LATINO VOTERS AND THE 2016 ELECTION

Sylvia Manzano, PhD
Principal
Latino Decisions
Overview

- Latino vote will approach 12.5 million in 2016
- What effect will positioning on immigration issues have on 2016 presidential contenders
- 1st of three AV/LD studies (July, October) on Latino voters in 2016. Check back soon.....
The Research

- N= 2,200 Latino registered voters
- Nationally representative of registered Latino electorate
- Conducted April 3-13, 2016
- Landline, cell and online blended sample
- Margin of error is +/- 2.1%
- Interview in Spanish or English at subject’s discretion
Disclosure note: In August 2015, Matt Barreto and Gary Segura of Latino Decisions were hired as consultants to the Hillary Clinton presidential campaign. This study was not coordinated, sponsored, or otherwise endorsed by any campaign, party, or political organization. This poll was directed by Dr. Sylvia Manzano, Principal at Latino Decisions
Most Important Issue Facing Latino Community: Immigration

What are the most important issues facing the Latino community that you think Congress and the President should address?

- Immigration: 41%
- Economy: 24%
- Education: 16%
- Anti-Latino/immigrant discrimination: 10%

Source: America’s Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)
Immigration Remains High Priority

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

- Economy: 36%
- Immigration: 29%
- Education: 13%
- Health care: 13%
# Favorability Indicators

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Favorable</th>
<th>Unfavorable</th>
<th>Don't Know</th>
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</thead>
<tbody>
<tr>
<td>Obama</td>
<td>73%</td>
<td>23%</td>
<td>4%</td>
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<tr>
<td>Clinton</td>
<td>61%</td>
<td>32%</td>
<td>7%</td>
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Among self-identified Republicans:

- 73% Trump unfavorable
- 56% Cruz unfavorable

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Clinton Match-Ups

76% Clinton
11% Trump

64% Clinton
29% Cruz

Source: America’s Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)
Sanders Match-Ups

Source: America’s Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/- 2.1%)
Perceptions of Party: Interest in Latino Community

Which statement do you agree with most: The Republican/Democratic Party:

- Truly cares about the Latino community: 53% for Democratic Party, 14% for Republican Party.
- Doesn’t care too much about Latinos: 42% for Republican Party, 20% for Democratic Party.
- Is sometimes hostile to the Latino community: 31% for Republican Party, 12% for Democratic Party.
- Don’t know: 13% for Republican Party, 15% for Democratic Party.

73% believe GOP either doesn’t care or is hostile to Latinos.

Source: America’s Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)
In recent years, do you think the Republican/Democratic party has become:

- **More welcoming** to Latinos,
- **More hostile** to Latinos,
- Or hasn’t really changed

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Source: America’s Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)
Do [candidate] views on immigrants or immigration make you more-or-less likely to vote for the [candidate party] in November?

Source: America’s Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)
In June 2012 President Obama announced the deferred action for childhood arrivals program (DACA) that provides temporary legal work permits to undocumented immigrant youth, called DREAMers. The Republican presidential candidates want to end this program. Does this make you more-or-less likely to vote for the Republican Party this November?

**Source:** America’s Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)
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Source: America’s Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)
Impact of Presidential Candidates Support / Opposition to DACA on Vote

Democratic candidates want to continue DAPA. Does this make you more/less likely to vote for a Democrat in November?

Republican candidates want to end DACA. Does this make you more/less likely to vote for a Republican in November?

Note: 33% (1 out of 3) Latino voters know DACA applicants

Source: America’s Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)
In November of 2014 President Obama took executive action, known as DAPA, to stop the deportation of immigrant parents with American children who have been in the U.S. for five years or more. DAPA would allow these immigrants to apply for temporary work permits. The Republican presidential candidates want to end this program. Does this make you more-or-less likely to vote for the Republican Party this November?

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More Likely: Democratic 74% vs. Republican 14%
Less Likely: Democratic 15% vs. Republican 74%
No effect/DK: Democratic 2% vs. Republican 13%

Source: America’s Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)
Republican presidential candidate Donald Trump has promised that if he is elected, he will deport every undocumented immigrant through the use of deportation forces. Does this make you more-or-less likely to vote for Trump?

Source: America’s Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)
Republican presidential candidate Ted Cruz has promised that if he is elected president he will deport every undocumented immigrant through self-deportation. Does this make you more-or-less likely to vote for Cruz?

35% of Latino voters know someone deported or detained for immigration reasons.

Source: America’s Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)
Latino Voter Ties to Undocumented Community

Thinking about all the people in your family, your friends, co-workers, and other people you know, do you know anyone who is an undocumented immigrant?

- Yes: 57%
- No: 39%
- DK: 4%

Source: America’s Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)
Thinking ahead to the November 2016 presidential election, would you say you are more enthusiastic about voting in 2016, or that you were more enthusiastic about voting back in 2012?

Source: America's Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)
What is different about 2016 that makes you more enthusiastic to vote this time?

- Against Trump: 41%
- Elect Clinton: 16%
- Elect Sanders: 13%
- Vote for 1st woman president: 10%
- Vote for 1st Latino president: 4%
- Against Cruz: 3%
- Elect Cruz: 3%
- Against Clinton: 3%
- Want to elect Rubio: 1%

Source: America’s Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)
Key Findings

- See parties heading in opposite directions on immigration, and general disposition towards them as Latinos.
  - Spike in concern about anti-Latino/immigrant discrimination
  - Enthusiasm largely driven by interest in stopping Trump.
- Ties to immigrant community at center of policy differences and political attacks:
  - More than half know someone undocumented
  - 1 out of 3 know someone deported/detained
  - 1 out of 3 also know DACA applicants
TOPLINES AND CROSSTABS
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