

FLORIDA LATINO VOTERS AND THE 2016 ELECTION

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Principal
Latino Decisions

Overview

- Latino vote will approach 13 million in 2016.
 - ▣ Florida's 2.5 million eligible Latino voters comprise 18% of the state's entire electorate.
- What effect will positioning on immigration issues have on 2016 presidential contenders and key senate races?
- 1st of three AV/LD studies (July, October) on Latino voters in 2016. Check back soon.....

The Research

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by Latino
Decisions

- N= 400 Latino registered voters in Florida
- Representative of Florida's registered Latino electorate
- Conducted April 3-13, 2016
- Landline, cell and online blended sample
- Margin of error is +/- 4.9%
- Interview in Spanish or English at subject's discretion

The Research

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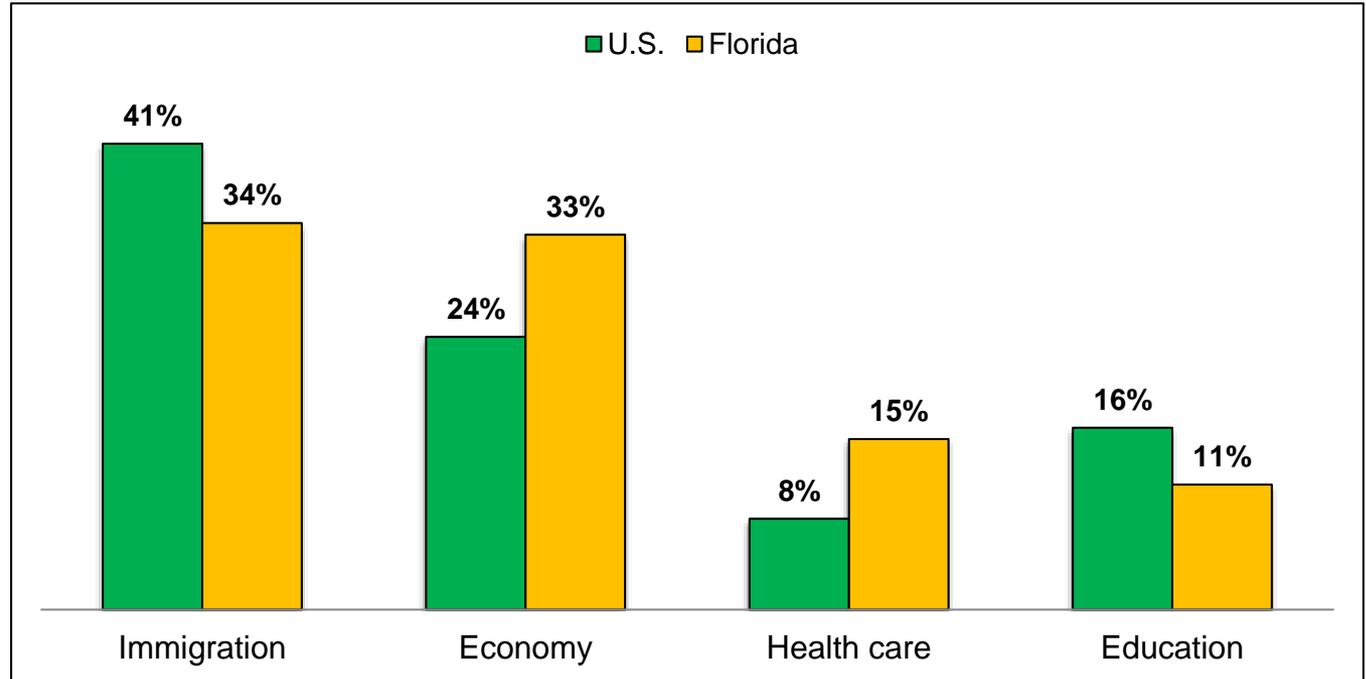
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by Latino
Decisions

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

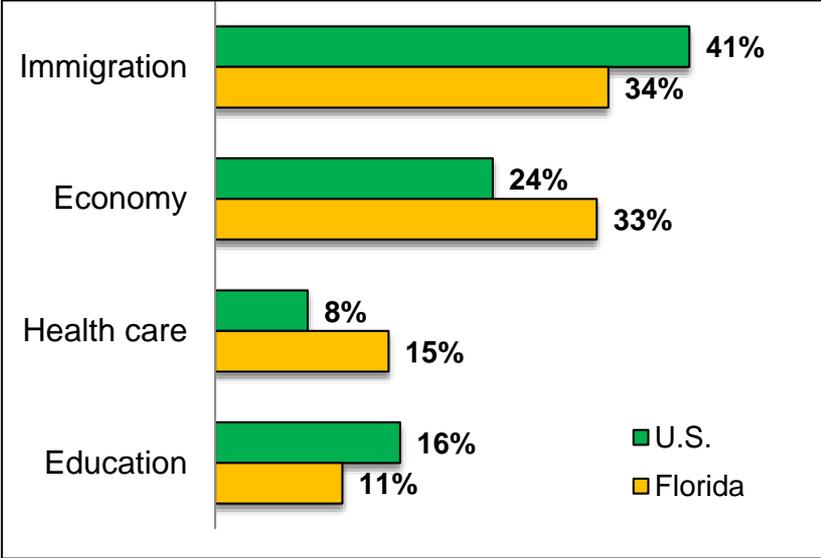
What are the most important issues facing the Latino community that you think Congress and the President should address?



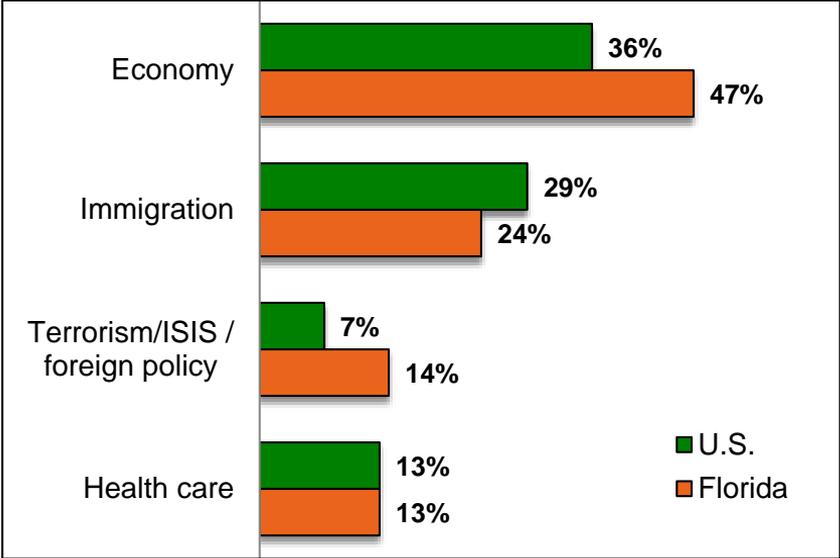
Source: America's Voice/Latino Decisions Florida Survey April 2016
(State N=400, MoE +/-4.9%; National N=2,200, MoE +/-2.1%)

