

# UNIVISION & MEDIA PREDICT

2020 PRESIDENTIAL  
ELECTION TRACKER

**Nevada A18+**

November 2019



MP

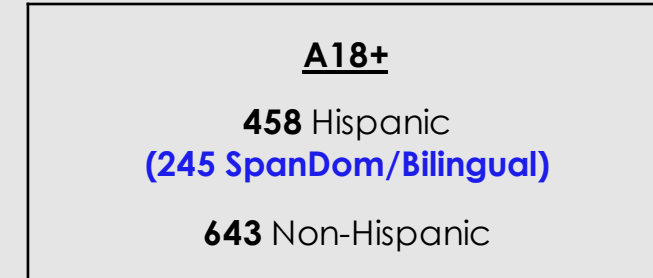


# OBJECTIVES

- Assess general sentiment toward current 2020 presidential candidates
- Measure current landscape of the Democratic nominee for president, including likelihood to vote
- Understand key issues and their degree of importance as motivators to vote

# METHODOLOGY

- Online survey of **1,101** registered voters 18+



- In field 11/21/2019 – 12/9/2019
- Weighted to the registered voter universe by age, gender, education, and census division.
- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

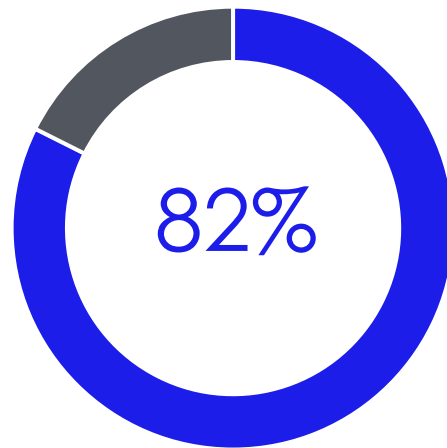
# CENSUS AIDED AWARENESS

*Are you aware of the United States Census?*

# HIGH AWARENESS OF CENSUS AMONG ALL RESPONDENTS

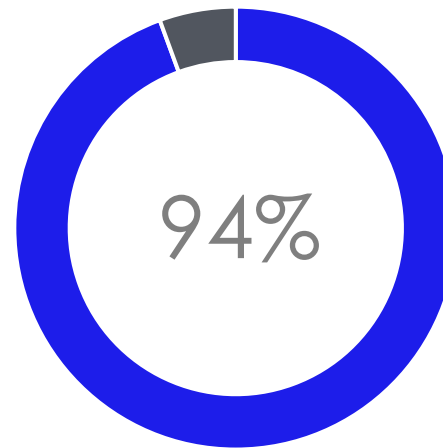
## Census Aided Awareness

Are you aware of the United States Census?



**Hispanics**

...are aware of the  
Census



**Non-Hispanics**

...are aware of the  
Census

■ Yes ■ No

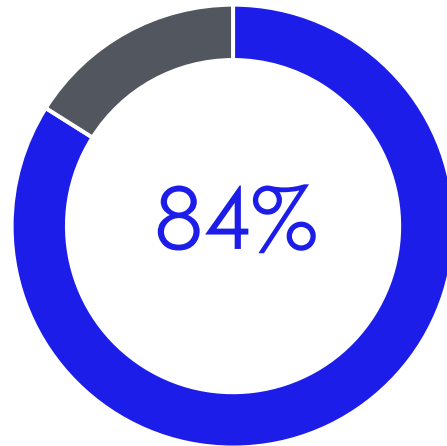
# NEXT CENSUS DATE

*What is the next year that the Census will be taken?*

# OVER 80% OF RESPONDENTS CORRECTLY CHOSE 2020 AS YEAR OF NEXT CENSUS

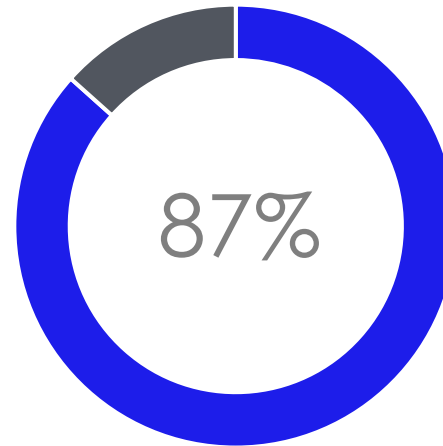
## Next Census Date

What is the next year that the Census will be taken?



