

2016 PRESIDENTIAL CONTENDERS AND IMPORTANCE OF IMMIGRATION

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Latino  **Decisions**
Everything Latino Politics



July 1, 2013

Immigration and 2016

- Lesson of 2012 was GOP needs better plan for outreach to Latinos
- Latino vote will approach 12.5 million in 2016
- What effect will positioning on immigration reform have on 2016 presidential contenders

The Research

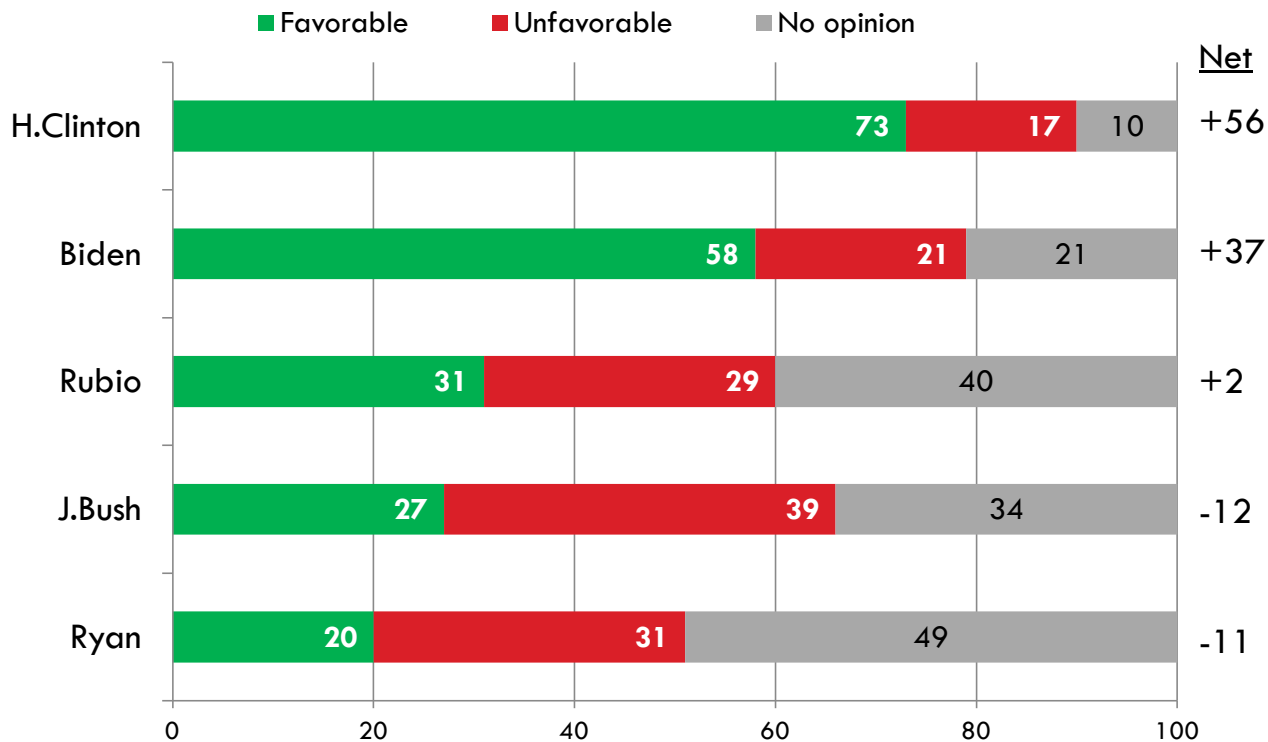
Sponsors:



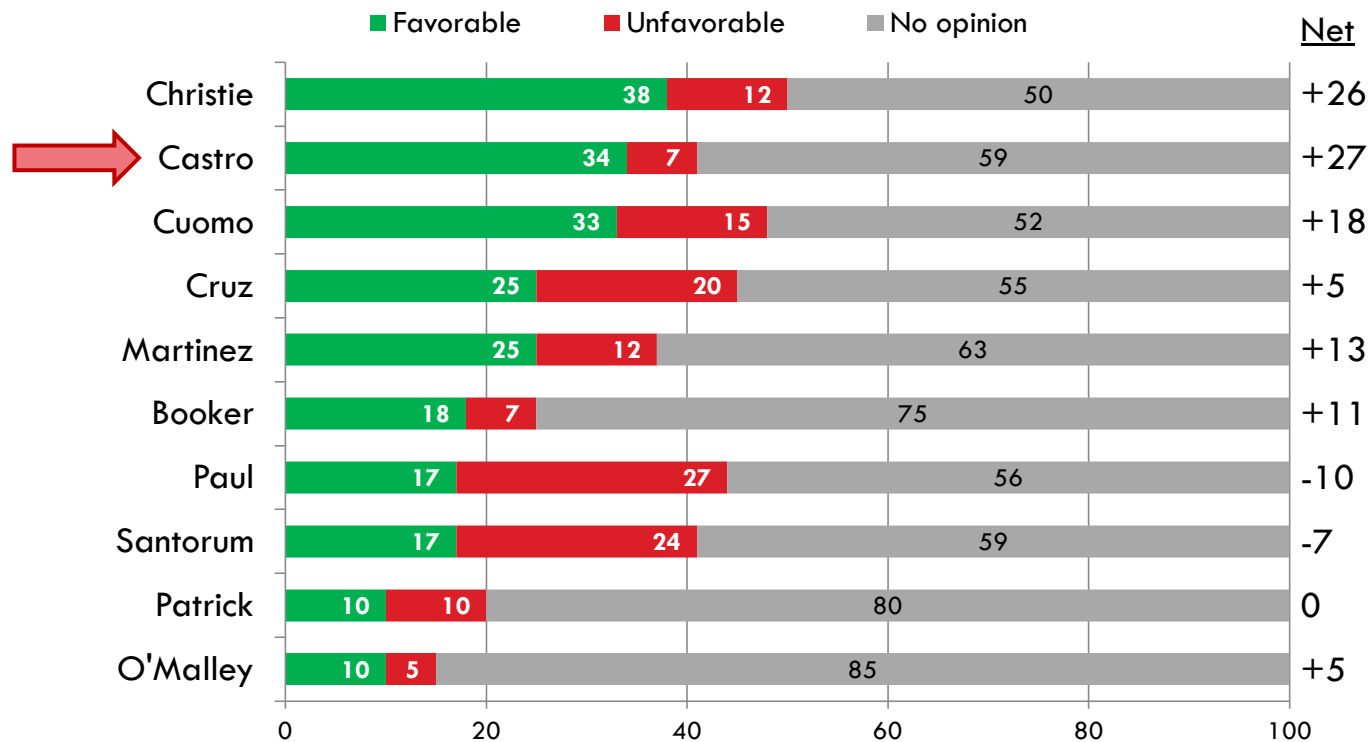
Implemented
by: Latino
Decisions

- ❑ 1,200 Latino presidential voters
- ❑ 2008 & 2012 vote history
- ❑ Conducted June 20-29, 2013
- ❑ Landline, cell and online blended sample
- ❑ Nominal margin of error is +/- 2.8%
- ❑ Interview in Spanish or English at subject's discretion

