THE CORONAVIRUS PANDEMIC HASN'T AFFECTED ALL EQUALLY

WHO ARE THE DIVERSE VOTING POPULATIONS ENGAGED WITH CORONAVIRUS CONTENT?

We surveyed voters to get **real-time data on sentiment, motivations and values in the wake of the COVID-19 crisis**.

News reports from across the nation have shown us this crisis isn't affecting all people equally and its impact plays out in different ways across communities.

We've seen that **equality and tolerance are increasing among Americans**, but there is work to be done and that begins with recognizing the ways that crises, such as the coronavirus pandemic, have played out in diverse populations. In this report, we looked at the specific nuances the data is showing in regard to Hispanic and Black Americans and those that are engaged with coronavirus content online. We set out to survey their levels of engagement with coronavirus data and their concerns specifically regarding the effects of coronavirus, its impact on the economy and whether they anticipate voting in the 2020 election. We examined three audiences: Spanish-speaking Hispanic voters, Spanish and English-speaking voters and Black voters.

Spanish-speaking Hispanic voters

Spanish and English-speaking Hispanic voters

Black voters

SPANISH-SPEAKING HISPANIC VOTERS

ENGAGING WITH COVID-19 CONTENT

10.3 MILLION

Looking at American voters who are engaged with coronavirus content online and narrowing that to Hispanics who are primarily Spanish-speaking, we have a group of 10.3 million adults out of a total Spanish-speaking Hispanic audience of 19.2 million.
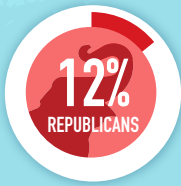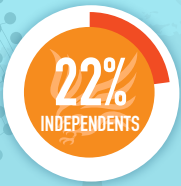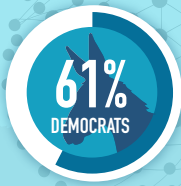
61% DEMOCRATS

22% INDEPENDENTS

12% REPUBLICANS

55% Female
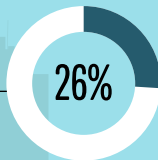
26% 18-24 years old
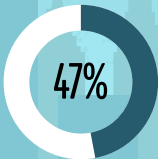
47% Are registered to vote
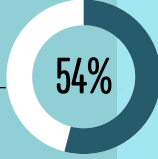
54% Plan to vote in the 2020 Presidential election
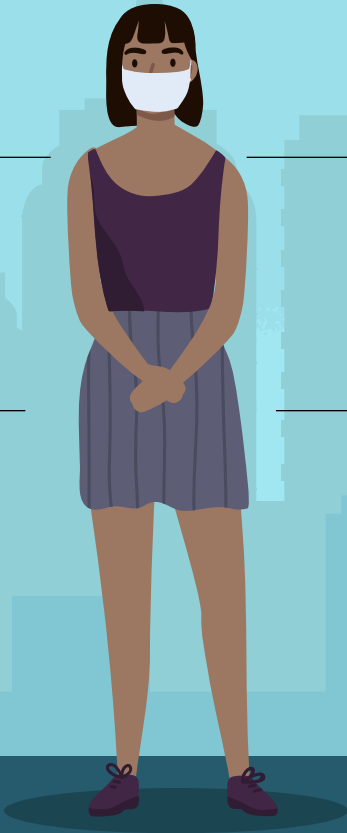
3.2 MILLION believe it could take 7 months or longer for life to return to "normal."

4 MILLION are concerned about the economic effects of coronavirus to a large extent

5.6 MILLION are practicing social distancing to a large extent

5.1 MILLION are quarantining in place to a large extent

2.6 MILLION believe the federal government cannot be trusted following their coronavirus pandemic response

2.6 MILLION believe that state and local government can be trusted

2.0 MILLION have increased support for Medicare for all

3.5 MILLION have increased their support of expanding social safety net programs

2.7 MILLION support voting by mail in the 2020 election

7.6 MILLION believe the media is appropriately representing coronavirus

LEARN MORE

WHERE DO WE FIND SPANISH-SPEAKING VOTERS CONCERNED WITH THE IMPACT OF COVID-19?

