

LATINO VOTERS AND THE 2016 ELECTION

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Principal
Latino Decisions

Overview



- Candidate and Party Standing
- Immigration Impact in 2016
- Attention and Engagement

The Research

Sponsored by

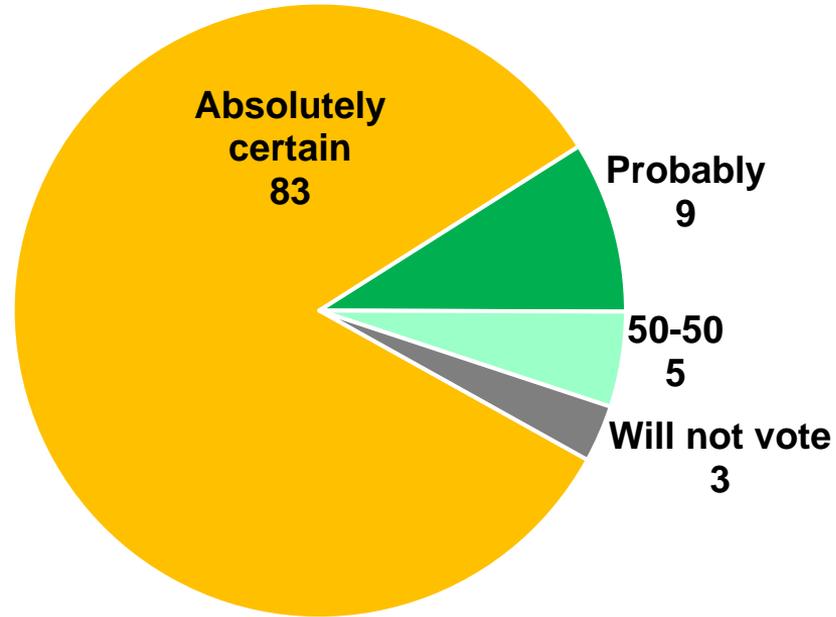
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Implemented
by Latino
Decisions

- N= 3,729 Latino registered voters
- Nationally representative of registered Latino electorate
- Conducted August 19 - August 30, 2016
- Landline, cell and online blended sample
- Margin of error is +/- 1.6%
- Interview in Spanish or English at subject's discretion