Favorability ratings of 2016 contenders

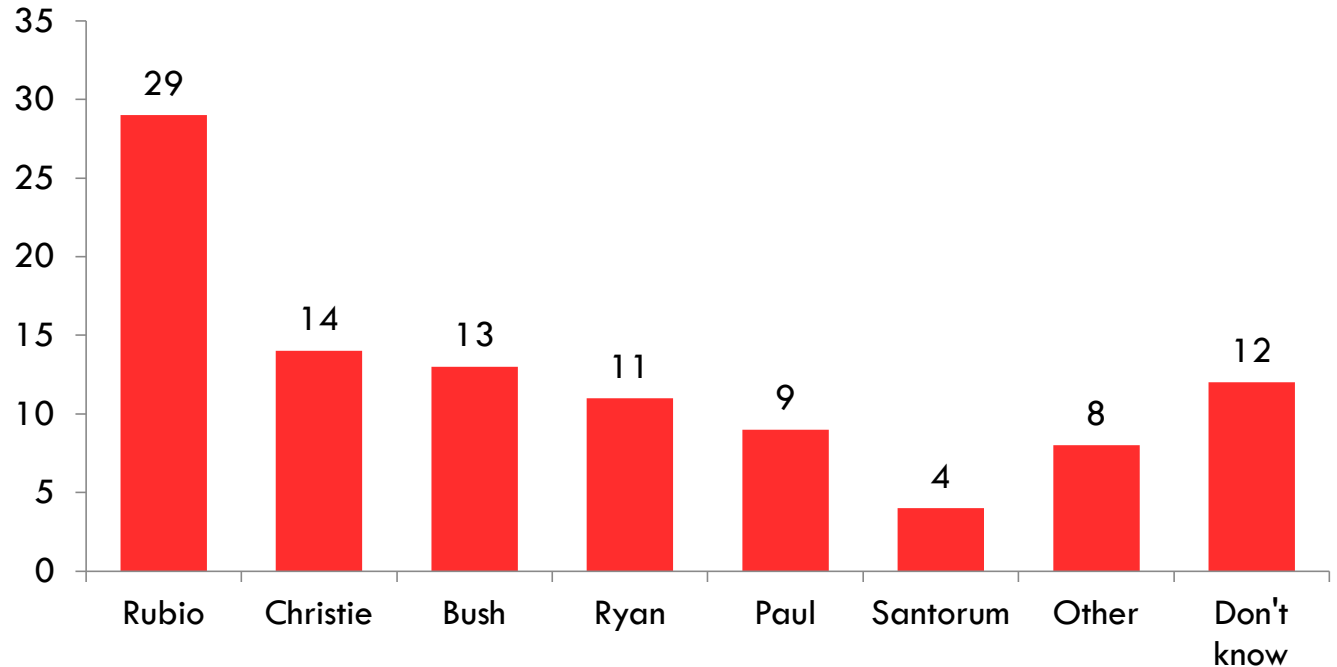


Favorability ratings of 2016 possibles



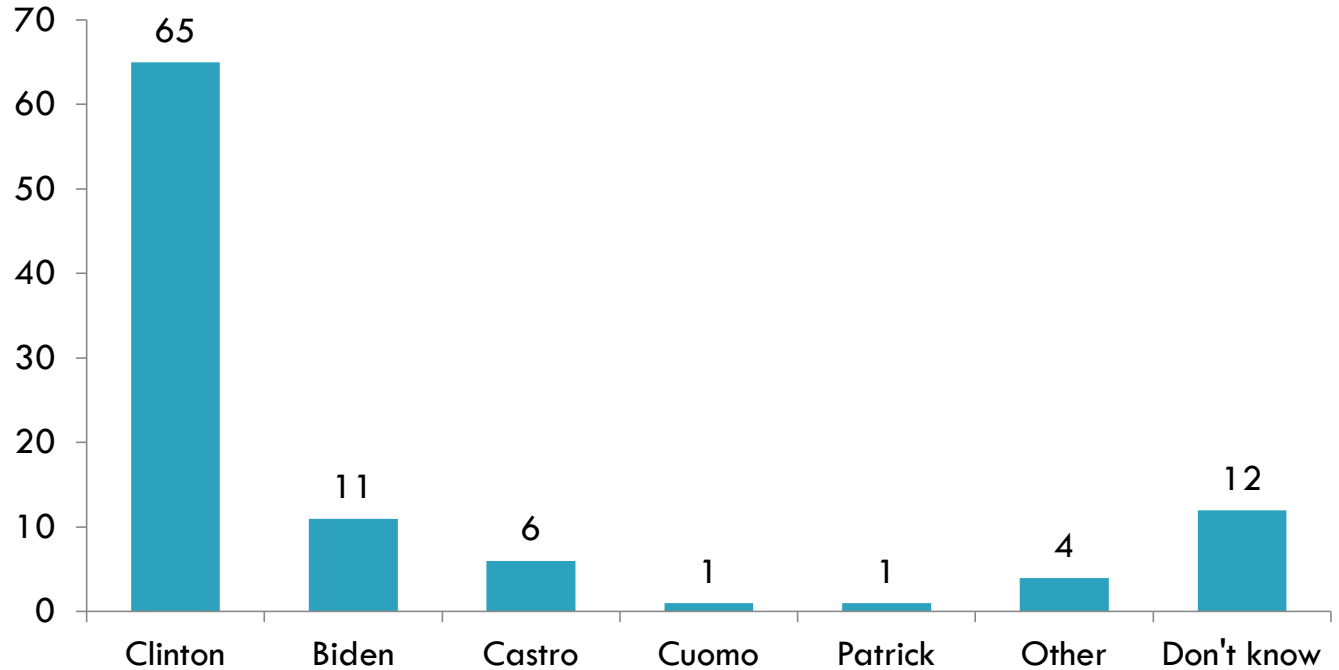
Latino vote in '16 Republican primary

Rubio leads among GOP contenders but he is not the runaway choice at this point



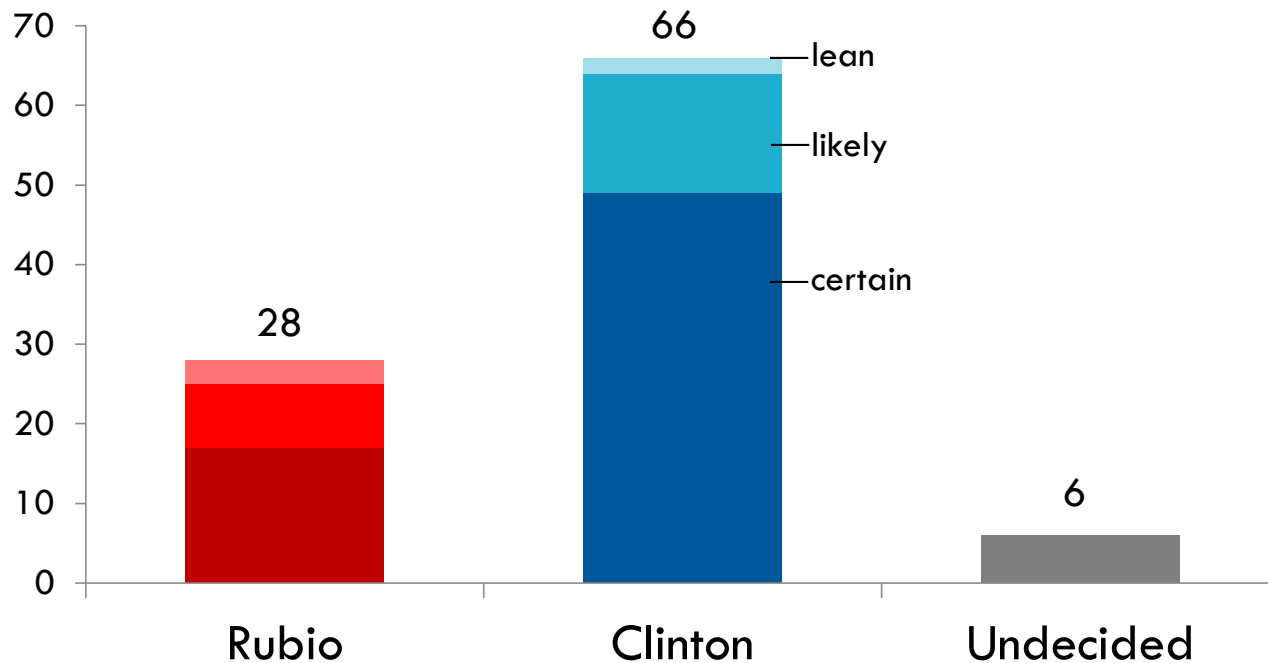
Latino vote in '16 Democratic primary

Hilary Clinton