INSIGHT	INDEX		COMPOSITION
Located in DMA - Los Angeles (803)		329	15%
Located in DMA - Houston (618)		376	8%
Located in DMA - Dallas - Fort Worth (623)		277	8%
Located in DMA - New York (501)		105	7%
Located in DMA - Miami - Fort Lauderdale (528)		436	6%
Located in DMA - San Francisco - Oakland - San Jose (807)		227	5%
Located in DMA - San Antonio (641)		420	3%
Located in DMA - Orlando - Daytona Beach - Melbourne (534)		191	3%
Located in DMA - Austin TX (635)		356	3%
Located in DMA - Tampa - Saint Petersburg - Sarasota (539)		164	3%
Located in DMA - San Diego (825)		270	2%
Located in DMA - Phoenix (753)		123	2%
Located in DMA - Sacramento - Stockton - Modesto (862)		197	2%

100

SPANISH AND ENGLISH-SPEAKING HISPANIC VOTERS

ENGAGING WITH COVID-19 CONTENT

11.2 MILLION

Looking at American voters who are engaged with coronavirus content online and narrowing that to Hispanics who speak both Spanish and English at home, we have a group of 11.2 million adults, out of a total Spanish and English-speaking Hispanic audience of 31.6 million.
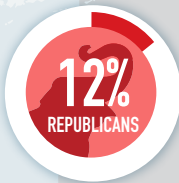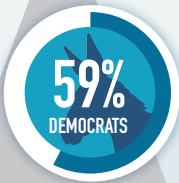
59% DEMOCRATS

22% INDEPENDENTS

12% REPUBLICANS

57% Female
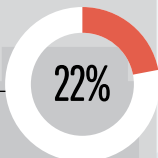
22% 18-24 years old
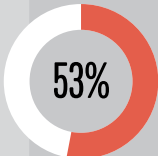
53% Are registered to vote
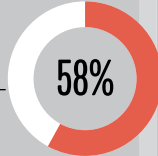
58% Plan to vote in the 2020 Presidential election
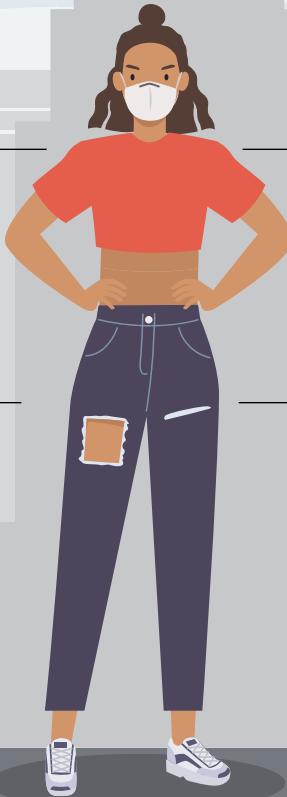
3.1 MILLION believe it could take 7 months or longer for life to return to "normal."

2 MILLION have increased support for Medicare for all

4.1 MILLION are concerned about the economic effects of coronavirus to a large extent

3.8 MILLION have increased their support of expanding social safety net programs

6.4 MILLION are practicing social distancing to a large extent

3.6 MILLION support voting by mail in the 2020 election

5.8 MILLION are quarantining in place to a large extent

8.2 MILLION believe the media is appropriately representing coronavirus

3.9 MILLION believe the federal government cannot be trusted following their coronavirus pandemic response

2.6 MILLION believe that state and local government can be trusted

LEARN MORE

WHERE DO WE FIND SPANISH AND ENGLISH-SPEAKING VOTERS CONCERNED WITH THE IMPACT OF COVID-19?

