, move up the social ladder, and revive neighborhoods that drive the country’s economic growth. In 2019, U.S. Hispanics of all ages contributed 1.7 trillion dollars to the nation’s buying power, greater than the economies of all but nine countries in the world. The increase in Hispanic buying power has surpassed that of non-Hispanics since 2010, with increases of 69% vs. 41%, respectively.¹³



Mujeres at the Forefront



chayathon2000/stock.adobe.com

Young Latinas are assuming greater political influence and increasingly recognized as vocal role models for the next generation, as are other women of color. These young women are outpacing Latino males in educational achievement and registering to vote. Latinas want to narrow the pay gap, with two-thirds of young Latinas (66%) saying equal rights and fair pay are top issues compared to 33% of young Latino males.

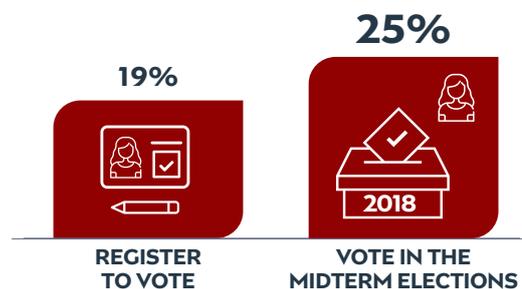
While many Latino males opt to go directly into the workforce, Latinas are more likely to choose the academic path. In 2018, close to one-third of Millennial Latinas ages 25 to 34 (32%) have an associate degree or higher compared to 23% of Hispanic males the same age. Of those eligible to vote, young Latinas are 19% more likely to be registered voters and 25% more likely to vote than young Latino males. Having a civic influence and taking on advocacy roles has been a growing trend among Latinas.



66% of young Latinas say equal rights and fair pay for women are top issues vs. **33%** of Latino males.

Source: Telemundo. Young Latino Voter Survey, June 2020.

IN 2018, ELIGIBLE YOUNG LATINAS WERE MORE LIKELY THAN YOUNG LATINO MALES TO...



Source: U.S. Census Bureau, Current Population Survey 2018.

Latinas are making headlines for challenging the status quo and asserting voices of young Latinas on both sides of the political spectrum. On the Democratic side, 30-year-old Congresswoman Alexandria Ocasio-Cortez from New York is the youngest woman ever elected to the U.S. House and is a prominent voice for the empowerment of women and people of color. Young Latinas are also emerging among Republicans with candidates like 27-year-old Catalina Lauf. The daughter of immigrants from Guatemala, she was a featured speaker at the Republican National Convention and recently ran for a U.S. Congressional seat representing the 14th District of Illinois.

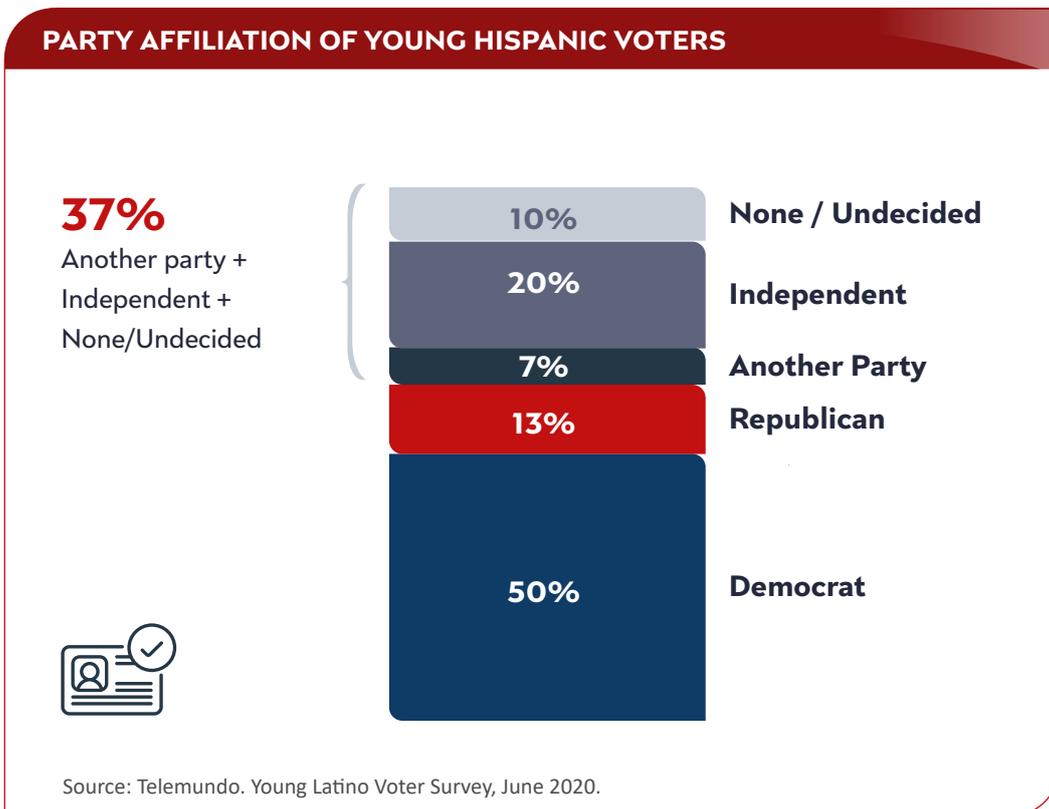
Latinas are leading many voter advocacy groups like *Voto Latino*, *Jolt Initiative*, *UnidosUS* and the *Southwest Voter Registration Education Project*, determined to encourage more Latinos to become civically engaged.

