

# **Polling Latinos in 2016: A Look at National and Swing State Polls**

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# Problems with Latino Polling in 2016

- Many national and state polls, including polls in swing states with sizeable Latino populations, do not provide separate estimates for the Latino vote—instead Latinos are frequently included in a general category of “nonwhites”
- Many national and swing state polls do not provide information on the racial composition of their likely voter samples
- Many national and swing state polls ask only a 4-way candidate choice question which is difficult to compare with the results of the Latino Decisions 2-way candidate choice question

# Underestimates of Latino Share of Electorate

- Some polls in potential swing states such as Colorado, Nevada and Arizona have estimated that Latinos are a smaller share of the electorate in 2016 than in 2012 based on exit polls
- Most national polls are estimating that Latinos will make up approx. 10% of voters. However, one recent national poll, the new ABC/Washington Post poll, estimated that Latinos would comprise only 7% of voters in 2016 which would be a substantial decline from estimates that Latinos were 9%-10% of voters in 2012

# **The Most Glaring Problem: Overestimates of Trump Vote**

## **A. National Polls**

- LA Times/USC Dornsife Poll currently estimates Clinton leads among Latinos by only 50%-39%
- Rasmussen Poll currently estimates that Trump actually leads among “other nonwhites,” a category that includes Latinos as well as Asian-American and mixed race voters
- YouGov Poll of Oct.7-8 gave Clinton a 59%-29% lead among Latinos

- GWU/Battleground poll of Oct. 8-13 gave Clinton a lead of 59%-26% among Latinos
- Washington Post/ABC poll of Sept. 19-22 gave Clinton a lead of 73%-23% among all nonwhites—a result that implies well over 30% Latino support for Trump
- CNN/ORC poll of Sept. 28-Oct. 2 gave Clinton a lead of 69%-23% among all nonwhites—a result that implies well over 30% Latino support for Trump
- Reality Check: Latino Decisions National Tracking Poll of Oct. 10 has Clinton leading Trump by 74%-16% and new NBC/WSJ/Telemundo poll has Clinton leading Trump by 70%-17%

## B. Swing State Polls

- Arizona: NBC/WSJ/Marist poll gave Clinton a 55%-30% lead among Latino voters. Latino Decisions Arizona poll gave Clinton a 70%-18% lead
- Nevada: NBC/WSJ/Marist poll gave Clinton a 65%-30% lead among Latino Voters. Latino Decisions Nevada poll gave Clinton a 70%-14% lead

# Why It Matters

- Underestimates of size and/or Clinton margin among Latino voters give a misleading impression of the way Latino voters are reacting to Trump's extreme racist and anti-immigrant message
- In addition, such errors can result in underestimating the overall Clinton margin in the nation or a key swing state
- Example: The difference between a 30 point Clinton margin among Latinos and a 58 point Clinton margin among Latinos would be approximately 3 points of national vote margin—the difference between a 2-3 point national margin and a 5-6 point national margin