INSIGHT	INDEX	COMPOSITION
Located in DMA - Los Angeles (803)	466	21%
Located in DMA - San Francisco - Oakland - San Jose (807)	357	8%
Located in DMA - Dallas - Fort Worth (623)	267	7%
Located in DMA - Houston (618)	348	7%
Located in DMA - New York (501)	69	4%
Located in DMA - Sacramento - Stockton - Modesto (862)	335	4%
Located in DMA - Miami - Fort Lauderdale (528)	280	4%
Located in DMA - San Antonio (641)	446	4%
Located in DMA - San Diego (825)	395	3%
Located in DMA - Austin TX (635)	356	3%
Located in DMA - Albuquerque - Santa Fe (790)	453	2%
Located in DMA - Orlando - Daytona Beach - Melbourne (534)	105	2%
Located in DMA - Tampa - Saint Petersburg - Sarasota (539)	92	2%

(Index reference line at 100)

HISPANIC AUDIENCES AND VOTING INTENTIONS

INTEND TO VOTE IN 2020 PRESIDENTIAL ELECTION

No
Does not intend to vote in the Presidential election in November 2020

Spanish Speaking Hispanics + Coronavirus
186 INDEX — 31% COMPOSITION

Spanish-Speaking Hispanics
91 INDEX — 14% COMPOSITION

Spanish/English-Speaking Hispanics + Coronavirus
167 INDEX — 28% COMPOSITION

Spanish and English-Speaking Hispanics
79 INDEX — 12% COMPOSITION

Don't know or not sure
Unsure whether to vote in the Presidential election in November 2020

Spanish Speaking Hispanics + Coronavirus
139 INDEX — 16% COMPOSITION

Spanish-Speaking Hispanics
85 INDEX — 9% COMPOSITION

Spanish/English-Speaking Hispanics + Coronavirus
130 INDEX — 15% COMPOSITION

Spanish and English-Speaking Hispanics
75 INDEX — 8% COMPOSITION

Yes
Intend to vote in the Presidential election in November 2020

Spanish Speaking Hispanics + Coronavirus
74 INDEX — 54% COMPOSITION

Spanish-Speaking Hispanics
104 INDEX — 77% COMPOSITION

Spanish/English-Speaking Hispanics + Coronavirus
80 INDEX — 58% COMPOSITION

Spanish and English-Speaking Hispanics
108 INDEX — 80% COMPOSITION

REGISTERED TO VOTE

Not Registered
Not registered to vote

Spanish Speaking Hispanics + Coronavirus
195 INDEX — 49% COMPOSITION

Spanish-Speaking Hispanics
91 INDEX — 22% COMPOSITION

Spanish/English-Speaking Hispanics + Coronavirus
176 INDEX — 44% COMPOSITION

Spanish and English-Speaking Hispanics
78 INDEX — 18% COMPOSITION

Not Sure
Not sure whether registered to vote

Spanish Speaking Hispanics + Coronavirus
167 INDEX — 4% COMPOSITION

Spanish-Speaking Hispanics
107 INDEX — 3% COMPOSITION

Spanish/English-Speaking Hispanics + Coronavirus
126 INDEX — 3% COMPOSITION

Spanish and English-Speaking Hispanics
109 INDEX — 3% COMPOSITION

Registered
Registered to vote

Spanish Speaking Hispanics + Coronavirus
65 INDEX — 47% COMPOSITION

Spanish-Speaking Hispanics
103 INDEX — 76% COMPOSITION

Spanish/English-Speaking Hispanics + Coronavirus
72 INDEX — 53% COMPOSITION

Spanish and English-Speaking Hispanics
107 INDEX — 79% COMPOSITION

15.7 MILLION

BLACK VOTERS
ENGAGING WITH COVID-19 CONTENT

Looking at American voters who are engaged with coronavirus content online and narrowing that to Black American adults, we have a group of 15.7 million adults, out of a total Black audience of 26.5 million.