is the
overwhelming
favorite in the
Democratic
primary



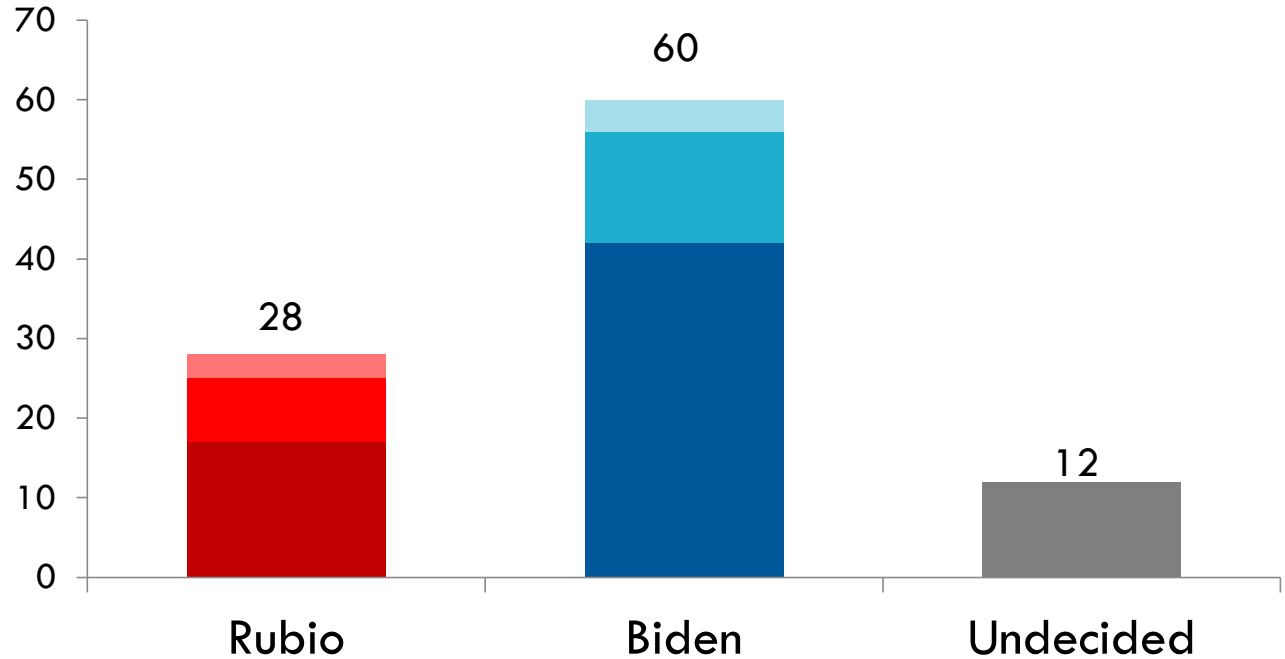
2016: Clinton v. Rubio

Absent a boost from passing CIR, Clinton holds large margin over Rubio heading to 2016



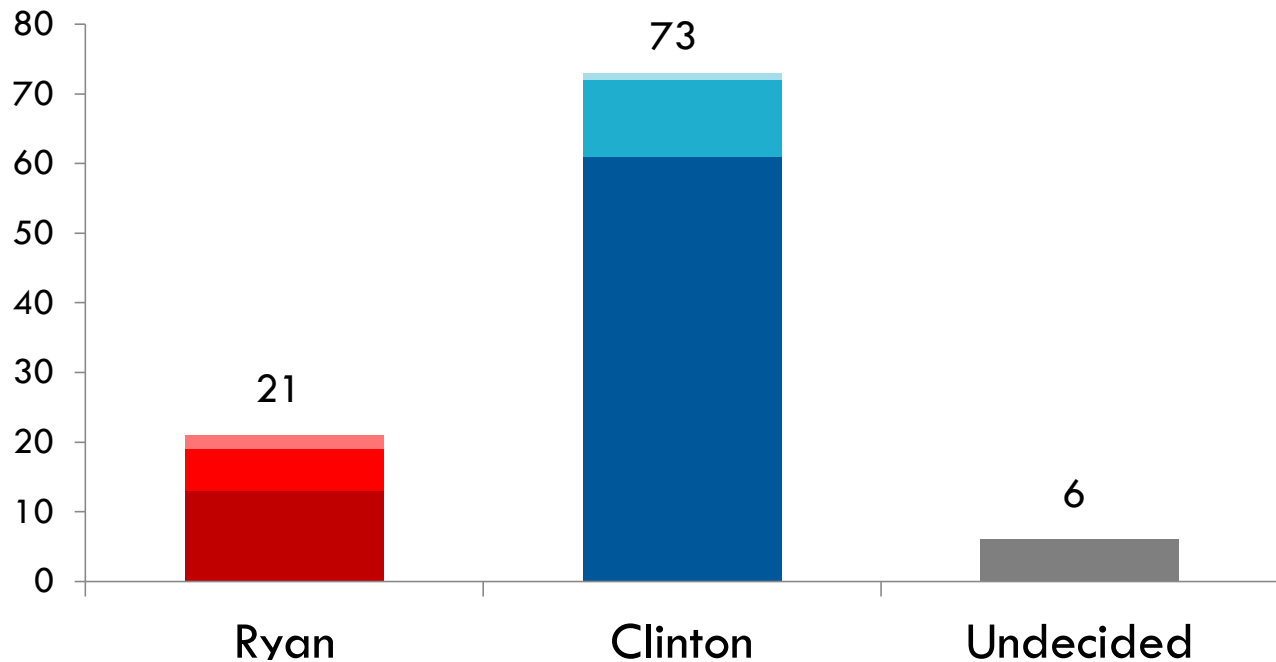
2016: Biden v. Rubio

Biden does not capture the same degree of the vote as Clinton, but he still has a 30 point lead