Immigration Remains High Priority

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

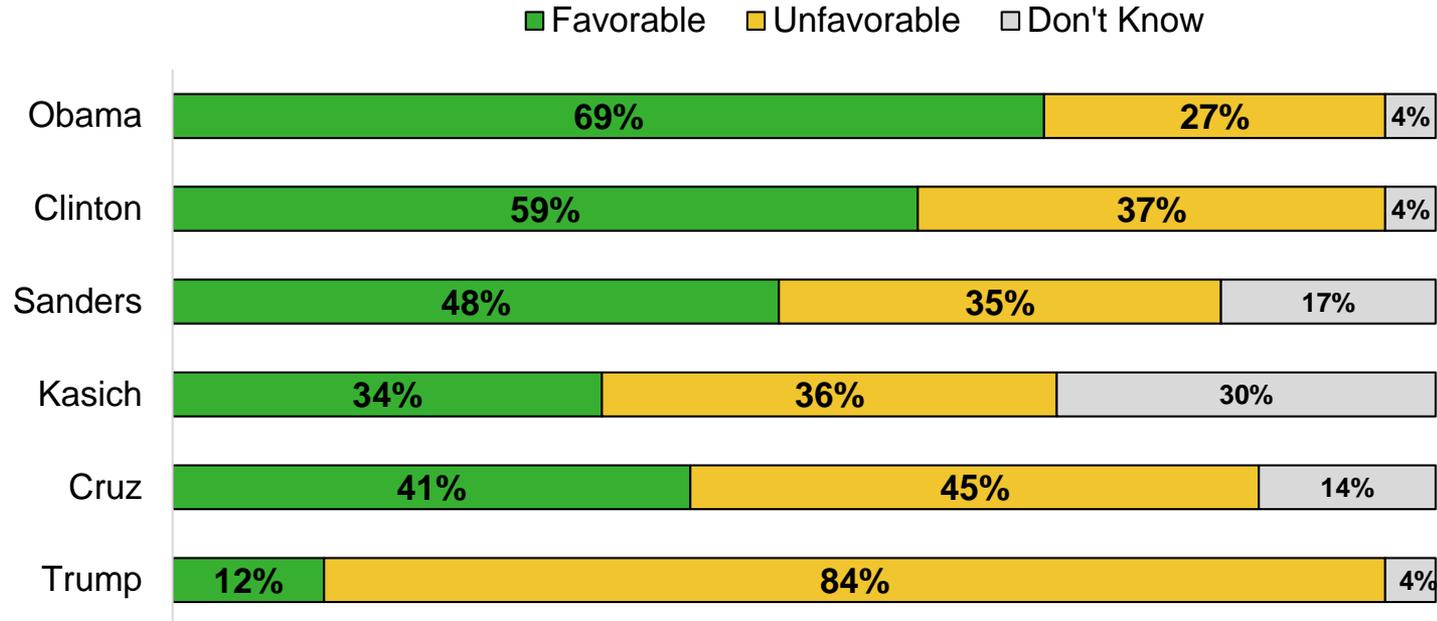


What are the most important issues that you think Congress and the President should address?



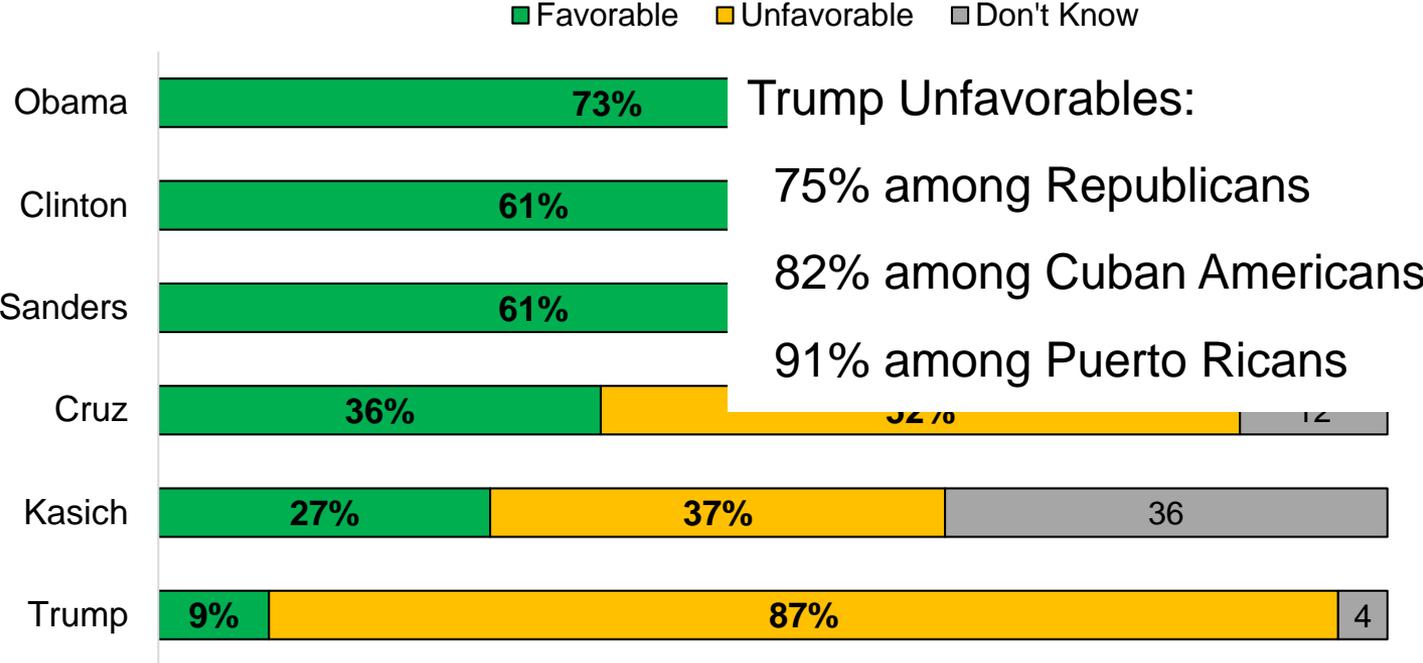
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Favorability Indicators