67% DEMOCRATS

13% INDEPENDENTS

16% REPUBLICANS

59%
Female

73%
Are registered to vote

23%
35-44 years old

69%
Plan to vote in the 2020 Presidential election

4.9 MILLION believe it could take 7 months or longer for life to return to "normal."

6.9 MILLION are concerned about the economic effects of coronavirus to a large extent

8.3 MILLION are practicing social distancing to a large extent

7.2 MILLION are quarantining in place to a large extent

5.5 MILLION believe the federal government cannot be trusted following their coronavirus pandemic response

3.9 MILLION believe that state and local government can be trusted
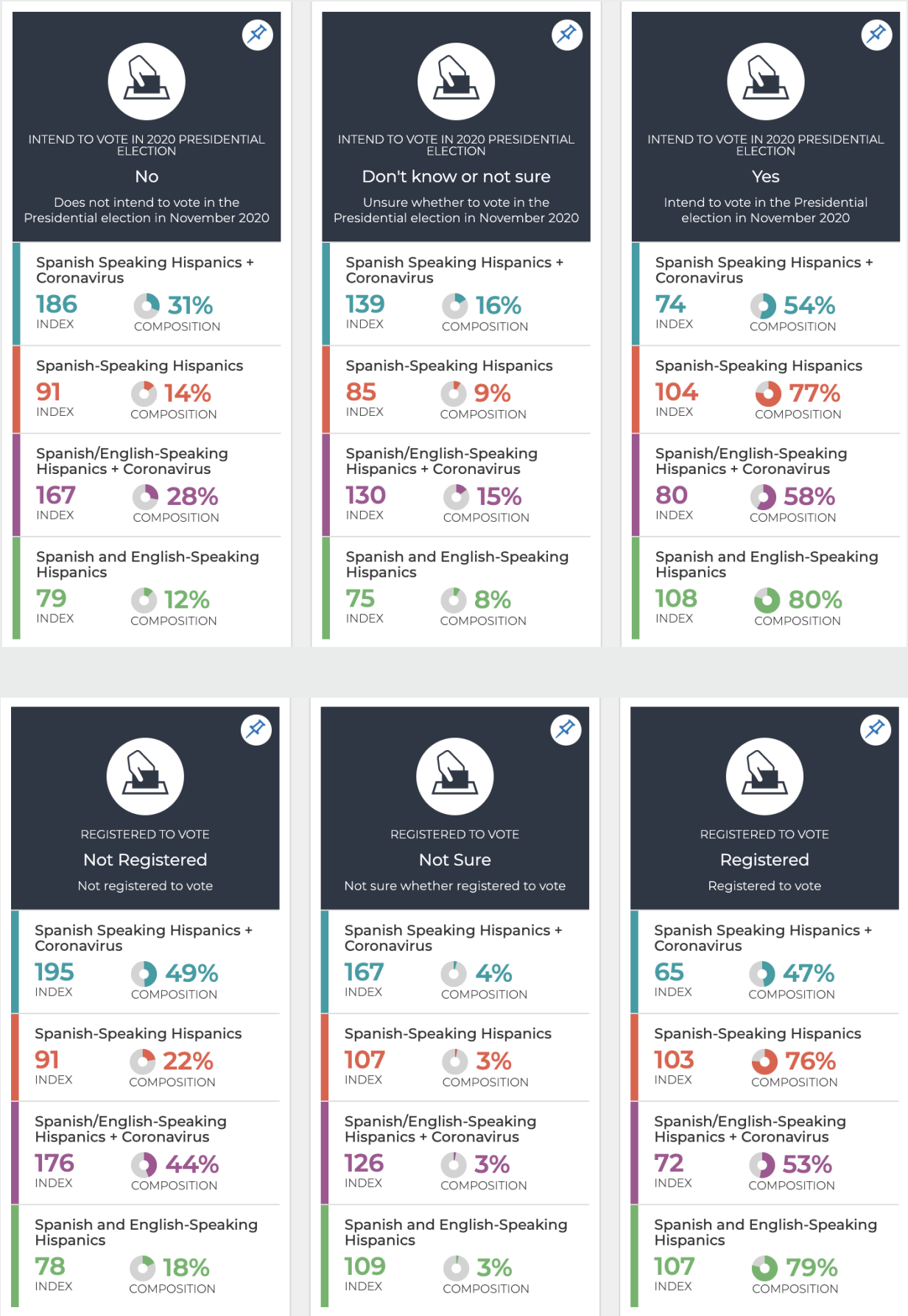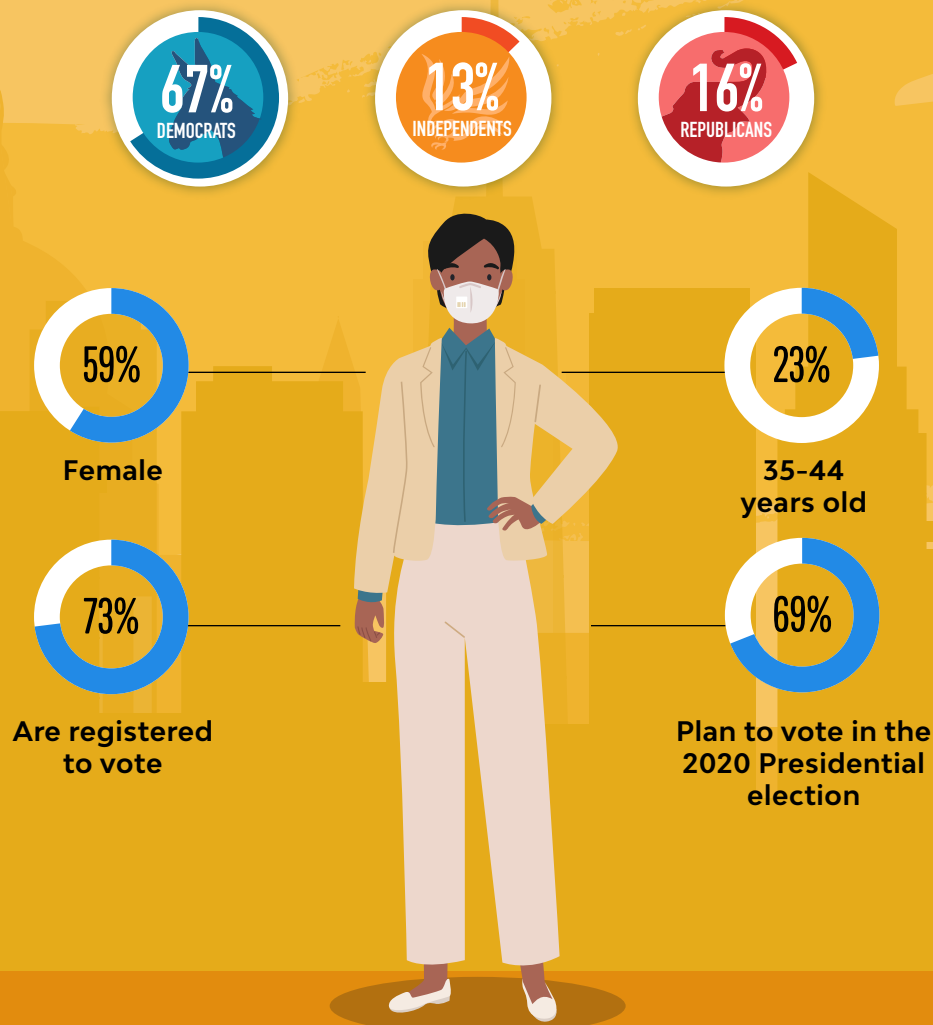
3.1 MILLION have increased support for Medicare for all