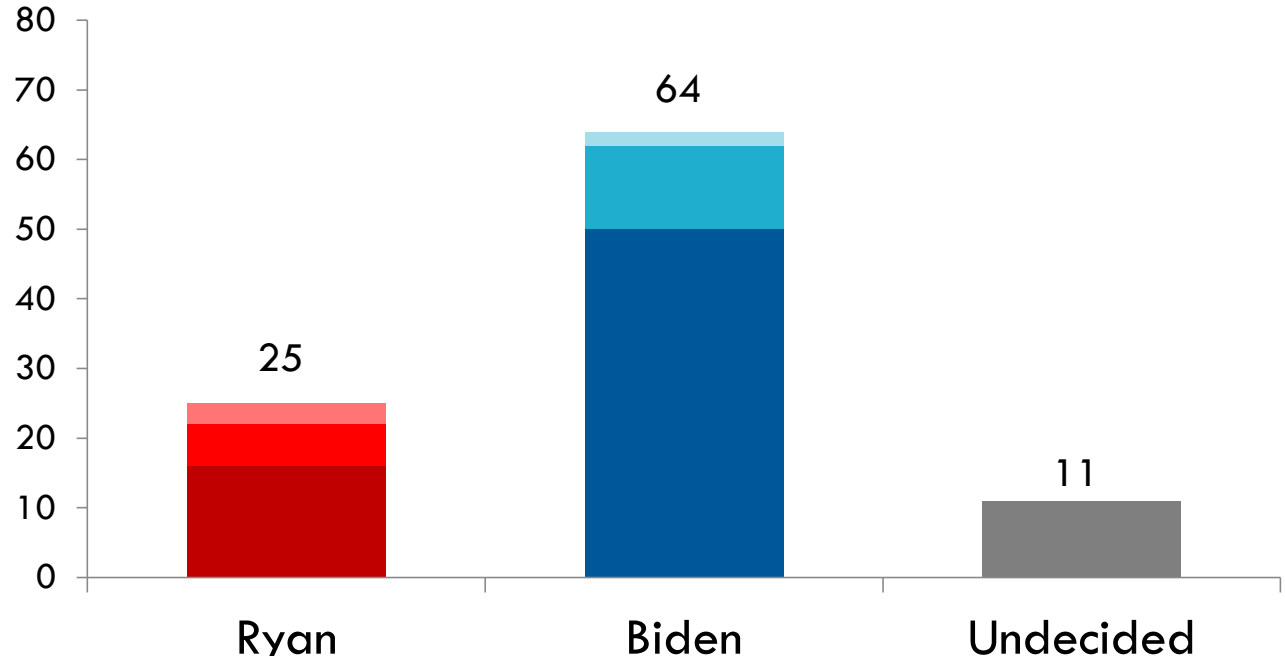
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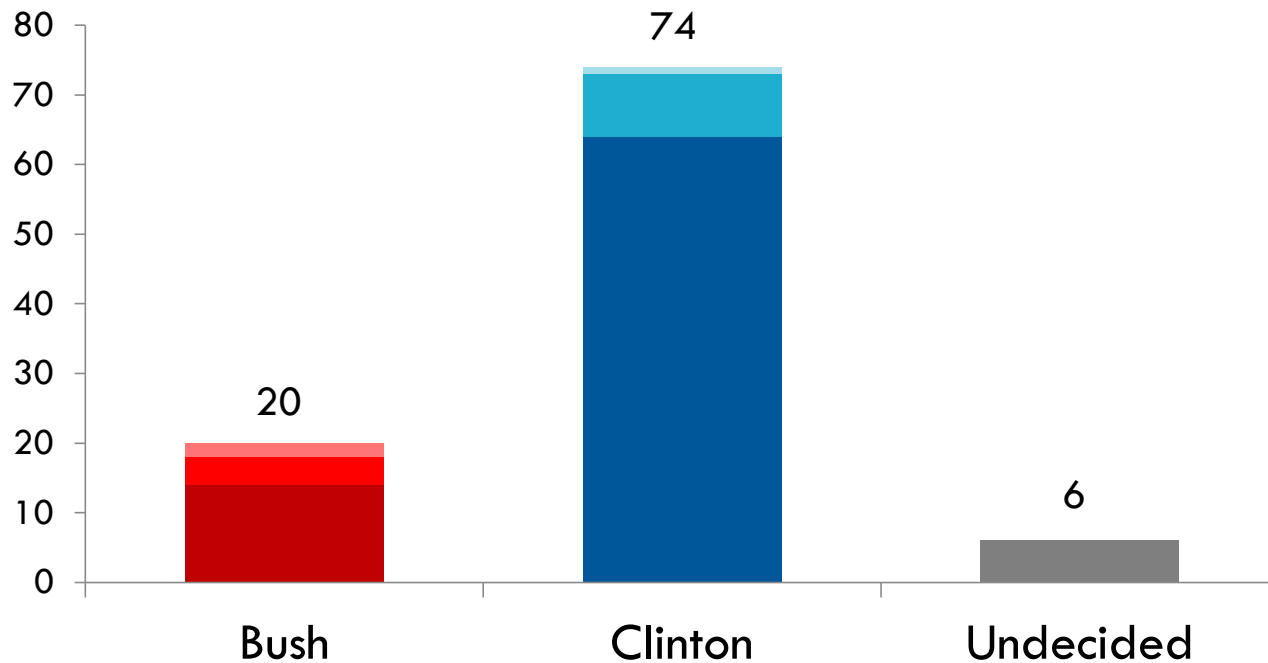
2016: Biden v. Ryan

Biden does not capture the same degree of the vote as Clinton, but he still has a 40 point lead



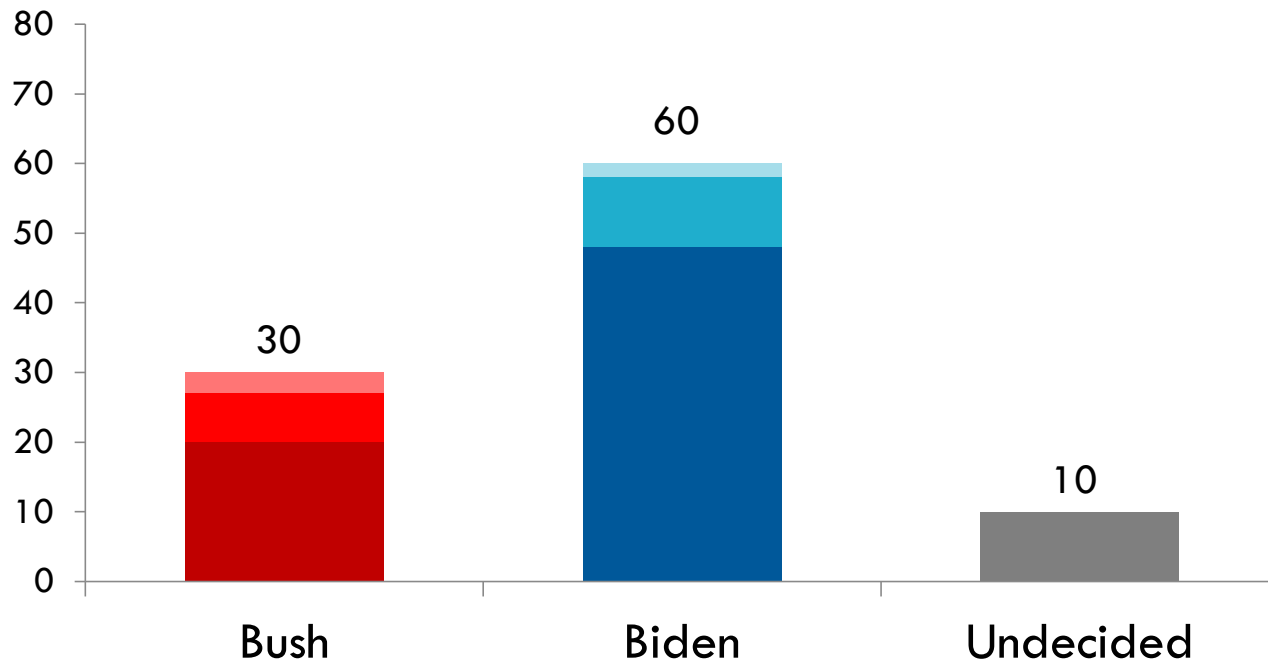
2016: Clinton v. Bush

Absent a boost from passing CIR, Clinton holds large margin over Jeb Bush heading to 2016