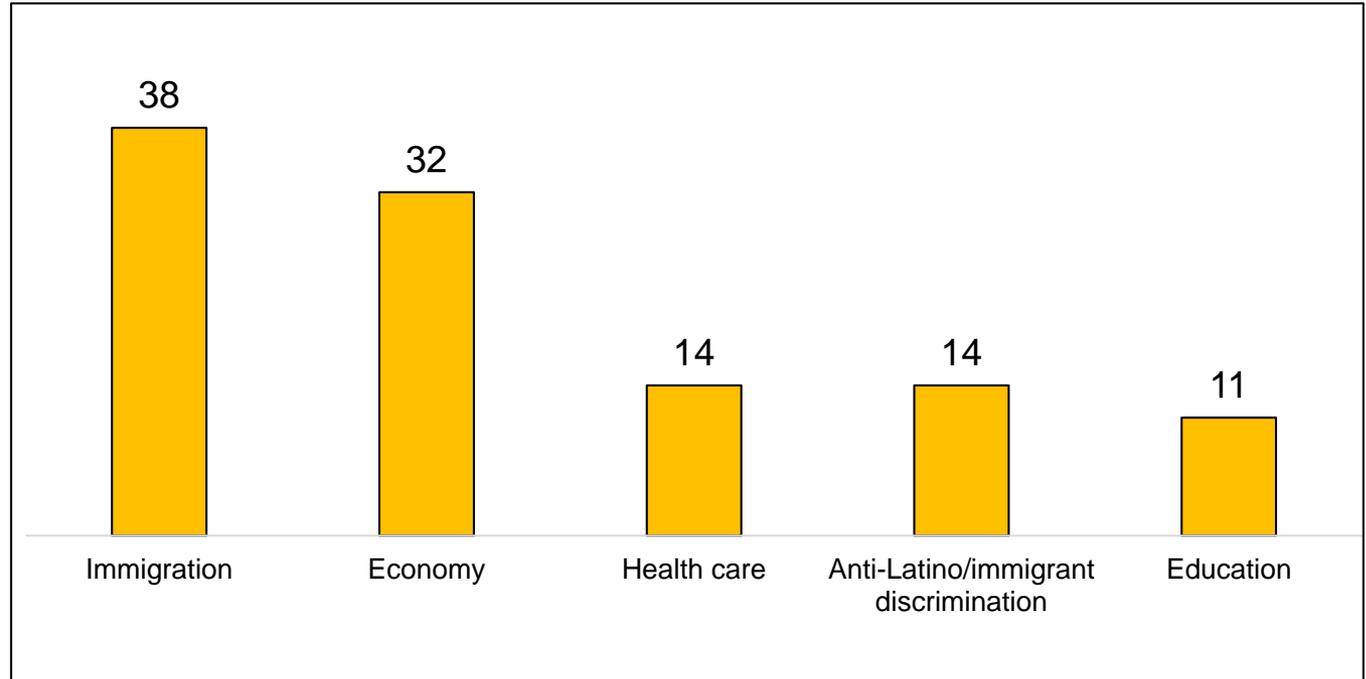
Likely Voters

What would you say the chances are that you will vote in November – are you absolutely certain you will vote, will you probably vote, are the chances 50-50, or do you think you will not vote this year?



Most Important Issue Facing Latino Community: Immigration

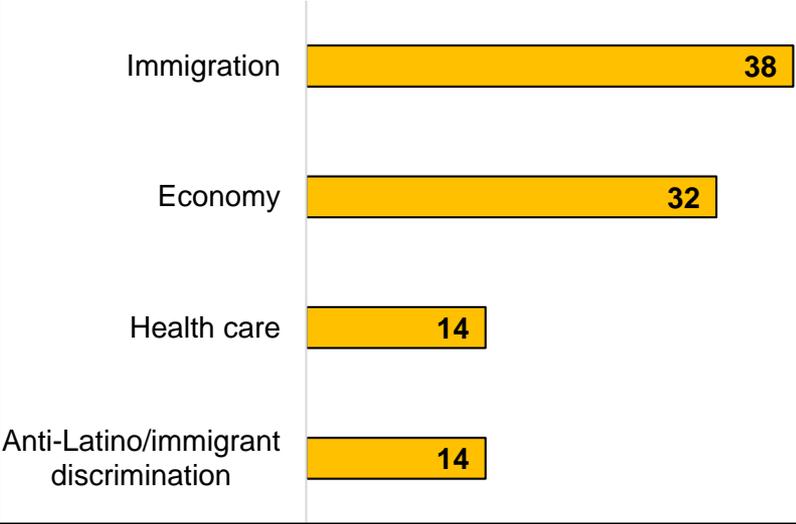
What are the most important issues facing the Latino community that you think Congress and the President should address?



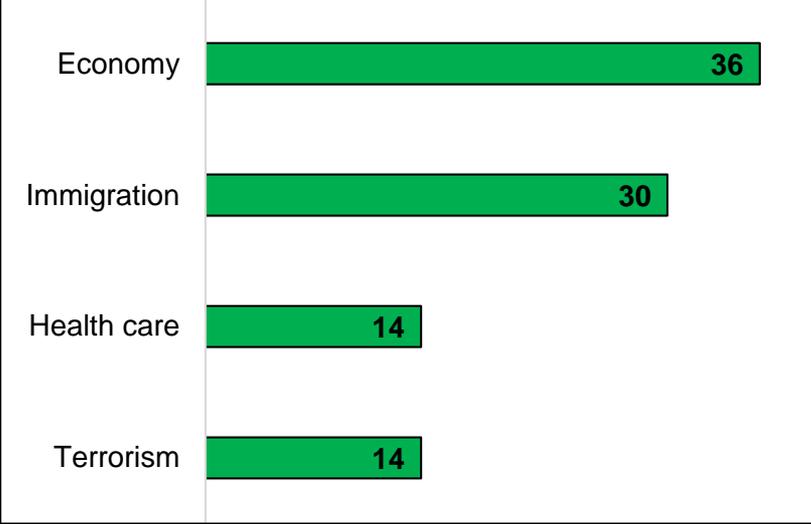
Source: America's Voice/Latino Decisions National Survey August 2016 (N=3,729; MoE +/-1.6%)