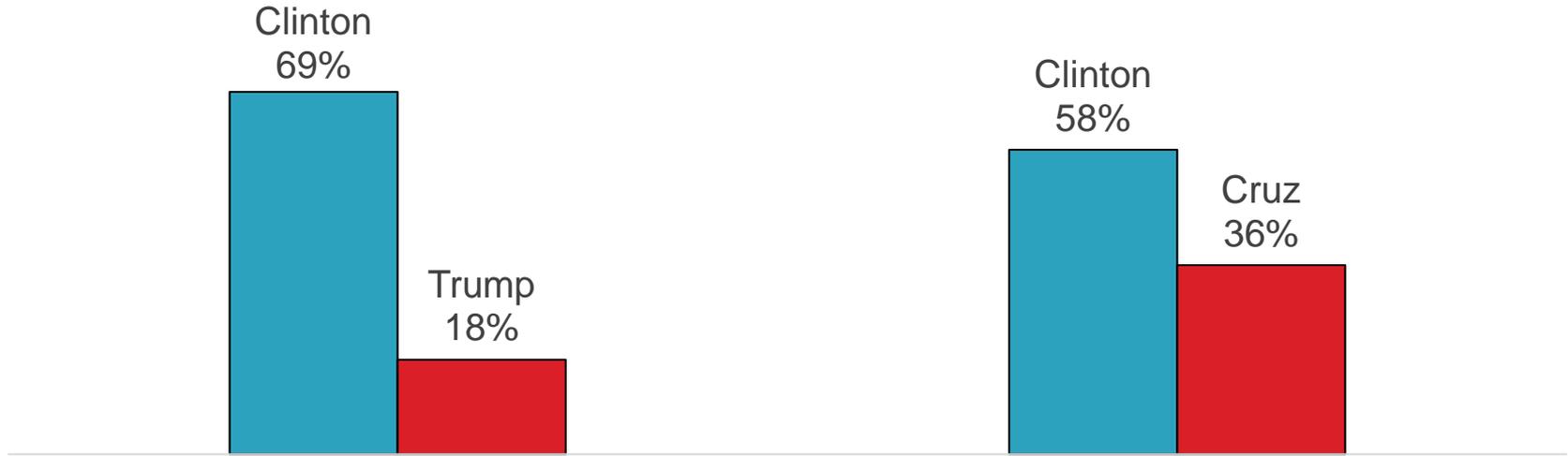
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Favorability Indicators



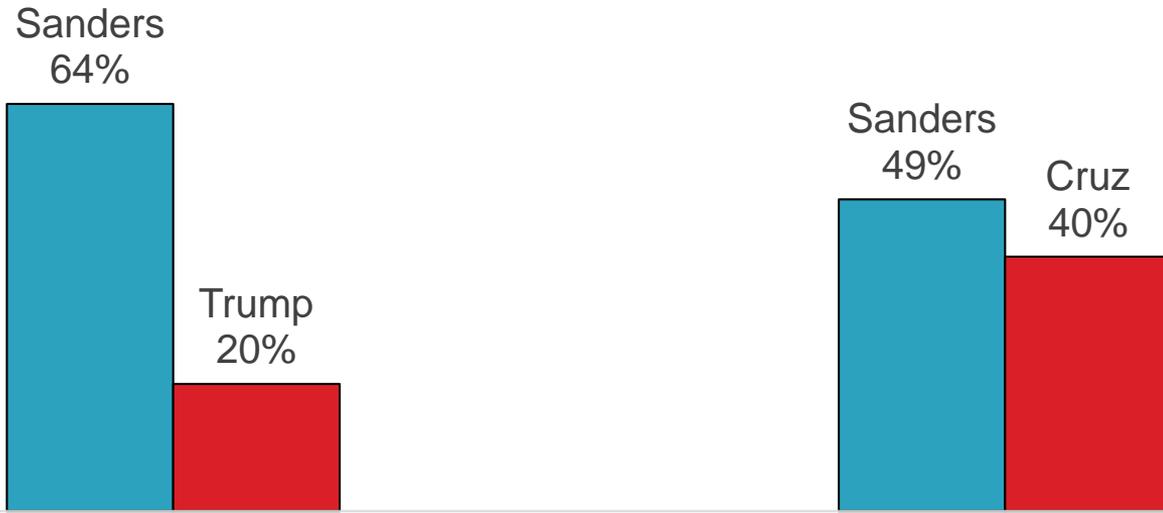
Source: America's Voice/Latino Decisions Florida Survey April 2016 (State N=400, MoE +/-4.9%)

Clinton Match-Ups



Source: America's Voice/Latino Decisions Florida Survey April 2016 (State N=400, MoE +/-4.9%)

Sanders Match-Ups



Source: America's Voice/Latino Decisions Florida Survey April 2016 (State N=400, MoE +/-4.9%)

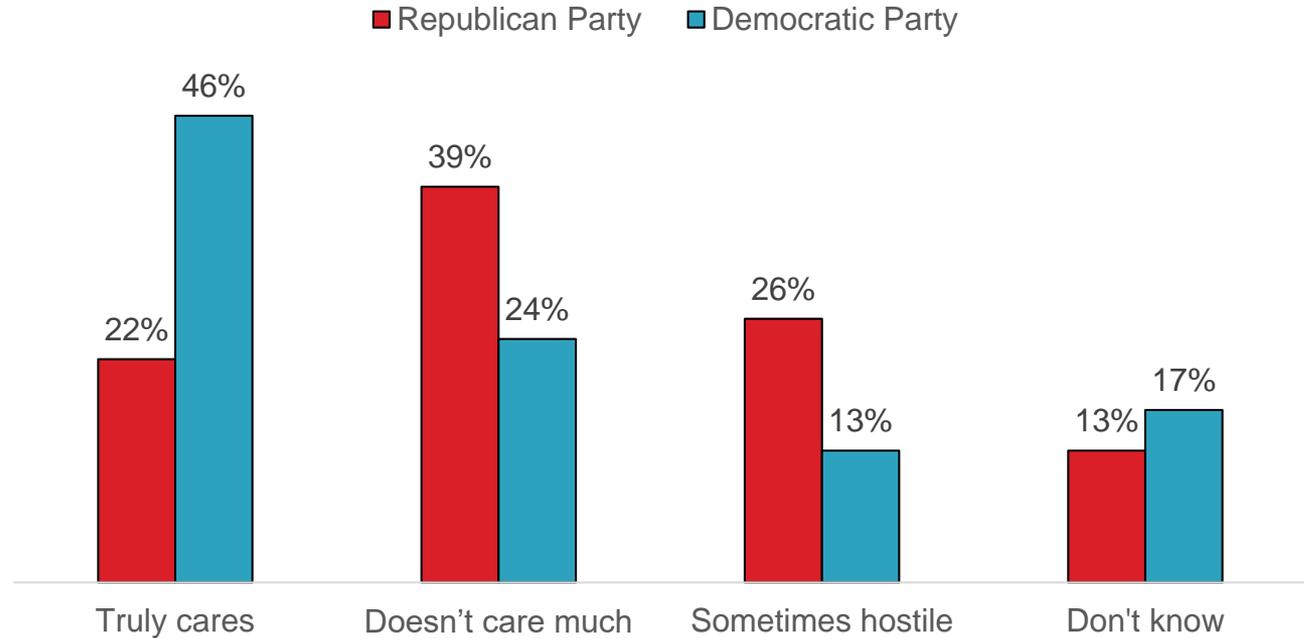
Perceptions of Party: Interest in Latino Community

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

Truly cares about the Latino community

Doesn't care too much about Latinos

Is sometimes hostile to the Latino community



Source: America's Voice/Latino Decisions Florida Survey April 2016 (State N=400, MoE +/-4.9%)