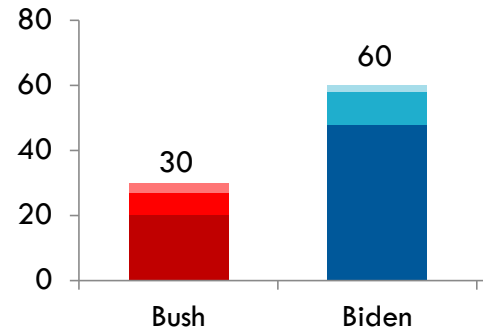
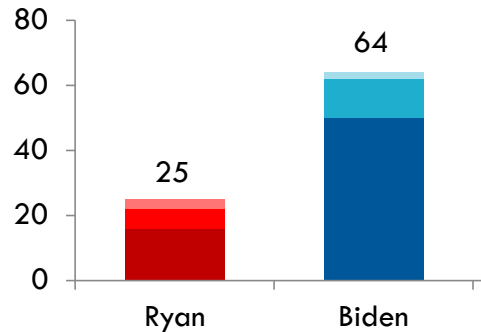
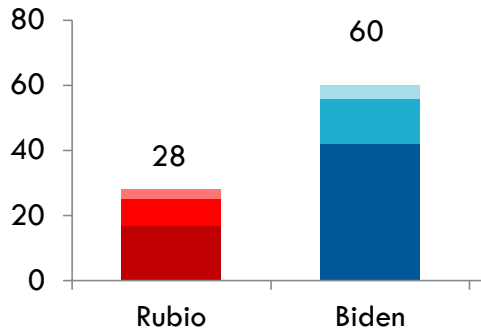
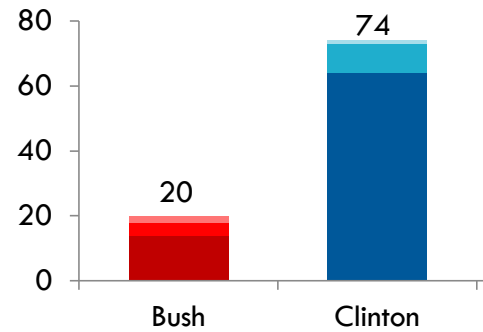
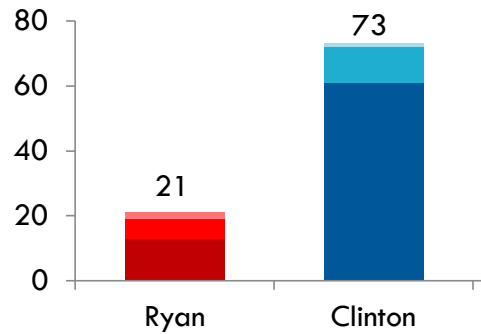
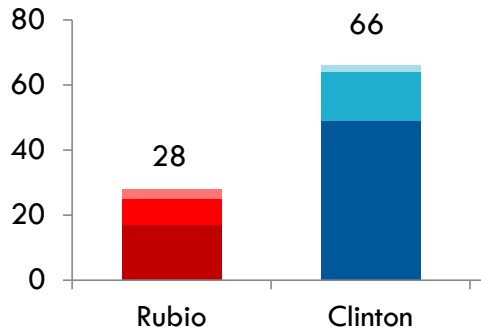


2016: Biden v. Bush

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Latino vote: 2016 scenarios



Summary of 2016

- None of the leading GOP challengers is currently at the 38 – 42 percent threshold needed to win
- 2004: George W. Bush carried NM, NV, CO, FL, VA and won around 40% of the Latino vote
- Clinton is a clear favorite and has strong support

HOW IMMIGRATION REFORM CHANGES THE 2016 ELECTION



Most Important Issues

What are the most important issues that the President and Congress should address?

	November 2012	July 2013
Immigration	35%	<u>53%</u>
Economy/Jobs	58%	28%
Education	20%	15%
Health Care	14%	12%

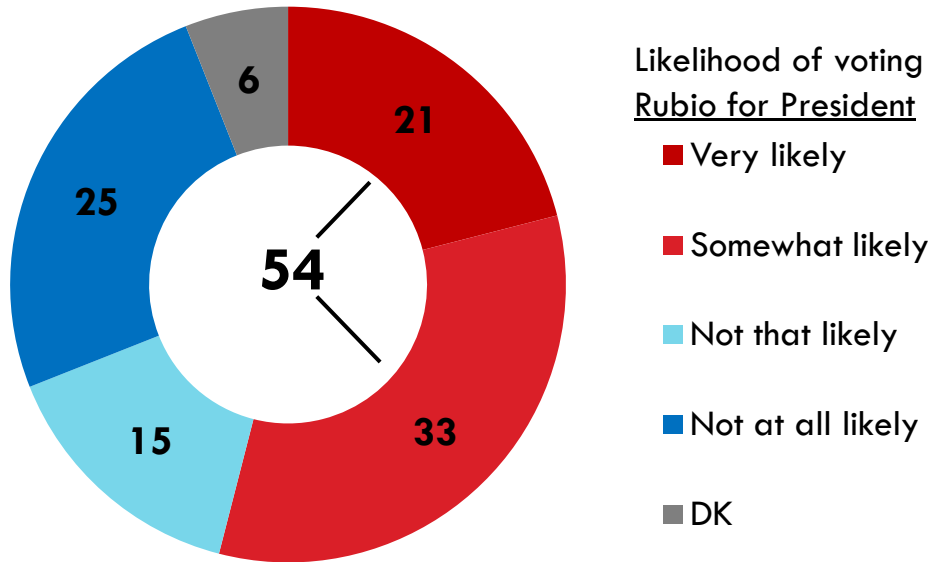
Voters are watching Congress closely

Have you heard or read anything in the news about the immigration reforms Congress is considering?