UNDECIDED IN THEIR POLITICAL ALLEGIANCE



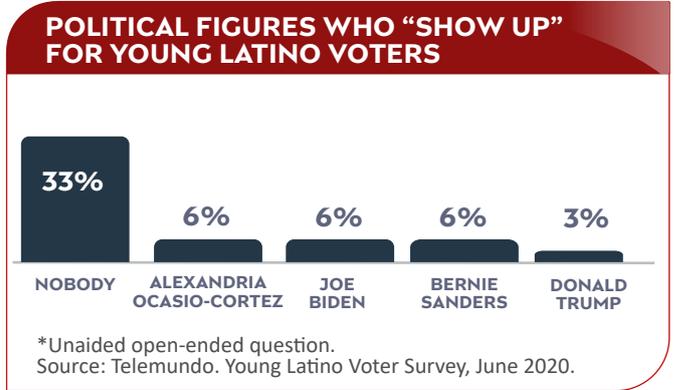
The 2020 Vote

This segment comprises many first-time voters who are deciding where they stand on the divided political landscape. Over one third (37%) of young Latino voters are either independent, undecided or affiliated with a minor party. Half (50%) of young Hispanic voters call themselves Democrats and 13% say they are Republican.



Need for Allies and Advocates

When asked to name a political figure who goes out of their way to support their community, a third (33%) of young Latinos could not name anyone. Among those who did name a political figure who supports Hispanics, the top people mentioned unaided were Alexandria Ocasio-Cortez, Joe Biden, Bernie Sanders and Donald Trump. Young Latinos are looking for candidates to be allies and advocates for their community. In the 2020 Democratic presidential primaries, which initially included 29 contenders, it was Bernie Sanders who best captured the attention of young Latinos, with 39% calling him their first choice, far more than Biden at 23% and Trump at 16%.



COMMENTS & CONCERNS

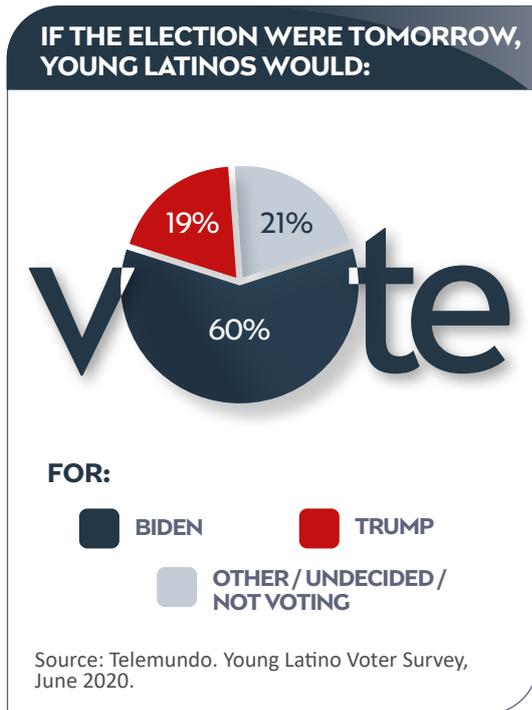
- En mi opinión, no hay figuras políticas que realmente estén haciendo un esfuerzo importante para apoyar a los hispanos.
- I don't know any Hispanic political figures. All the people I know are White.
- These politicians don't care about Hispanics. All they do is pander so they can get elected.
- Donald Trump is creating jobs for Hispanics and is lifting people like me out of poverty.
- Alexandria Ocasio-Cortez is inspiring an entire population of young Hispanics to stay politically charged, vote and speak up for our rights.
- Joe Biden has supported Hispanics and other minorities that other politicians haven't supported very much.

Source: Telemundo. Young Latino Voter Survey, June 2020.



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Sanders generated positive engagement among many young Latinos who gravitated to his platform early on. Biden is now the leading choice over Trump among young Latinos. He will need to rouse enthusiasm and motivate these voters to go to the polls in November, similar to what Sanders achieved in the primaries.



53% agree Biden cares about their generation's views vs. 22% for Trump.