Perceptions of Party: Interest in Latino Community

65% of Florida voters say GOP either doesn't care or hostile to Latinos

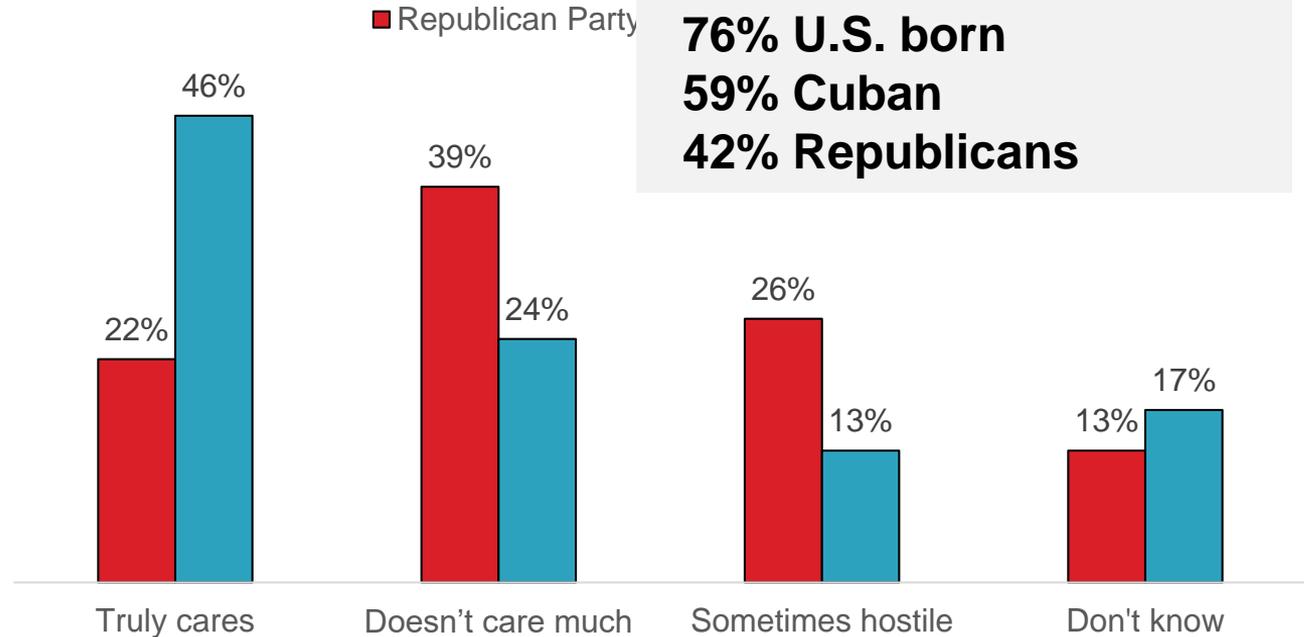
**76% U.S. born
59% Cuban
42% Republicans**

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

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Source: America's Voice/Latino Decisions Florida Survey April 2016 (State N=400, MoE +/-4.9%)

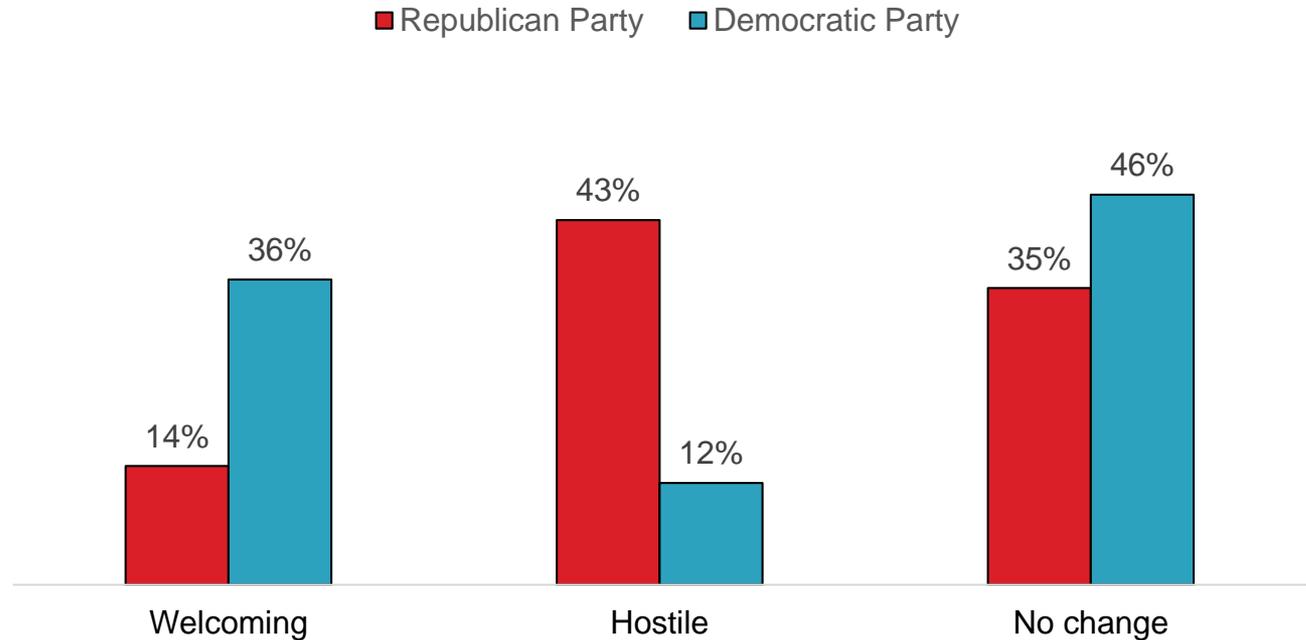
Perceptions of Party: Increasing Welcome or Hostility

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



Source: America's Voice/Latino Decisions Florida Survey April 2016 (State N=400, MoE +/-4.9%)

Perceptions of Party: Increasing Welcome or Hostile

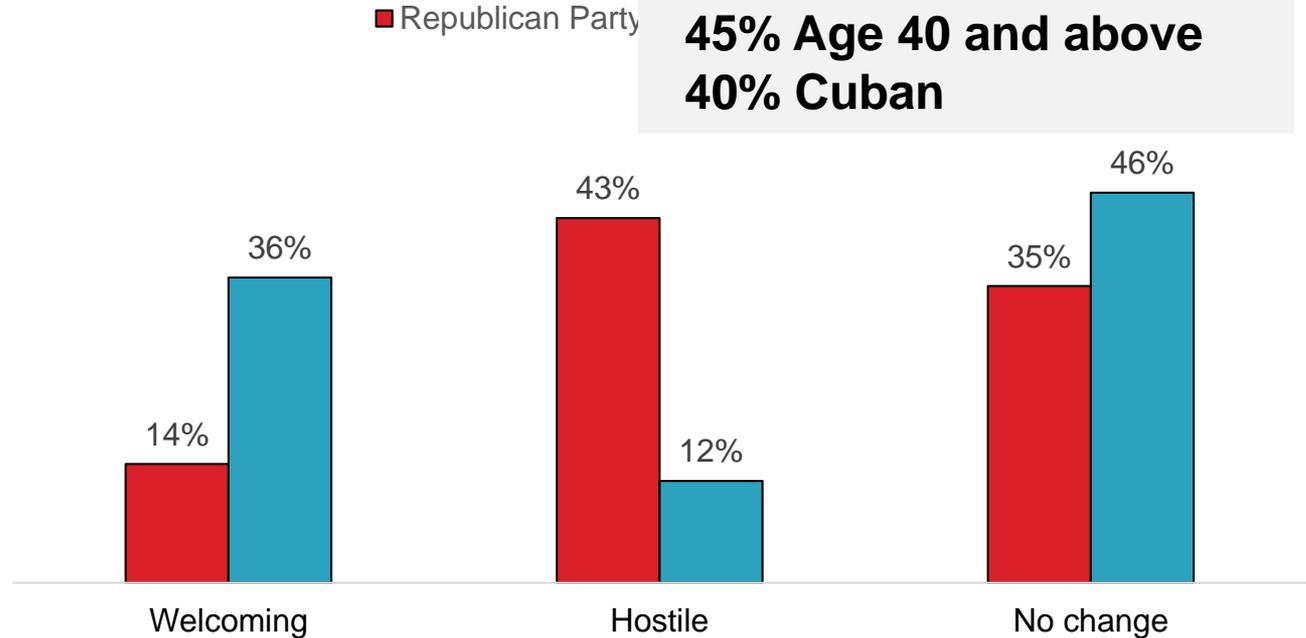
**42% Florida Latino voters
GOP has become MORE
hostile to Latinos:
49% U.S. born
45% Age 40 and above
40% Cuban**