- Overall: 80% of Latino voters are following news about immigration
 - Obama voters: 81%
 - Have voted GOP: 82%
 - HS or less: 81%
 - College grads: 82%

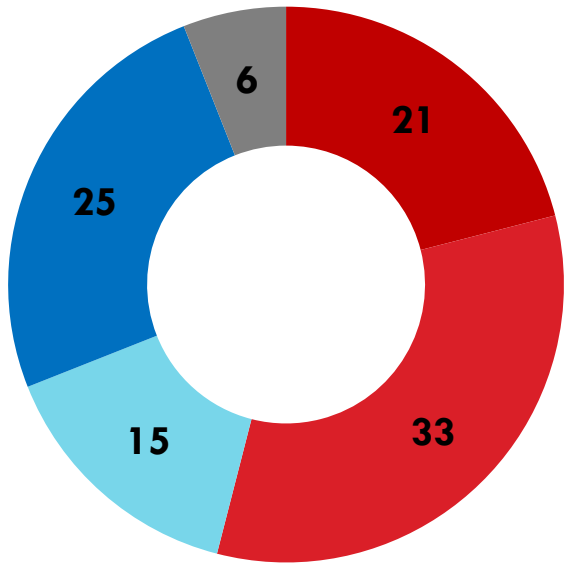
Impact of CIR on Marco Rubio vote

Rubio key to immigration bill
passing with path to citizenship



Impact of CIR on Marco Rubio vote

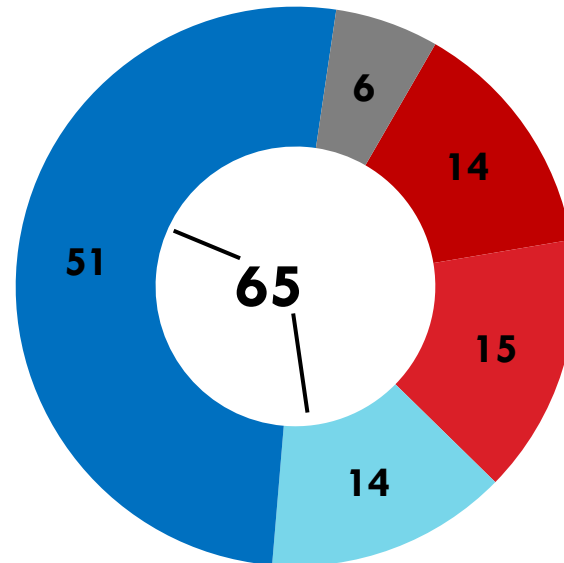
Rubio key to immigration bill passing with path to citizenship



Likelihood of voting
Rubio for President

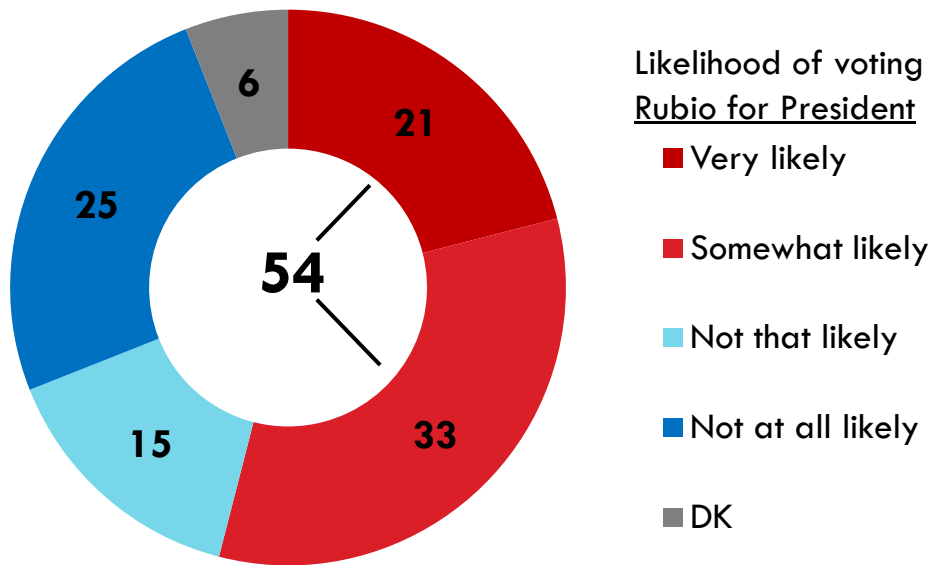
- Very likely
- Somewhat likely
- Not that likely
- Not at all likely
- DK

Rubio ends up backing away
says need more border security



Impact of CIR on Marco Rubio vote

Rubio key to immigration bill passing with path to citizenship

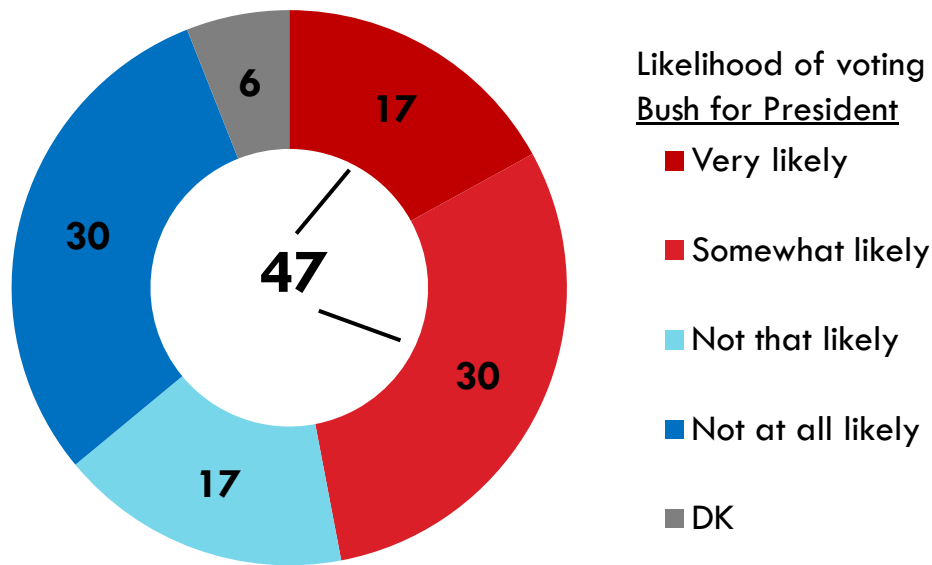


Key segments of Latino vote say they are open to Rubio vote:

	<u>More likely</u>
□ Obama voters	+50%
□ Prior GOP vote	+58%
□ Independents	+46%
□ Youth (18-34)	+55%
□ Over \$80K	+47%

Impact of CIR on Jeb Bush vote

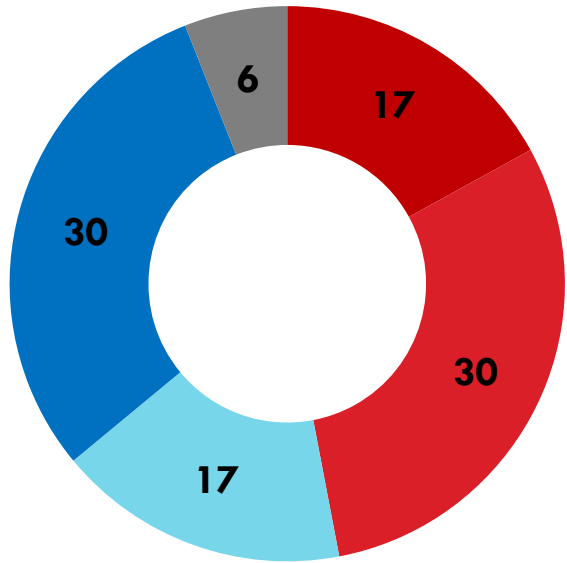
Bush says let immigrants pursue their dreams in America as citizens