47% agree Biden will go out of his way to support Hispanics vs. 18% for Trump.



45% agree Biden respects women vs. 14% for Trump.

Source: Telemundo. Young Latino Voter Survey, June 2020.

At the time of this report's publication, both Joe Biden and Donald Trump were stepping up outreach to young Latinos and increasing social and digital communications, including Spanish-TV initiatives to connect with Latinos, particularly in swing states like Arizona and Florida.^{14, 15}

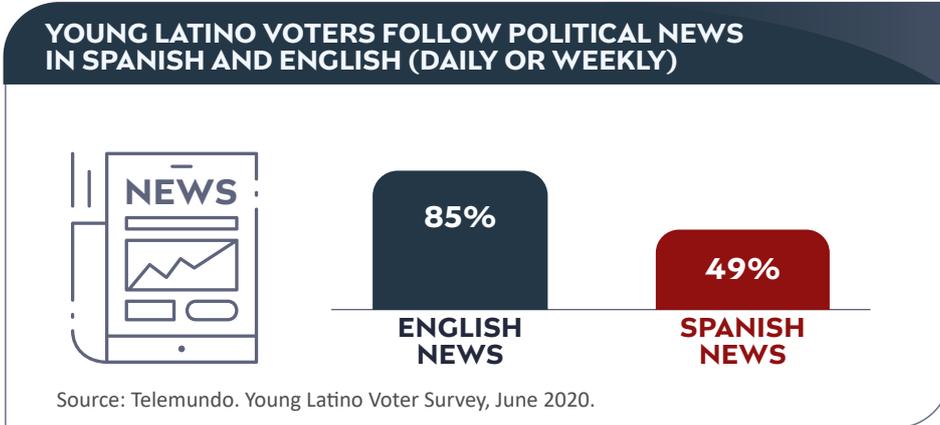
Of the two 2020 presidential candidates, 17% of young Latinos say they personally identify with Donald Trump and 37% identify with Joe Biden. Despite their low level of excitement for either candidate, 60% would vote for Biden if the election was held tomorrow and 19% for Trump; another 7% are undecided, 8% would vote for someone else and 6% would not vote. By comparison, 75% of African Americans and 72% of Asian Americans would vote for Biden tomorrow, further proof that Hispanics are the ethnic group least convinced and connected with Biden's candidacy. Both candidates have an opportunity to do a lot more to address the issues that are most important to them, and craft plans to provide solutions.

Connecting with Young Latinos

Social media captures the largest young Latino audience, with 62% who rely on it for social and political news. Young Latinos are multiscreen, multichannel users with 49% who use TV to watch local news and 38% who use it to watch national news.

As for language, 85% of young Hispanics consume news in English daily or weekly, and almost half (49%) consume news in Spanish. Young Latinos rely on Spanish-language news media to report on what is happening in the U.S. and Latin America.

Even though 91% of all young Latino voters are U.S. born, 54% in our study speak Spanish at home at least half the time. And while many family members reside in Latin America, they are frequently present via technology-based personal communication tools. Many young Latinos live in multigenerational households where media and conversation are fluid in both languages.



CONCLUSIONS



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We call young Latinos the ***Generation of Change*** because of their conviction to secure a place for themselves as central actors in the nation's future. They are young and may not yet be in positions of influence, but they aim to be, demonstrated by robust gains in education, income and career. The majority believe they will cast the decisive vote in the 2020 elections, most likely in swing states like Florida and Arizona, as well as in populous states like California and Texas. Many young Latinos are motivated to vote for social justice issues like police reform and matters related to gaps in healthcare, education, fair pay for women and reducing unemployment.

There are four actions that political groups, business leaders, and media outlets can use to support and respond to the needs of young Latinos.

- **Represent.** Increase young Latino representation with people who look like them, understand them, and care about the issues relevant to their generation.
- **Reimagine.** Bring ideas, productive conversation, and new energy to help Latino communities unravel and begin to resolve the problem of racial and social inequality in all its forms. Provide fresh thinking and practical solutions during this time of instability, especially regarding healthcare, education, job training and decent wages. This will help them reach their full potential.
- **Reroute.** Create pathways and pipelines to fill gaps in technology, education and professional networks with guidance, mentorship, training and improved career paths. Since many of them are first-generation college graduates, they could benefit from relationships and shared knowledge to move up the social ladder. Implement mechanisms in both public and private sectors for young Latinos to increase their influence in powerful institutions and organizations.
- **Repair.** Bring attention and provide support to the most vulnerable Latino communities by addressing issues related to immigration policy, DACA, and other underserved needs.

The energy and ambition of young U.S. Latinos are among this country's greatest assets. Today's leaders have the opportunity to elevate the thinking about this important group, commit to their needs and get it right for everyone's shared success.

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ABOUT



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