In recent years,
do you think the
Republican/
Democratic
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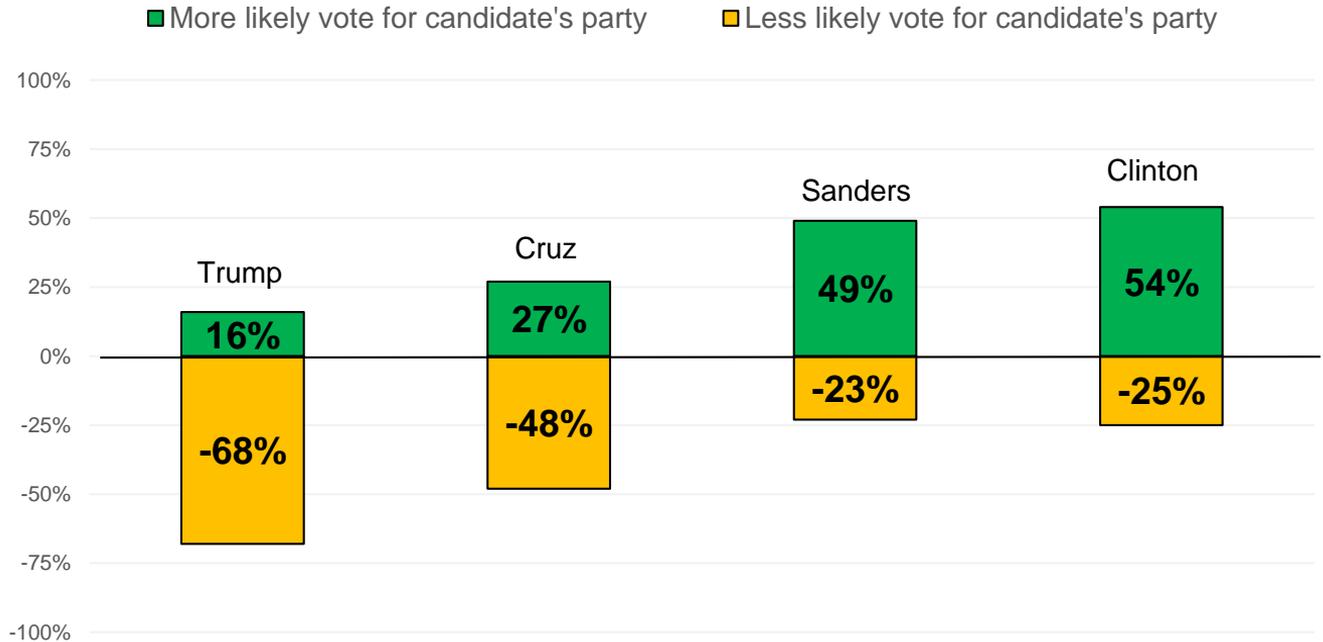
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Source: America's Voice/Latino Decisions Florida Survey April 2016 (State N=400, MoE +/-4.9%)

Candidate Immigration Views Impact Party

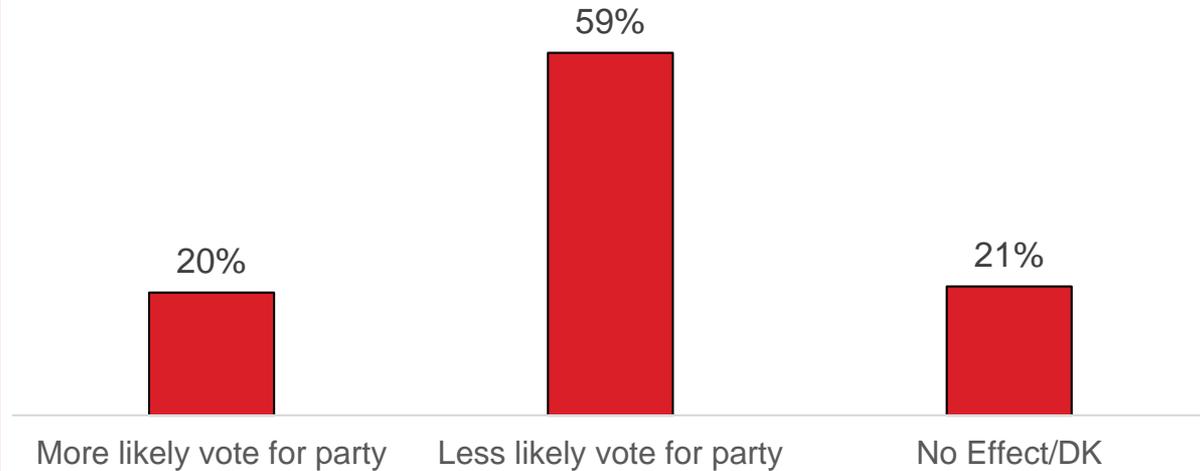
Do [candidate] views on immigrants or immigration make you more-or-less likely to vote for the [candidate party] in November?



Source: America's Voice/Latino Decisions Florida Survey April 2016 (State N=400, MoE +/-4.9%)