**Hispanics**

...correctly chose the year 2020



**Non-Hispanics**

...correctly chose the year 2020

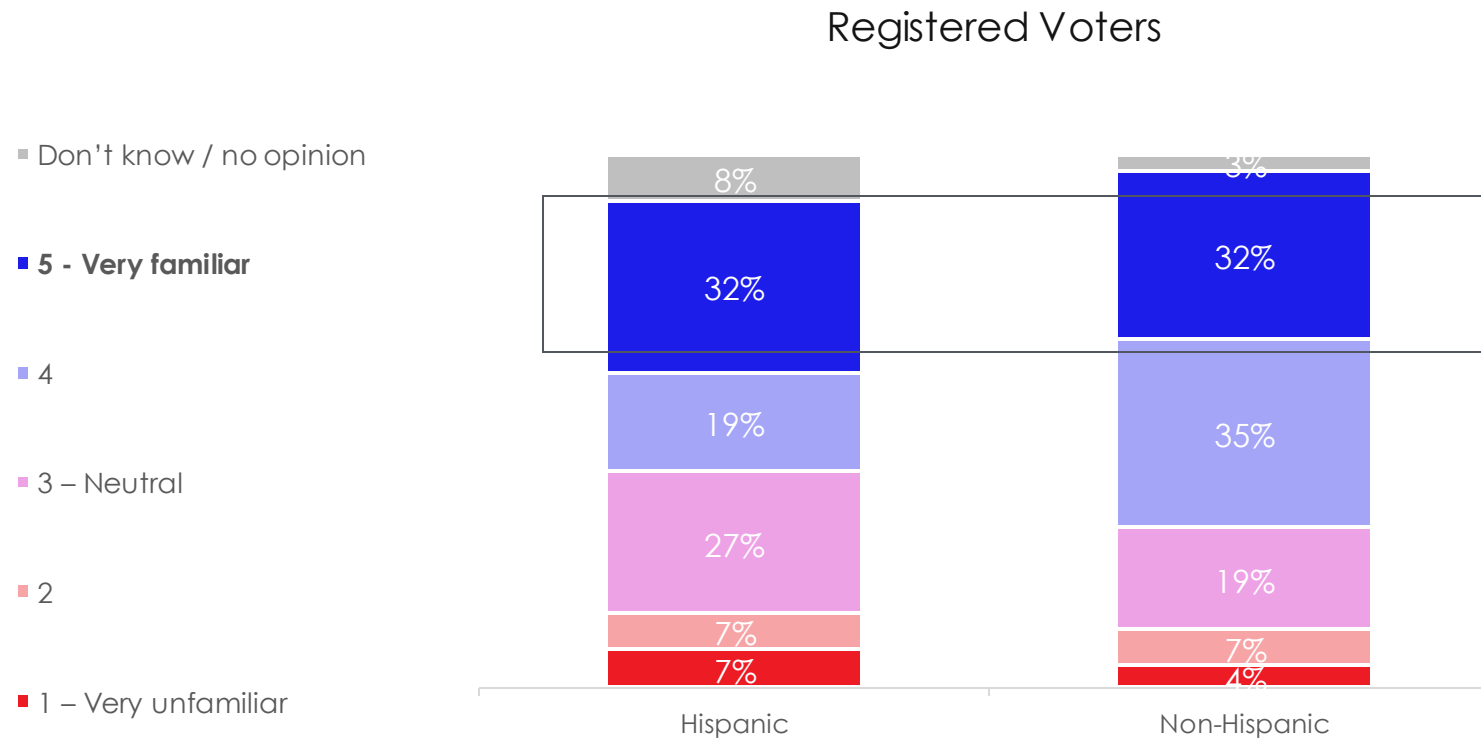
■ 2020 ■ Other

# CENSUS FAMILIARITY

*How familiar or unfamiliar are you with what Census data is used for, and why it's important to you community? Please respond on a scale of 1 to 5.*

# ONLY ONE-THIRD OF ALL RESPONDENTS VERY FAMILIAR WITH WHAT CENSUS DATA IS USED FOR AND WHY IT'S IMPORTANT TO THEIR COMMUNITY

How familiar or unfamiliar are you with what Census data is used for, and why it's important to you community? Please respond on a scale of 1 to 5.