Immigration Remains High Priority

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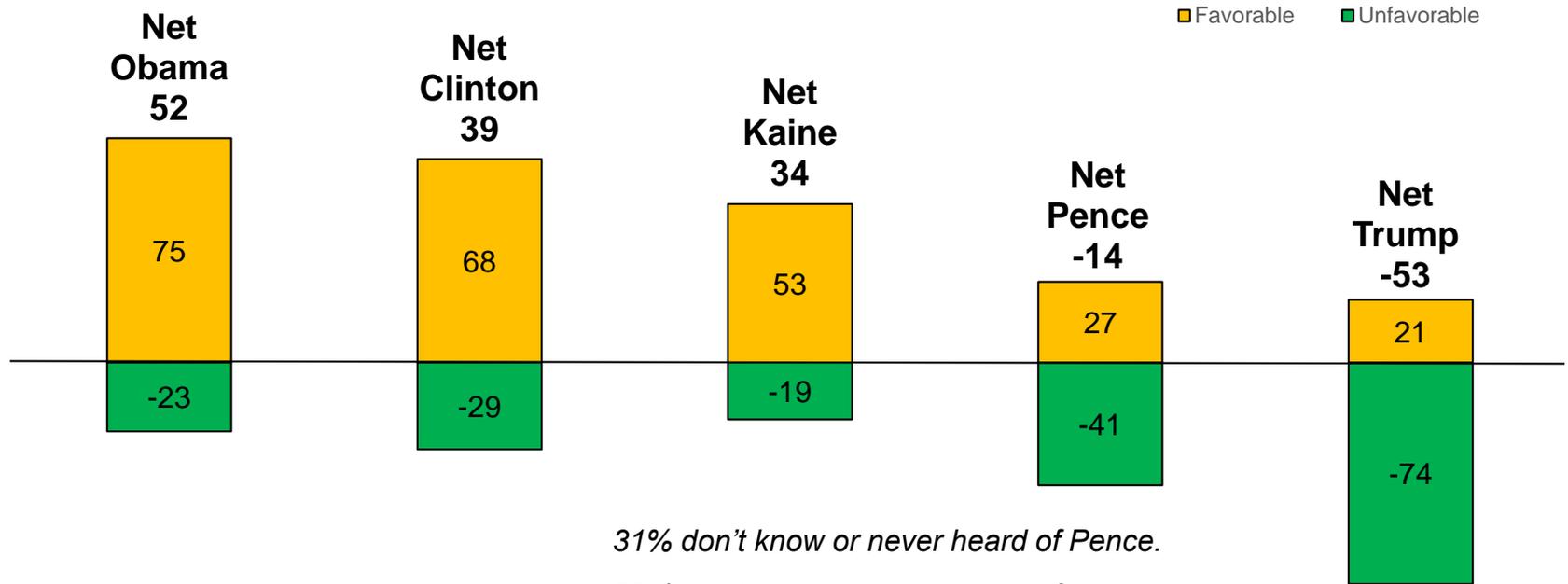
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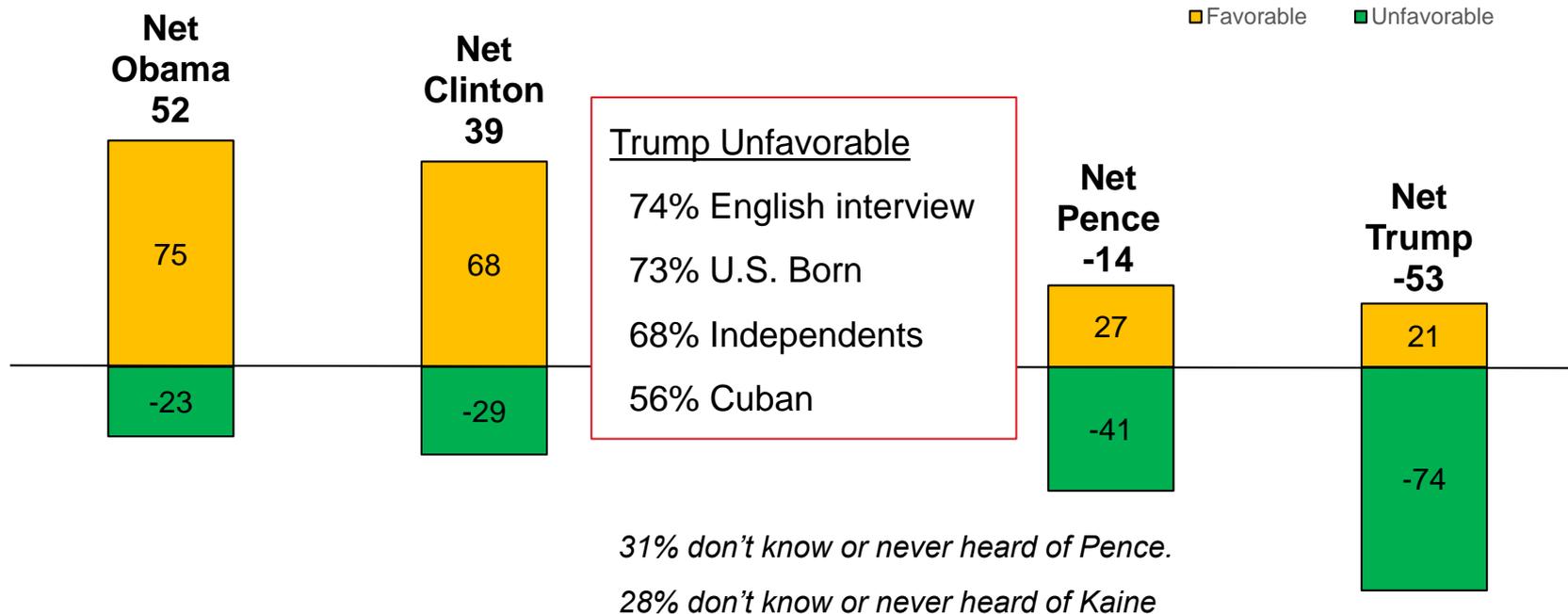
Favorability Indicators