Impact of CIR on Jeb Bush vote

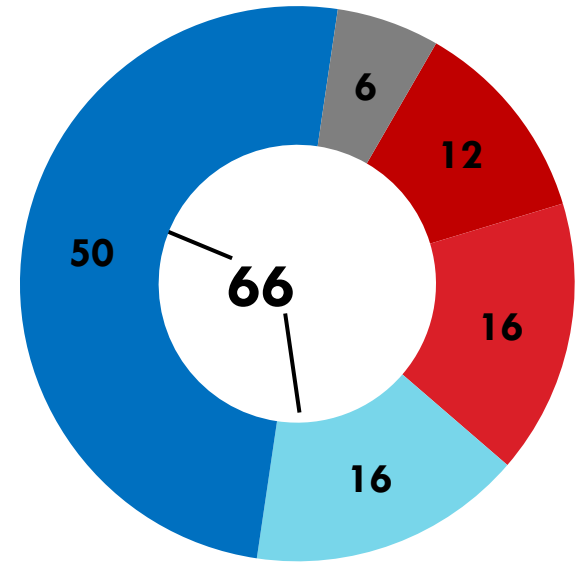
Bush says let immigrants pursue their dreams in America as citizens

Grant of citizenship is undeserving reward that we cannot encourage



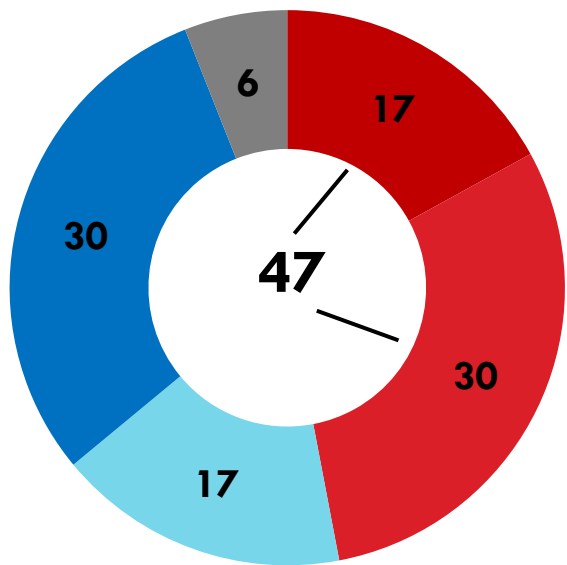
Likelihood of voting
Bush for President

- Very likely
- Somewhat likely
- Not that likely
- Not at all likely
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Impact of CIR on Jeb Bush vote

Bush says let immigrants pursue their dreams in America as citizens



Likelihood of voting
Bush for President

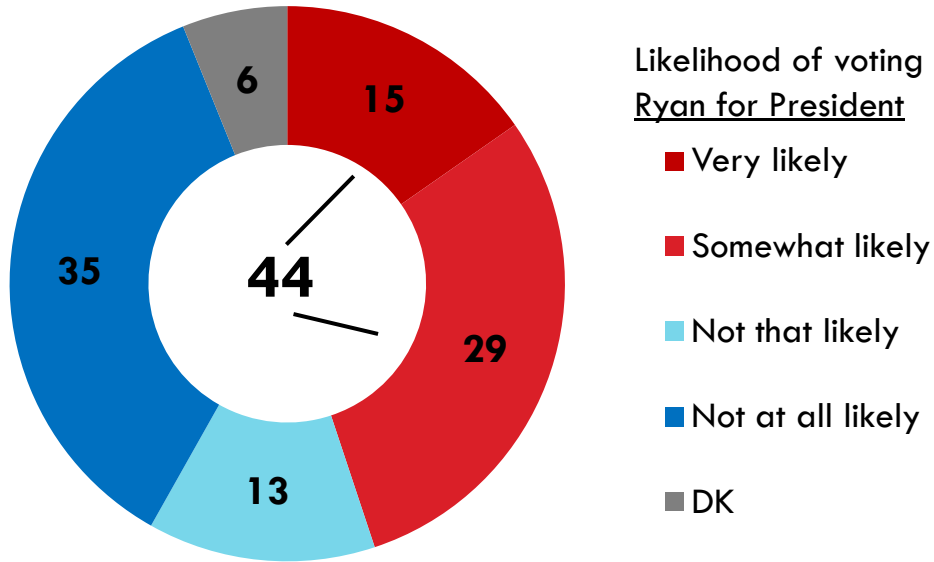
- Very likely
- Somewhat likely
- Not that likely
- Not at all likely
- DK

Key segments of Latino vote say they are open to Bush vote:

	<u>More likely</u>
□ Obama voters	+42%
□ Prior GOP vote	+50%
□ Independents	+41%
□ Youth (18-34)	+45%
□ Over \$80K	+50%

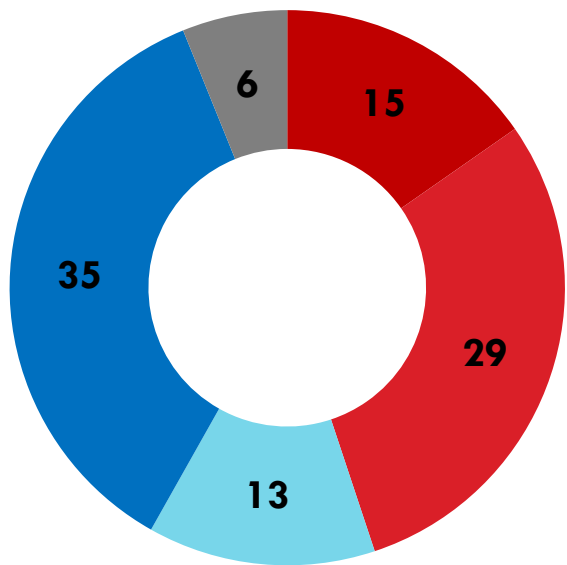
Impact of CIR on Paul Ryan vote

Ryan played key role in getting
CIR to pass House with citizenship



Impact of CIR on Paul Ryan vote

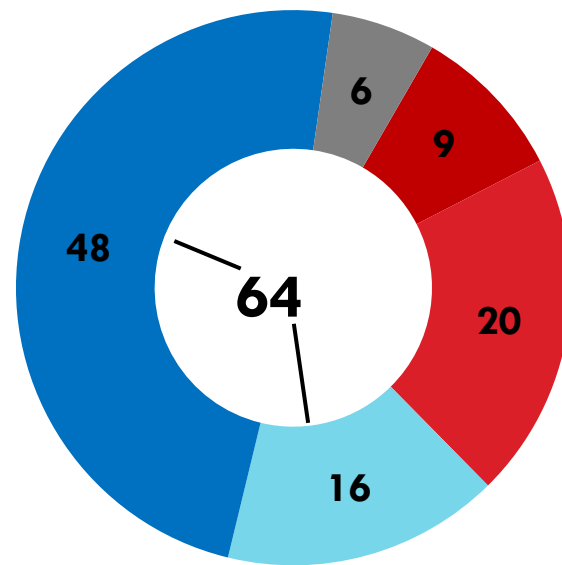
Ryan played key role in getting CIR to pass House with citizenship