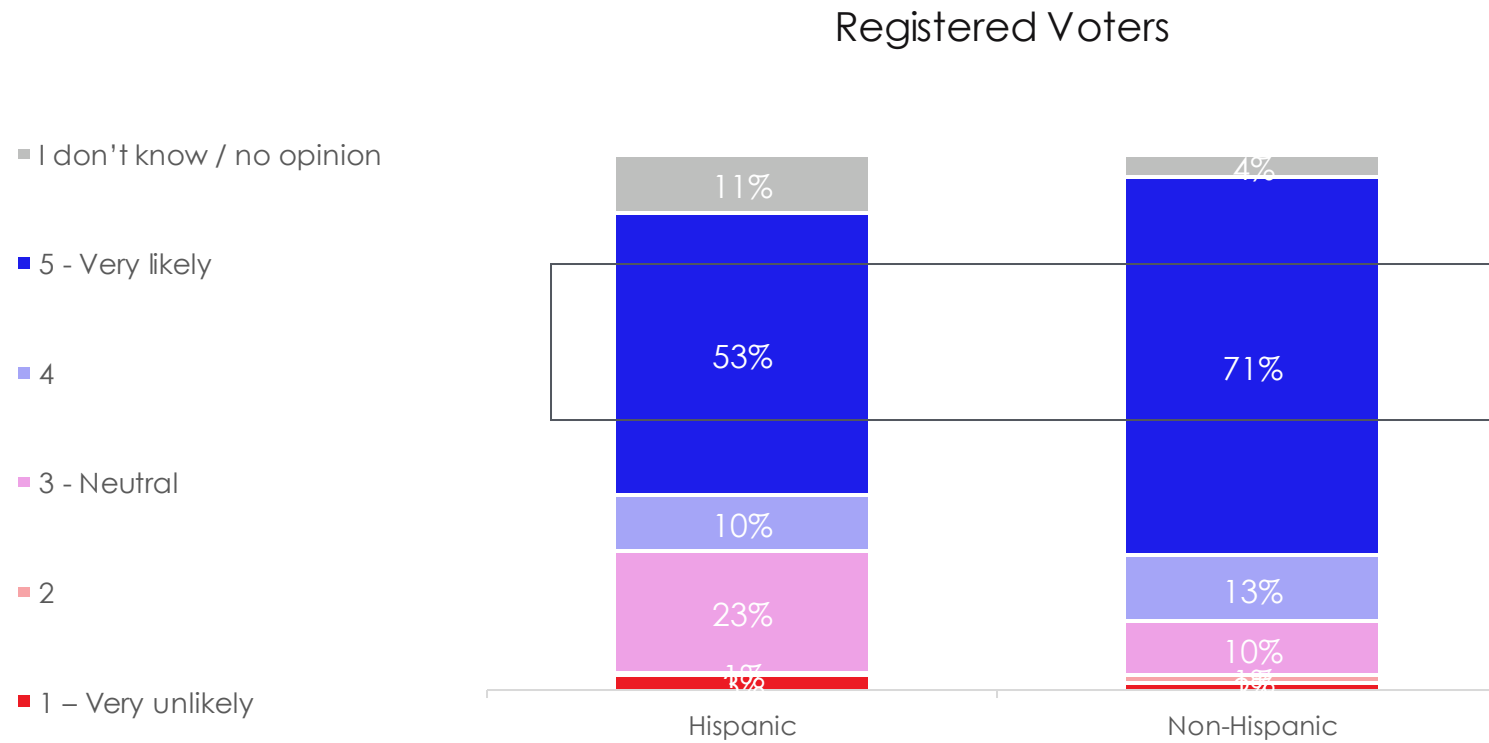
# CENSUS COMPLETION LIKELIHOOD

*A United States Census will be done in 2020. How likely or unlikely are you to fill out your Census 2020 form?  
Please respond on a scale of 1 to 5.*

# OVER 50% OF HISPANICS VERY LIKELY TO FILL OUT THE 2020 CENSUS FORM

## -HIGHER AMONG NON-HISPANICS

A United States Census will be done in 2020. How likely or unlikely are you to fill out your Census 2020 form? Please respond on a scale of 1 to 5.