(Net, favorable, and unfavorable reported)

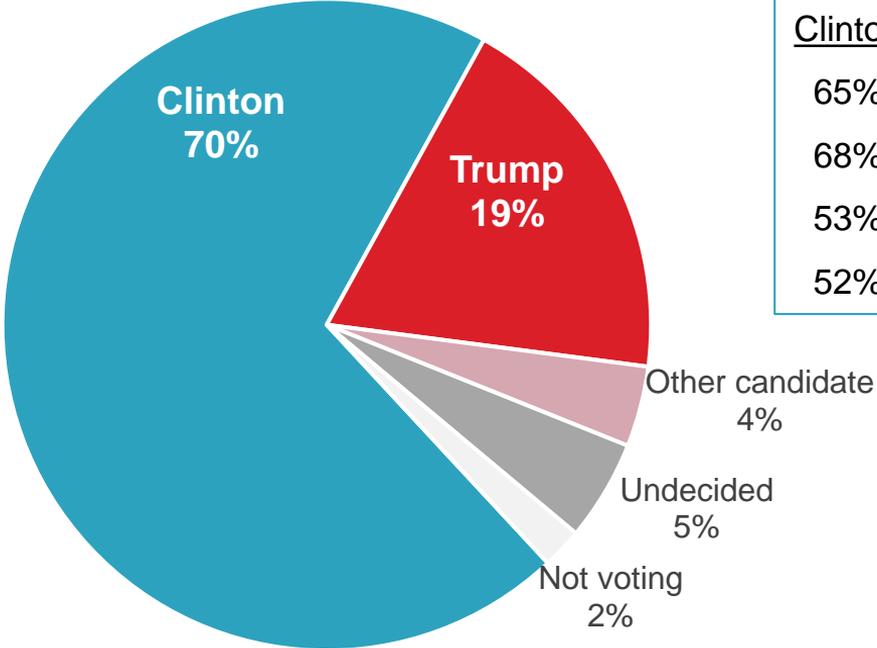


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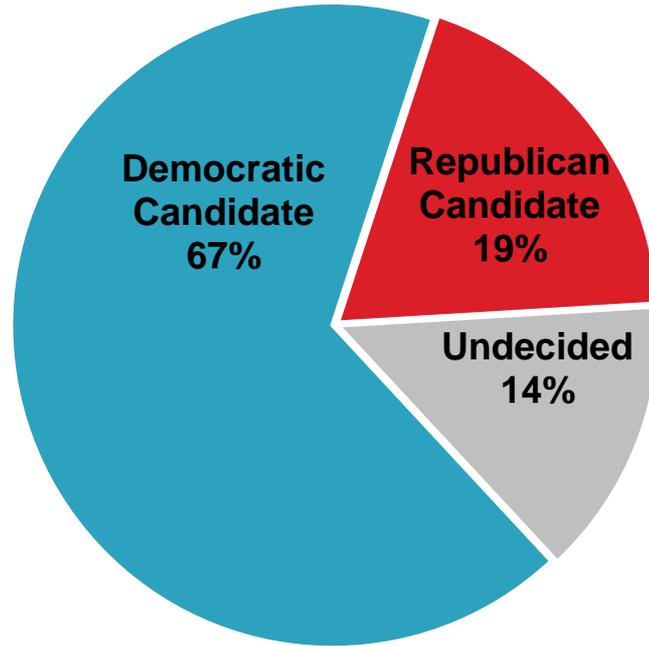
Presidential Vote



Clinton vote
65% English interview
68% U.S. Born
53% Prior GOP voters
52% Cuban

Source: America's Voice/Latino Decisions National Survey August 2016 (N=3,729; MoE +/-1.6%)