5.5 MILLION have increased their support of expanding social safety net programs

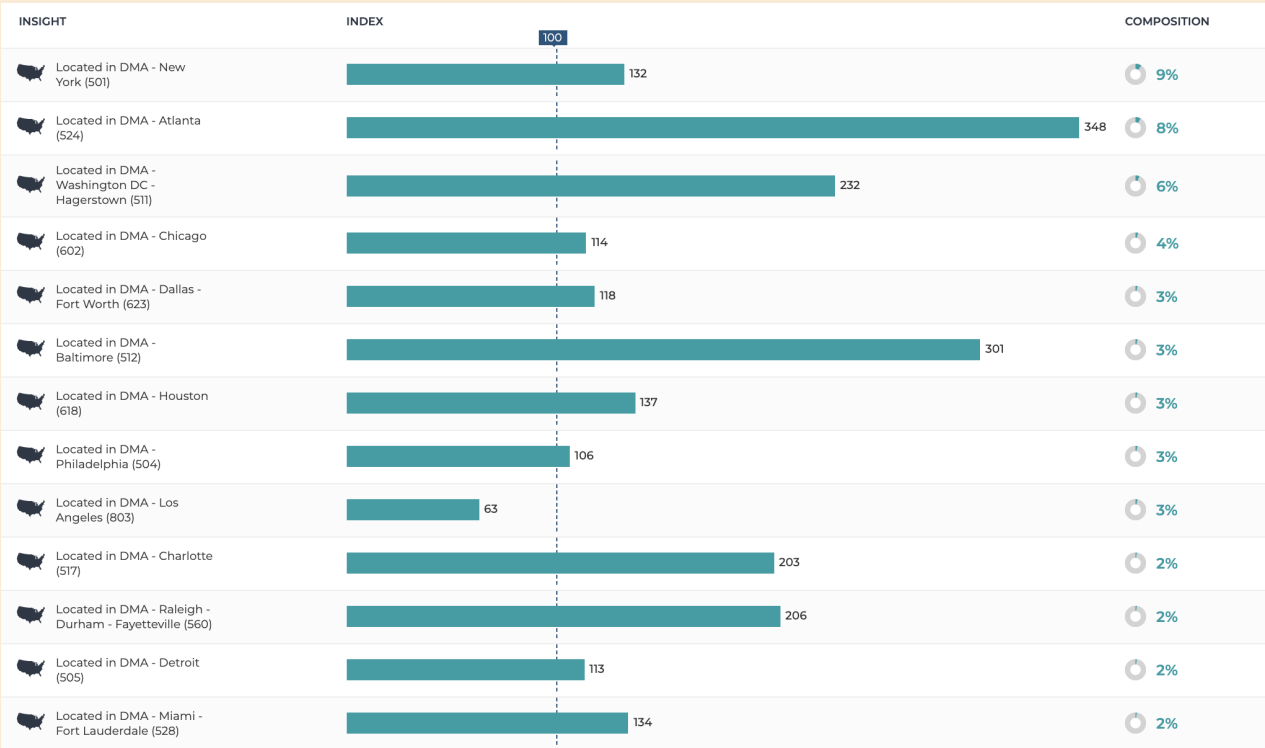**4.7 MILLION** support voting by mail in the 2020 election

11.6 MILLION believe the media is appropriately representing coronavirus

LEARN MORE

WHERE DO WE FIND BLACK VOTERS CONCERNED WITH THE IMPACT OF COVID-19?

INSIGHT	INDEX		COMPOSITION
Located in DMA - New York (501)	132		9%
Located in DMA - Atlanta (524)	348		8%
Located in DMA - Washington DC - Hagerstown (511)	232		6%
Located in DMA - Chicago (602)	114		4%
Located in DMA - Dallas - Fort Worth (623)	118		3%
Located in DMA - Baltimore (512)	301		3%
Located in DMA - Houston (618)	137		3%
Located in DMA - Philadelphia (504)	106		3%
Located in DMA - Los Angeles (803)	63		3%
Located in DMA - Charlotte (517)	203		2%
Located in DMA - Raleigh - Durham - Fayetteville (560)	206		2%
Located in DMA - Detroit (505)	113		2%
Located in DMA - Miami - Fort Lauderdale (528)	134		2%

(index reference line at 100)

BLACK AUDIENCES AND VOTING INTENTIONS

INTEND TO VOTE IN 2020 PRESIDENTIAL ELECTION
Don't know or not sure
Unsure whether to vote in the Presidential election in November 2020

African Americans + Coronavirus
122 INDEX — **14%** COMPOSITION

African Americans
100 INDEX — **11%** COMPOSITION

INTEND TO VOTE IN 2020 PRESIDENTIAL ELECTION
No
Does not intend to vote in the Presidential election in November 2020