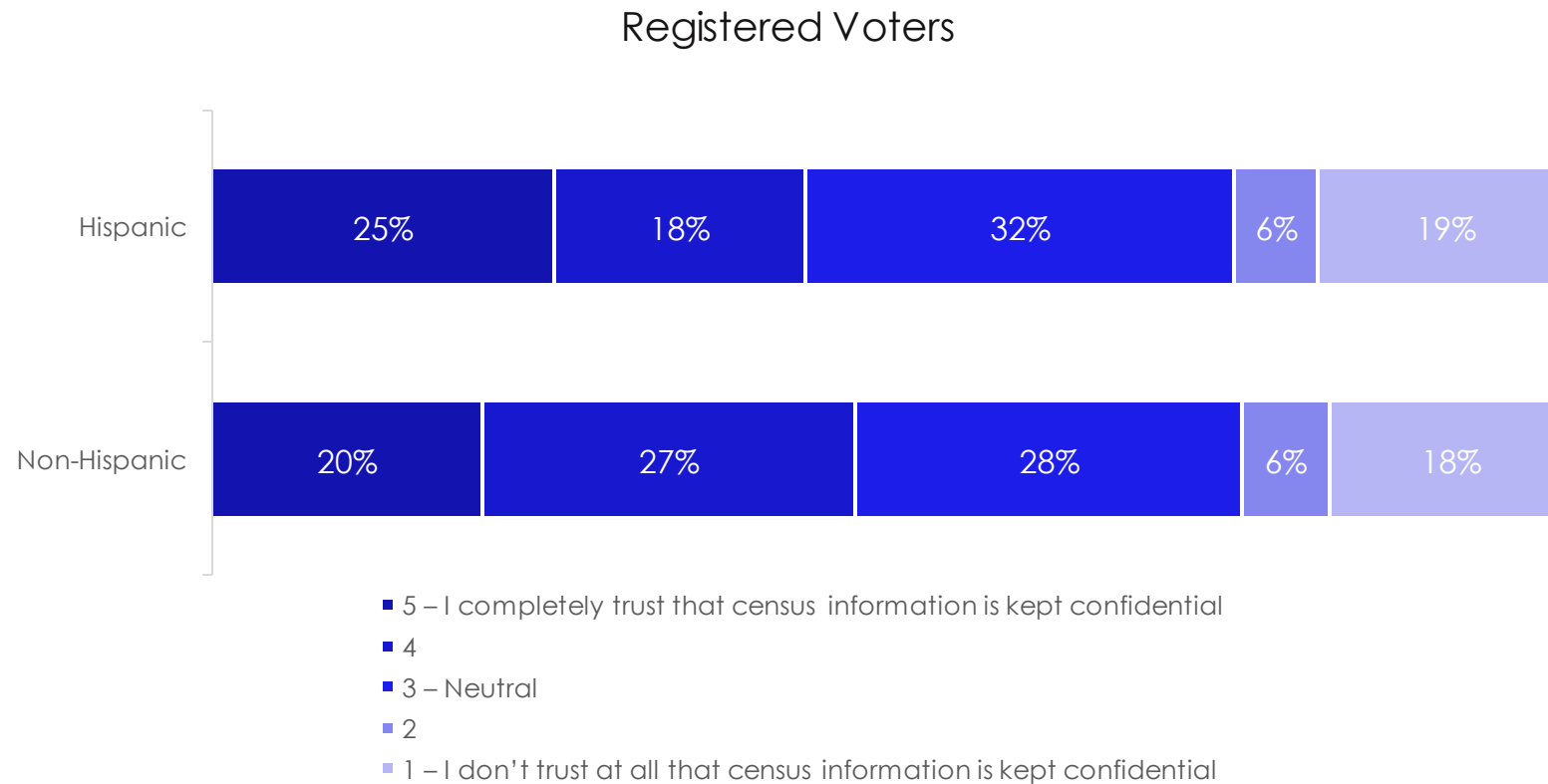


# CENSUS CONFIDENTIALITY

*Do you trust the information you provide to the Census will be kept confidential?*

# LESS THAN 30% OF RESPONDENTS COMPLETELY TRUST THAT THE INFORMATION PROVIDED TO CENSUS WILL BE KEPT CONFIDENTIAL

*Do you trust the information you provide to the Census will be kept confidential?*





**THANK YOU**