Methodology

- N=1,854 eligible Latino voters
  - Registered N=1,506
  - Eligible not registered N=348
- Field Dates: June 1-14, 2019
- English or Spanish, according to respondent preference
- Blended sample, online and live telephone interviews
- Margin of error of + / - 2.3 percentage points
Key Topics

- Emphasis on what Latino voters want
  - Candidate Qualities
  - Issues candidates prioritize
  - Policies they champion
- Factors driving those priorities
- Party Support and 2020 Vote
CANDIDATE QUALITIES AND ISSUE AGENDA
### Important Candidate Qualities

**Percent responding trait is “very important” in a presidential candidate**

<table>
<thead>
<tr>
<th>Trait</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values diversity and brings people together</td>
<td>76%</td>
</tr>
<tr>
<td>Fights for my priorities, willing to work with both parties, compromise to get things done</td>
<td>74%</td>
</tr>
<tr>
<td>Has realistic, achievable policy ideas and goals</td>
<td>73%</td>
</tr>
<tr>
<td>Has specific plans addressing the issues Latino voters say are important to them</td>
<td>61%</td>
</tr>
<tr>
<td>Has bold and ambitious policy ideas, even if they are hard to achieve quickly</td>
<td>56%</td>
</tr>
<tr>
<td>Has prior experience in elected office</td>
<td>54%</td>
</tr>
<tr>
<td>Fights for my priorities and will not compromise, even if it means nothing gets done</td>
<td>51%</td>
</tr>
<tr>
<td>Has business or private sector work experience</td>
<td>41%</td>
</tr>
<tr>
<td>Speaks Spanish</td>
<td>33%</td>
</tr>
</tbody>
</table>

Source: [UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%](#)
Important Candidate Qualities

Which trait do you think is the MOST important in a presidential candidate?

- Values diversity and brings people together: 25%
- Fights for my priorities, compromise to get things done: 18%
- Has realistic, achievable policy ideas and goals: 18%
- Has prior experience in elected office: 12%
- Bold policy ideas, even if hard to achieve quickly: 9%
- Has business or private sector work experience: 7%
- Fights for my priorities, won't compromise, even if nothing gets done: 5%
- Specific plans addressing issues important to Latino voters: 3%
- Speaks Spanish: 2%

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854  Margin of error +/- 2.3%
As you may know, next year, in 2020, there will be a presidential election. In your opinion, what issues would an ideal presidential candidate focus on most? In order of importance, what are your top three?

First issue mentioned illustrated.

Source: National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%
As you may know, next year, in 2020, there will be a presidential election. In your opinion, what issues would an ideal presidential candidate focus on most? In order of importance, what are your top three?

<table>
<thead>
<tr>
<th>Issue</th>
<th>1st Priority</th>
<th>2nd Priority</th>
<th>3rd Priority</th>
<th>% Cited Issue in their top 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health care</td>
<td>17%</td>
<td>18%</td>
<td>12%</td>
<td>46%</td>
</tr>
<tr>
<td>Jobs and the economy</td>
<td>23%</td>
<td>11%</td>
<td>9%</td>
<td>43%</td>
</tr>
<tr>
<td>Immigration</td>
<td>15%</td>
<td>16%</td>
<td>11%</td>
<td>42%</td>
</tr>
<tr>
<td>Education</td>
<td>6%</td>
<td>12%</td>
<td>11%</td>
<td>29%</td>
</tr>
<tr>
<td>Gun violence</td>
<td>8%</td>
<td>10%</td>
<td>11%</td>
<td>28%</td>
</tr>
<tr>
<td>Discrimination and racism</td>
<td>6%</td>
<td>9%</td>
<td>10%</td>
<td>24%</td>
</tr>
<tr>
<td>Corruption in government</td>
<td>6%</td>
<td>7%</td>
<td>8%</td>
<td>22%</td>
</tr>
<tr>
<td>Climate change</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>21%</td>
</tr>
<tr>
<td>Unify the country</td>
<td>6%</td>
<td>4%</td>
<td>7%</td>
<td>17%</td>
</tr>
<tr>
<td>Housing</td>
<td>3%</td>
<td>6%</td>
<td>4%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Source: National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%
Factors Driving Priority Issues

What is it about [issue ranked first among issue priorities] that concerns you?

- Among those who ranked jobs and economy first priority
  - Unemployment, not enough jobs, job insecurity
  - Low pay, wages not high enough

- Among those who ranked health care first priority
  - Too expensive, unaffordable
  - Cover more people

- Among those who ranked immigration first
  - Stop separating families, abuses/children in cages
  - Stop deportations

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854  Margin of error +/- 2.3%
Factors Driving Priorities on Candidate Quality and Issues

Which of the following statements are true for you and/or your family?