African Americans + Coronavirus
104 INDEX — **17%** COMPOSITION

African Americans
108 INDEX — **16%** COMPOSITION

INTEND TO VOTE IN 2020 PRESIDENTIAL ELECTION
Yes
Intend to vote in the Presidential election in November 2020

African Americans + Coronavirus
96 INDEX — **69%** COMPOSITION

African Americans
98 INDEX — **73%** COMPOSITION

REGISTERED TO VOTE
Not Sure
Not sure whether registered to vote

African Americans + Coronavirus
106 INDEX — **3%** COMPOSITION

African Americans
104 INDEX — **3%** COMPOSITION

REGISTERED TO VOTE
Registered
Registered to vote

African Americans + Coronavirus
100 INDEX — **73%** COMPOSITION

African Americans
102 INDEX — **75%** COMPOSITION

REGISTERED TO VOTE
Not Registered
Not registered to vote

African Americans + Coronavirus
99 INDEX — **25%** COMPOSITION

African Americans
94 INDEX — **22%** COMPOSITION

REASON NOT REGISTERED TO VOTE
Other
Not registered to vote for another reason

African Americans + Coronavirus
125 INDEX — **4%** COMPOSITION

African Americans
141 INDEX — **4%** COMPOSITION

REASON NOT REGISTERED TO VOTE
Moved/Didn't Re-register
Not registered to vote because moved and didn't register in new home

African Americans + Coronavirus
114 INDEX — **3%** COMPOSITION

African Americans
121 INDEX — **3%** COMPOSITION

REASON NOT REGISTERED TO VOTE
Didn't Get Around Registering
Not registered to vote because didn't get around to it

African Americans + Coronavirus
117 INDEX — **6%** COMPOSITION

African Americans
93 INDEX — **4%** COMPOSITION

REASON NOT REGISTERED TO VOTE
Vote Doesn't Matter
Not registered to vote because don't think vote will make a difference

African Americans + Coronavirus
95 INDEX — **4%** COMPOSITION

African Americans
83 INDEX — **3%** COMPOSITION

REASON NOT REGISTERED TO VOTE
Don't Care about Politics
Not registered to vote because don't care about politics

African Americans + Coronavirus
80 INDEX — **6%** COMPOSITION

African Americans
87 INDEX — **6%** COMPOSITION

REASON NOT REGISTERED TO VOTE
Not Eligible to Vote in US
Not registered to vote because not eligible to vote in US

African Americans + Coronavirus
64 INDEX — **2%** COMPOSITION

African Americans
67 INDEX — **3%** COMPOSITION

AS YOU ANTICIPATE HOW TO COMMUNICATE WITH HISPANIC AND BLACK VOTERS IN 2020, CONSIDER THEIR CORE VALUES

OF ALL SPANISH-SPEAKING AMERICAN ADULTS

INFLUENCE   ACHIEVEMENT   REPUTATION

OF ALL SPANISH AND ENGLISH-SPEAKING AMERICAN ADULTS

INFLUENCE   ACHIEVEMENT   TRADITION

OF ALL BLACK AMERICAN ADULTS

INFLUENCE   AUTHORITY   REPUTATION

These are groups that represent a significant audience — and one that needs outreach on one of the most impactful and dire crises facing our nation in living memory. Right now, in each group, a larger percentage plans on voting than is concerned with coronavirus. Your role as a candidate should not only be reaching out to this group to persuade their vote, you must also reach out to them with education on the importance of safety and social distancing during the COVID-19 pandemic.

Resonate provides the data you need to reach these diverse electorates with real-time insights. Our proprietary National Consumer Survey has over 13,000+ attributes connected to over 200 million U.S. adult profiles and our latest wave of data on the impact of COVID-19 on voters was released this week. Download your copy of ***Understanding the Evolving U.S. Consumer During the Coronavirus Pandemic*** today.

SEE IT IN ACTION

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