Impact of Presidential Candidates Support / Opposition to DACA on Vote

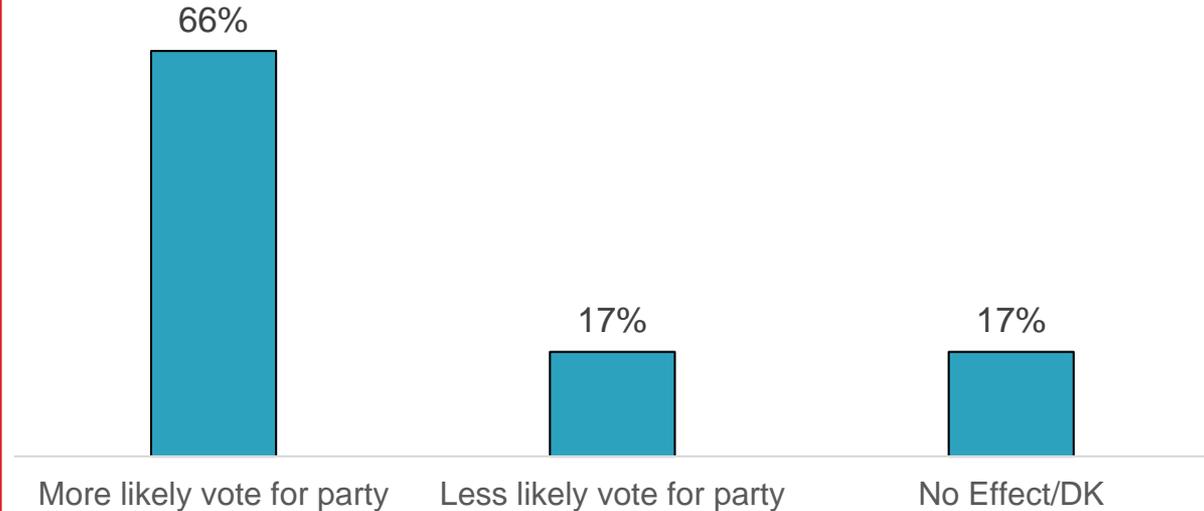
In June 2012 President Obama announced the deferred action for childhood arrivals program (DACA) that provides temporary legal work permits to undocumented immigrant youth, called DREAMers. The Republican presidential candidates want to end this program. Does this make you more-or-less likely to vote for the Republican Party this November?



Source: America's Voice/Latino Decisions Florida Survey April 2016 (State N=400, MoE +/-4.9%)

Impact of Presidential Candidates Support / Opposition to DACA on Vote

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 Democratic presidential candidates want to continue this program. Does this make you more-or-less likely to vote for the Democratic Party this November?

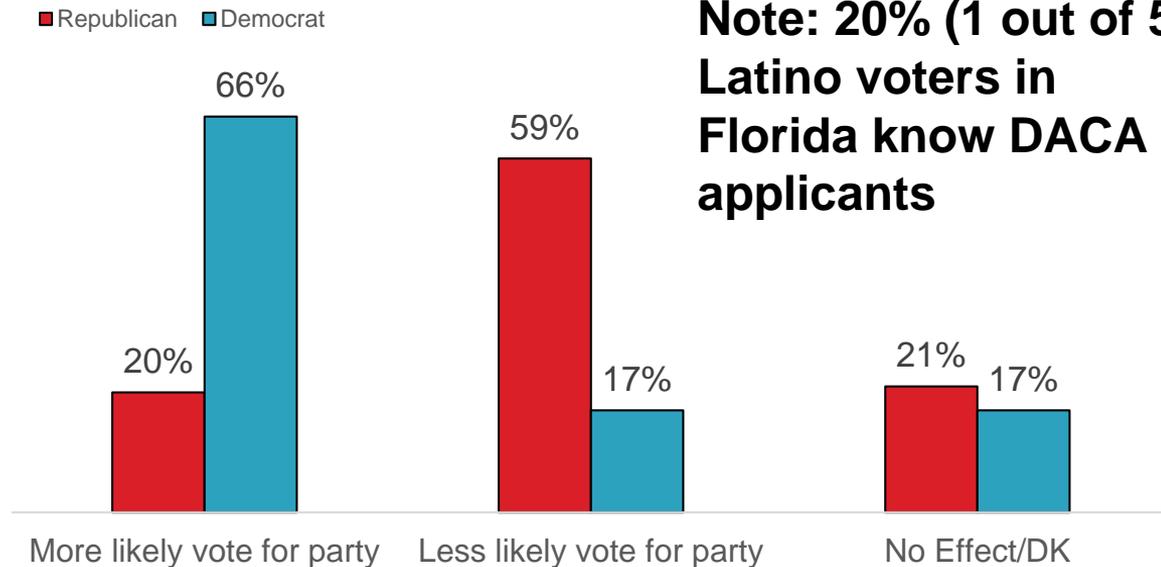


Source: America's Voice/Latino Decisions Florida Survey April 2016 (State N=400, MoE +/-4.9%)

Impact of Presidential Candidates Support / Opposition to DACA on Vote

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

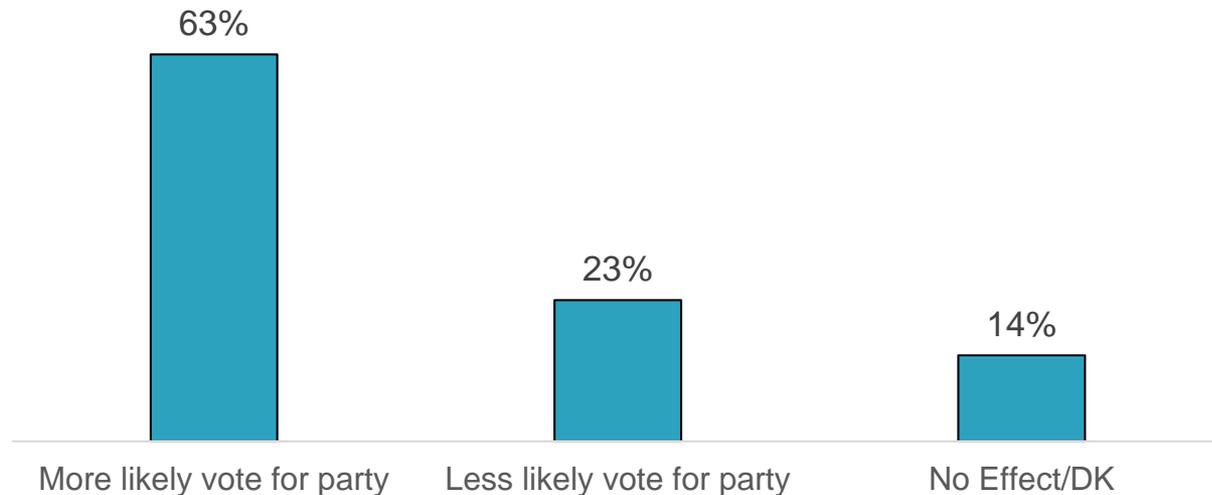
Republican candidates want to end DACA. Does this make you more/less likely to vote for a Republican in November?