Likelihood of voting
Ryan for President

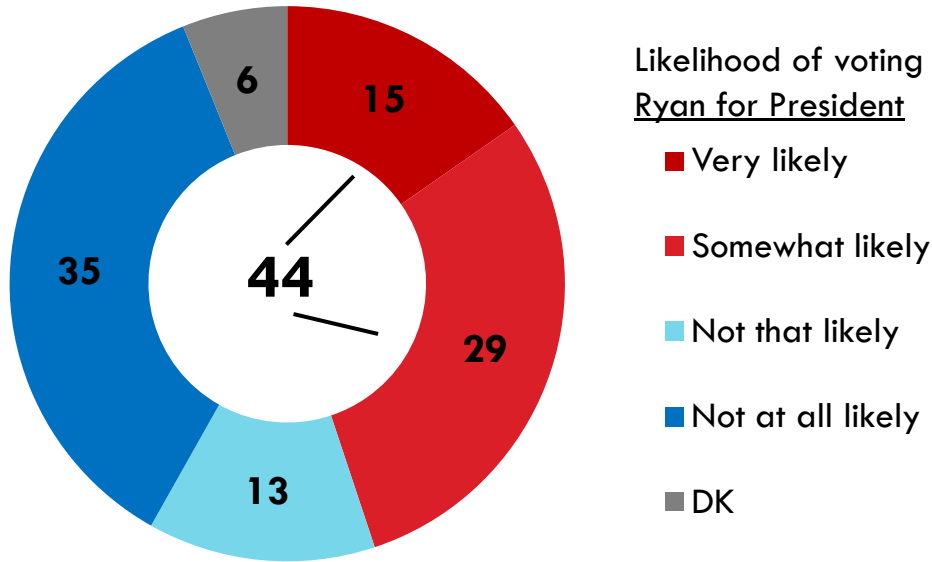
- Very likely
- Somewhat likely
- Not that likely
- Not at all likely
- DK

Ryan does not support citizenship
says need more border security



Impact of CIR on Paul Ryan vote

Ryan played key role in getting CIR to pass House with citizenship



Key segments of Latino vote say they are open to Ryan vote:

	<u>More likely</u>
□ Obama voters	+40%
□ Prior GOP vote	+52%
□ Independents	+47%
□ Youth (18-34)	+63%
□ Over \$80K	+39%

How much does GOP need?

- 2012 Obama won by 4.96 million votes
- Latinos gave Obama a 5.8 million vote margin
- If GOP had won 40% of the Latino vote, they would have made up 3.6 million net votes (72% of 4.96)
- Today's poll: Rubio 54%; Bush 47%; Ryan 44% if they lead on immigration reform with path to citizenship

A Latino Veep on the ticket?

If the Democratic candidate selects Julian Castro as their VP what effect would it have on a Dem vote?

- Julian Castro on the ticket = +43
 - 62% more likely Dem
 - 19% less likely Dem
- Could this put Texas in play?
 - Texas Latinos: 65% more likely
 - Republicans: 25% more likely
 - Ever voted GOP: 52% more likely

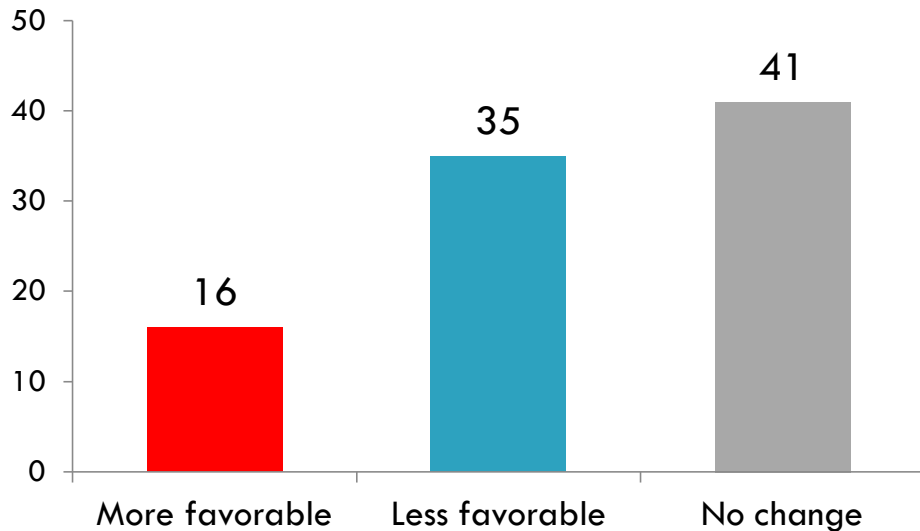
A Latino Veep on the ticket?

If the Republican candidate selects Ted Cruz as their VP what effect would it have on a GOP vote?

- Ted Cruz on the ticket = -18
 - ▣ 31% more likely GOP
 - ▣ 49% less likely GOP
- Most groups are net negative on Cruz
 - ▣ Texas Latinos: net – 26 GOP
 - ▣ Middle class: net – 30 GOP
 - ▣ Independents: net – 5 GOP

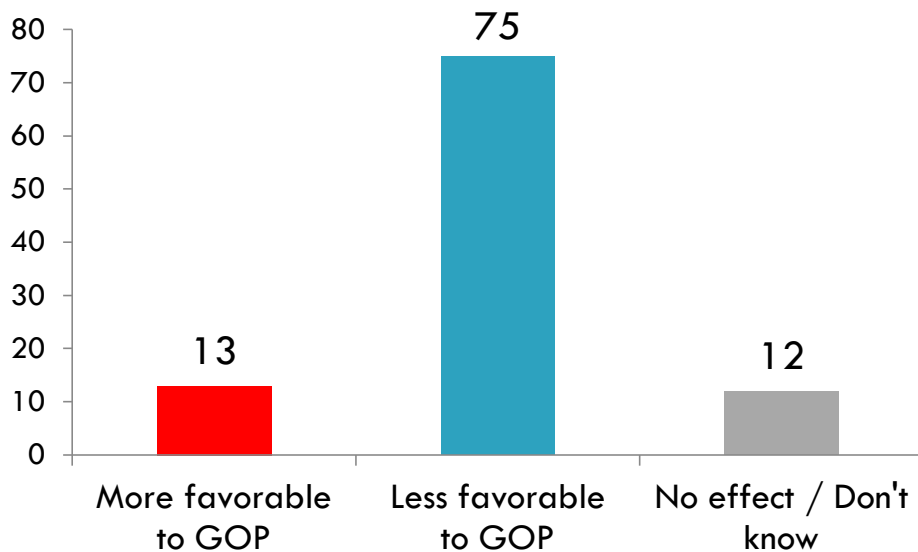
To get credit bill must include citizenship

If the Republican Party supports immigration reform that provides legal residence to those who are currently undocumented, but says they will not allow undocumented immigrants to ever apply for U.S. citizenship, would that make you feel more favorable or less favorable about the Republican Party?



House is off to a poor start

Recently, the House of Representatives voted to cancel all funding for the Deferred Action program that President Obama announced in 2012. 221 Republicans voted to cancel all funding for the program.... Does this make you...



Less Favorable to GOP:

Ever voted GOP:	66%
Republicans:	45%
Youth (18-34):	76%
Middle class:	76%
Independents:	73%
English interview:	75%
Evangelical:	75%

Concluding thoughts

- Immigration reform is a very salient issue, Latino voters are paying close attention
- Positioning on immigration, especially on path to citizenship, will influence Latino vote in 2016 election
- Major Republican candidates have an opportunity to win 40% or more of the Latino vote if they demonstrate leadership on immigration reform



Latino  Decisions
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Full toplines/results posted at our website: www.latinodecisions.com

Thank You!