I am frustrated with how President Trump and his allies treat immigrants and Latinos, worry it will get worse if Trump is re-elected.

- Yes: 66
- Sometimes: 12
- No: 21

I am concerned that Social Security will not be around when I retire, or that my current benefits could be cut.

- Yes: 63
- Sometimes: 11
- No: 25

I worry that I, or my children will not be able to afford college, or pay off student loans.

- Yes: 56
- Sometimes: 14
- No: 30

It seems like politicians in Washington DC ignore people like me, they take Latino voters for granted.

- Yes: 55
- Sometimes: 25
- No: 18

I am concerned that I may not be able to afford to own a home, or afford to keep the one I have now.

- Yes: 51
- Sometimes: 12
- No: 35

Sometimes I delay or skip doctor visits or buying medicine because it is too expensive.

- Yes: 46
- Sometimes: 15
- No: 38

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854  Margin of error +/- 2.3%
Factors Driving Priorities on Candidate Quality and Issues

78% frustrated with Trump on a personal level

- I am frustrated with how President Trump and his allies treat immigrants and Latinos, worry it will get worse if Trump is re-elected. 66% Yes, 12% Sometimes, 21% No

- I am concerned that Social Security will not be around when I retire, or that my current benefits could be cut. 63% Yes, 11% Sometimes, 25% No

- I worry that I, or my children will not be able to afford college, or pay off student loans. 56% Yes, 14% Sometimes, 30% No

- It seems like politicians in Washington DC ignore people like me, they take Latino voters for granted. 55% Yes, 25% Sometimes, 18% No

- I am concerned that I may not be able to afford to own a home, or afford to keep the one I have now. 51% Yes, 12% Sometimes, 35% No

- Sometimes I delay or skip doctor visits or buying medicine because it is too expensive. 46% Yes, 15% Sometimes, 38% No

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%
Factors Driving Priorities on Candidate Quality and Issues

- **I am frustrated with how President Trump and his allies treat immigrants and Latinos, worry it will get worse if Trump is re-elected.**
  - 66%

- **I am concerned that Social Security will not be around when I retire, or that my current benefits could be cut.**
  - 63%

- **I worry that I, or my children will not be able to afford college, or pay off student loans.**
  - 56%

- **It seems like politicians in Washington DC ignore people like me, they take Latino voters for granted.**
  - 55%

- **I am concerned that I may not be able to afford to own a home, or afford to keep the one I have now.**
  - 51%

- **Sometimes I delay or skip doctor visits or buying medicine because it is too expensive.**
  - 46%

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**Source:** UNIDOSUS National Latino Electorate Survey June 2019; N=1,854  Margin of error +/- 2.3%
Issues and Candidate Support

Would you be more or less likely to vote for candidate who supported:

<table>
<thead>
<tr>
<th>Policy</th>
<th>Much more likely for</th>
<th>Somewhat more</th>
<th>Somewhat less</th>
<th>Much less</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase minimum wage</td>
<td>59</td>
<td>27</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>Make sure insurance companies cannot refuse people due to pre-existing</td>
<td>58</td>
<td>30</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>Provide more federal funding for K-12 public education</td>
<td>58</td>
<td>31</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>Free tuition at public two- and four year colleges and universities.</td>
<td>57</td>
<td>26</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>Make Medicare an insurance option anyone can buy no matter their age</td>
<td>53</td>
<td>32</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>Increase funding for affordable housing</td>
<td>51</td>
<td>33</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>Paid family and sick leave policies</td>
<td>49</td>
<td>35</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>Increase federal funding for mental health services</td>
<td>49</td>
<td>37</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>Student loan debt forgiveness for those with college loans</td>
<td>47</td>
<td>29</td>
<td>15</td>
<td>8</td>
</tr>
<tr>
<td>Tax credits and federal funding for child care programs</td>
<td>42</td>
<td>37</td>
<td>14</td>
<td>6</td>
</tr>
<tr>
<td>Make Medicare an insurance plan everyone must buy, no matter their age</td>
<td>32</td>
<td>30</td>
<td>17</td>
<td>21</td>
</tr>
</tbody>
</table>

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%
Which immigration issue do you want a new President to address first?

1. Stopping the Trump Administration’s practice of separating undocumented children from their parents at the border. 33%
2. Comprehensive immigration reform that provides an earned path to citizenship for nearly 11 million undocumented people living and working in the United States. 27%
3. Pass laws that protect undocumented immigrants who were brought to the United States as children and grew up here, such as “Dreamers” or DACA recipients. 25%
4. Building a 1,900-mile wall between the entire border between the United States and Mexico. 15%

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%
PARTY SUPPORT
Baseline Republican Support

Have you ever voted for a Republican candidate in past elections?