Note: 20% (1 out of 5) Latino voters in Florida know DACA applicants

Impact of Presidential Candidates Support / Opposition to DAPA on Vote

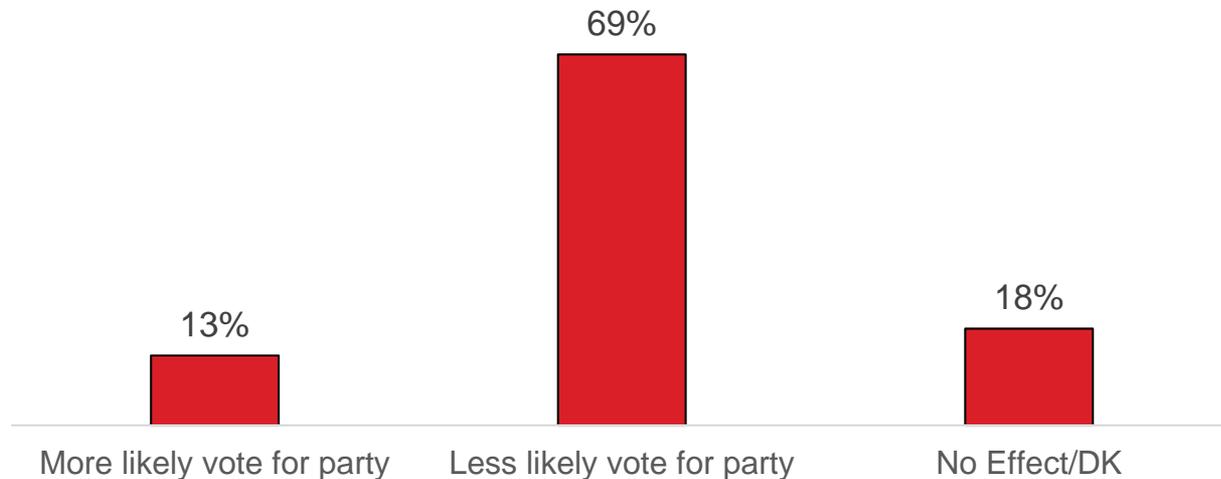
In November of 2014 President Obama took executive action, known as DAPA, to stop the deportation of immigrant parents with American children who have been in the U.S. for five years or more. DAPA would allow these immigrants to apply for temporary work permits. The Democratic presidential candidates want to continue this program. Does this make you more-or-less likely to vote for the Democratic Party this November?



Source: America's Voice/Latino Decisions Florida Survey April 2016 (State N=400, MoE +/-4.9%)

Impact of Presidential Candidates Support / Opposition to DAPA on Vote

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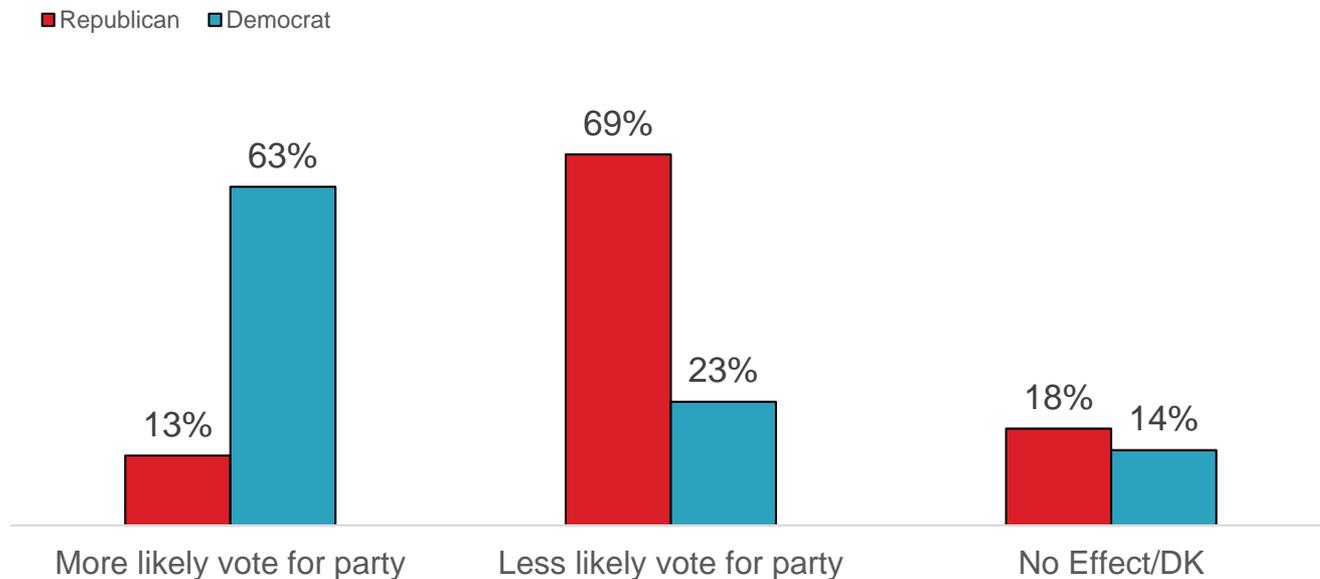


Source: America's Voice/Latino Decisions Florida Survey April 2016 (State N=400, MoE +/-4.9%)

Impact of Presidential Candidates Support / Opposition to DAPA on Vote

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

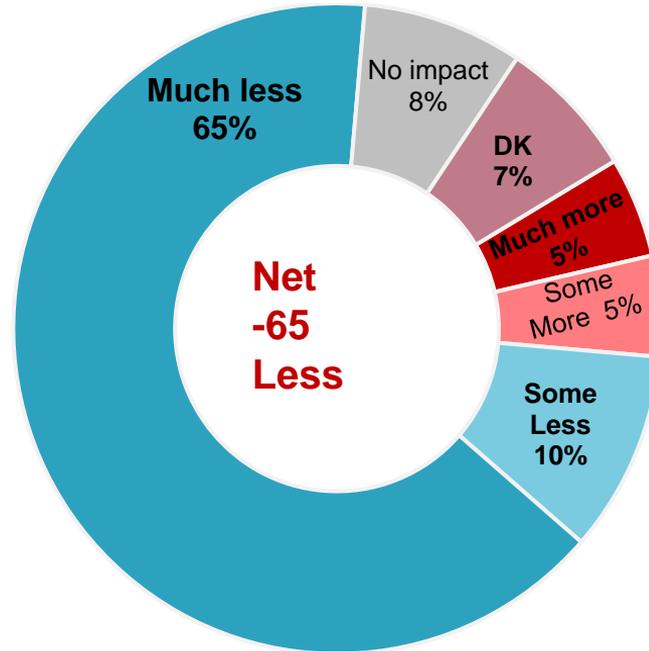
Republican candidates want to end DAPA. Does this make you more/less likely to vote for a Republican in November?



Source: America's Voice/Latino Decisions Florida Survey April 2016 (State N=400, MoE +/-4.9%)

Trump: Deportation forces

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?

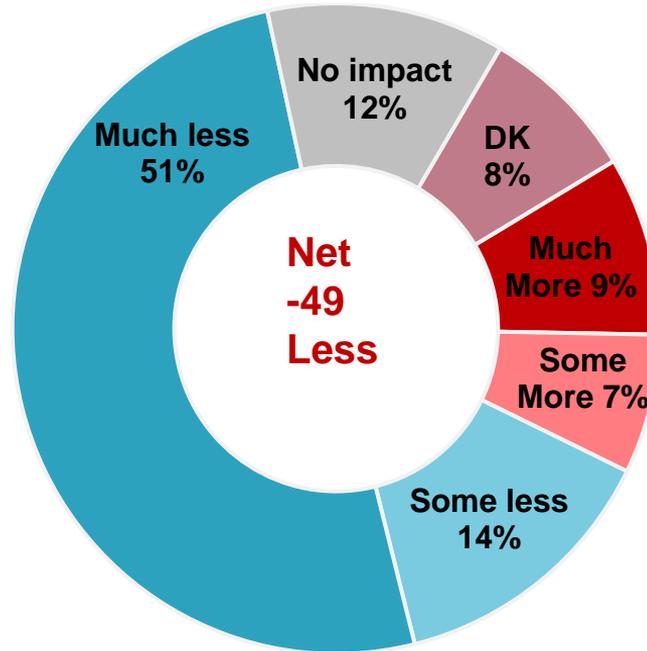


Less likely
54% GOP
61% Puerto Rican
69% U.S. Born
74% Cuban

Note: 25% (1 out of 4) Florida Latino voters know someone deported or detained for immigration reasons.

Cruz: Self-Deport

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?

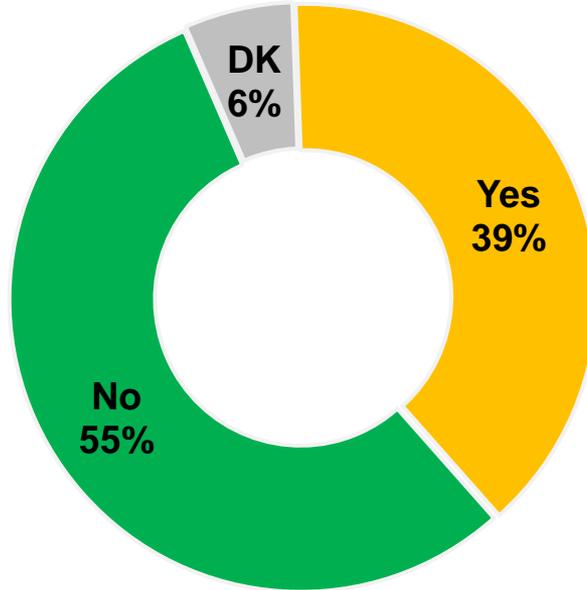


Less likely
51% GOP
52% Puerto Rican
68% U.S. Born
58% Cuban

Note: 25% (1 out of 4) Florida Latino voters know someone deported or detained for immigration reasons.

Latino Voter Ties to Undocumented Community

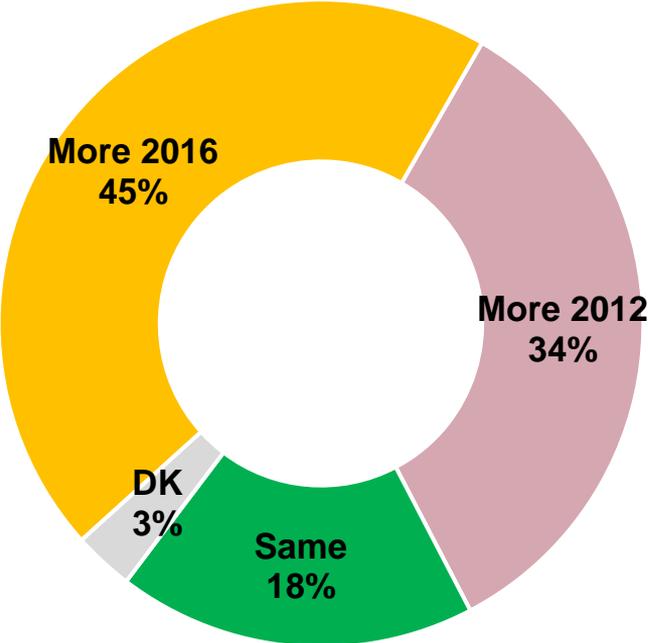
Thinking about all the people in your family, your friends, co-workers, and other people you know, do you know anyone who is an undocumented immigrant?



Source: America's Voice/Latino Decisions Florida Survey April 2016 (State N=400, MoE +/-4.9%)

Interest and Enthusiasm 2016

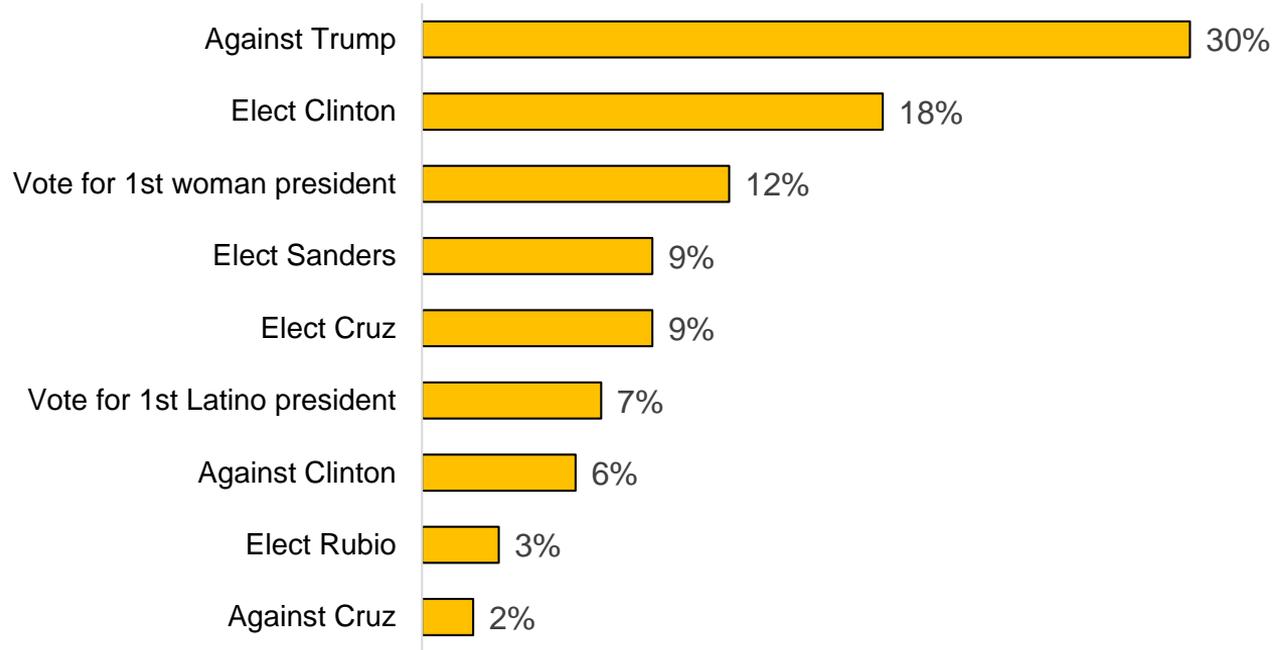
Thinking ahead to the November 2016 presidential election, would you say you are more enthusiastic about voting in 2016, or that you were more enthusiastic about voting back in 2012?



Source: America's Voice/Latino Decisions Florida Survey April 2016 (State N=400, MoE +/-4.9%)

Reason for Enthusiasm in 2016

What is different about 2016 that makes you more enthusiastic to vote this time?



Source: America's Voice/Latino Decisions Florida Survey April 2016 (State N=400, MoE +/-4.9%)

Key Findings

- See sharp differences between parties on immigration, and general disposition towards them as Latinos
- Core GOP constituencies are increasingly alienated by the party
 - ▣ Cuban American, older, U.S. born, and self-identified Republicans
- Ties to immigrant community at center of policy differences and political attacks:
 - ▣ Nearly 40% know someone undocumented
 - ▣ 1 out of 4 know someone deported/detained
 - ▣ 1 out of 5 also know DACA applicants

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**TOPLINES AND CROSSTABS
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