- Yes: 37%
- No: 63%

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854  Margin of error +/- 2.3%
Baseline Republican Support

Have you ever voted for a Republican candidate in past elections?

How much of that 63% is available to Republicans?

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%
Republican Support Among Latinos Who Have Not Voted GOP in Prior Elections

[Among those who have never voted Republican in past elections.]

Would you consider voting for a Republican candidate who spoke out against President Trump’s harsh policies, treated Latinos with respect, and worked to create more humane immigration laws?

- Yes, would consider voting GOP if they treated Latinos with respect: 60% (38% of all Latino voters)
- No, would not consider voting GOP: 35% (22% of all Latino voters)
- Not sure: 5%

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%
Republican Support Among Latinos Who Have Not Voted Republican

Have you ever voted for a Republican candidate in past elections?

- Yes: 37%
- No: 63%

[Among the non-GOP voters] Would you consider voting for a Republican candidate who spoke out against President Trump’s harsh policies, treated Latinos with respect, and worked to create more humane immigration laws?

- Yes, would consider voting GOP: 38%
- No, would not consider voting GOP: 22%
- Not sure: 3%

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%
Baseline Republican Support

Have you ever voted for a Republican candidate in past elections?

- Yes: 37%

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%

How firm is that 37% prior GOP vote, can Republicans count on it?
Republican Support Among Latinos Who Have Voted GOP in Prior Elections

Among those who have voted for Republicans in past elections, which of these two statements do you agree with most?

A.) It is hard to support Republican candidates right now, but if Republicans got focused on issues I care about, and treated Latinos with respect, I would seriously consider Republican candidates again.

- OR -

B. I like the Republican Party of today, they don’t need to change anything to keep winning my vote.

56% (21% of all Latino voters)

It is hard to support GOP now but would consider again if they treated Latinos with respect...

44%

(16% of all Latino voters)

Source: National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%
Republican Support Among Latinos
Who Have Voted GOP in Prior Elections

Have you ever voted for a Republican candidate in past elections?

- Yes: 37%
- No: 63%

[Among prior GOP voters] Which is closer to your view:

- a. It is hard to vote for Republicans today, but would consider if they treated Latinos with respect.
- b. I like the Republican party of today, they don’t need to change anything to win my vote.

- Hard to support GOP today, but would consider in future: 21%
- I like today’s GOP: 16%
- Have not voted Republican: 63%

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854  Margin of error +/- 2.3%
Among Democrats. Early next year Democrats will hold primary elections in each state to choose a candidate to run against President Trump in the 2020 presidential election.

Thinking ahead to the 2020 Democratic Party primaries and caucuses, what are the chances you will participate and vote to choose which Democratic candidate will run against President Trump?

- Almost certain will vote: 57%
- Probably will vote: 16%
- Chances 50-50: 18%
- Prob not: 5%
- Certain No: 4%

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%
If the 2020 presidential election were held today, would you vote for…

Definitely Dem Candidate 44.6%
Probably Dem Candidate 17.4%
TOTAL DEMOCRATIC CANDIDATE 62%

Definitely Trump 12.5%
Probably Trump 8.8%
TOTAL TRUMP 21.3%

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%
If the 2020 presidential election were held today, would you vote for…

70% of DEMOCRATS “Definitely will vote for Democratic Candidate”

50% of REPUBLICANS “Definitely will vote for Trump”

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%
If the 2020 presidential election were held today, would you vote for…

Source: UnidosUS Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%
Overall Vote for Democratic Candidate and Trump (Sorted on Democratic Vote Share)

Democratic Candidate ● Trump ●

Source: UnidosUS National Latino Electorate Survey June 2019; N=1,854  Margin of error +/- 2.3%
Overall Vote for Democratic Candidate and Trump (Sorted on Trump Vote Share)

Source: UnidosUS National Latino Electorate Survey June 2019; N=1,854  Margin of error +/- 2.3%
Key Findings

- Ideal candidate will unify the country, has realistic policy goals, and will get them done.
- Ideal candidate will address issues that resonate at personal level for this electorate: employment, wages, health care costs, immigration, and basic respect for the community.
- Republicans leaving votes on the table
  - Only 16% like today’s GOP
  - More than half prior GOP voters have hard time supporting the party today.
- TBD Democrat leads Trump 62:21
  - Only 50% of self-identified Republicans certain they will vote for Trump.
  - But, only 57% of self-identified Dems certain to vote in primaries.