House Vote



Source: America's Voice/Latino Decisions National Survey August 2016 (N=3,729; MoE +/-1.6%)

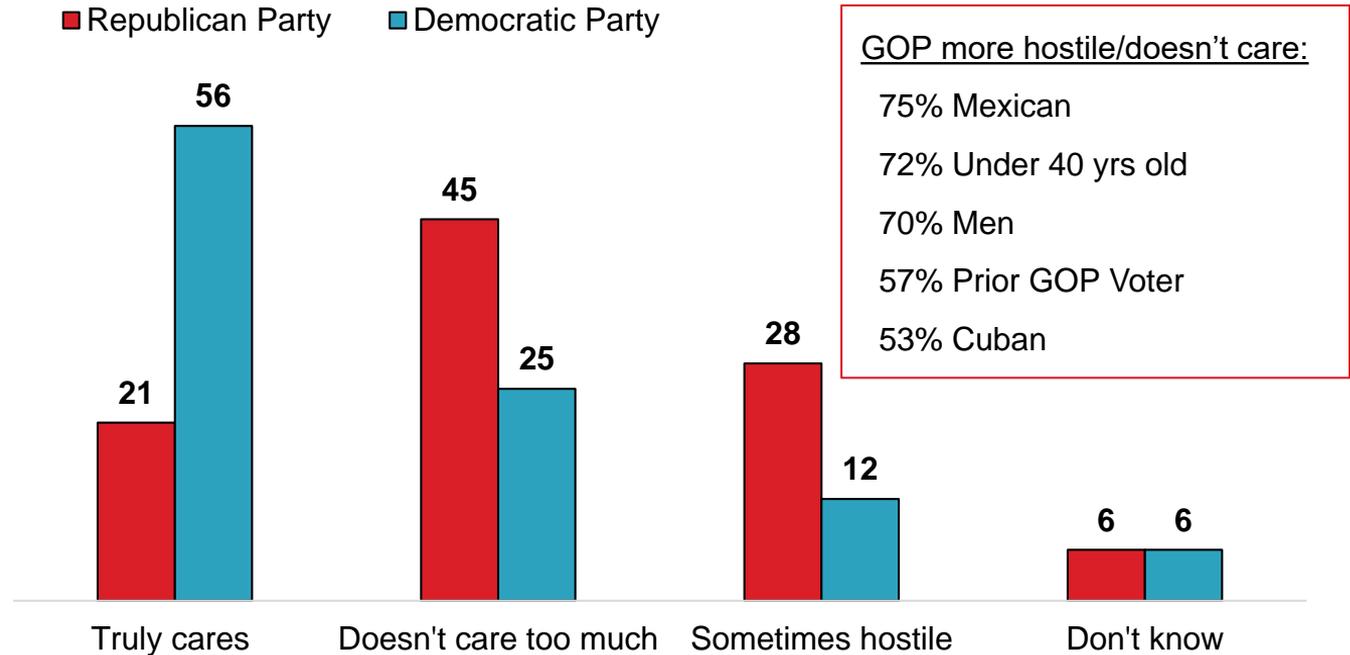
Perceptions of Party: Interest in Latino Community

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 National Survey August 2016 (N=3,729; MoE +/-1.6%)

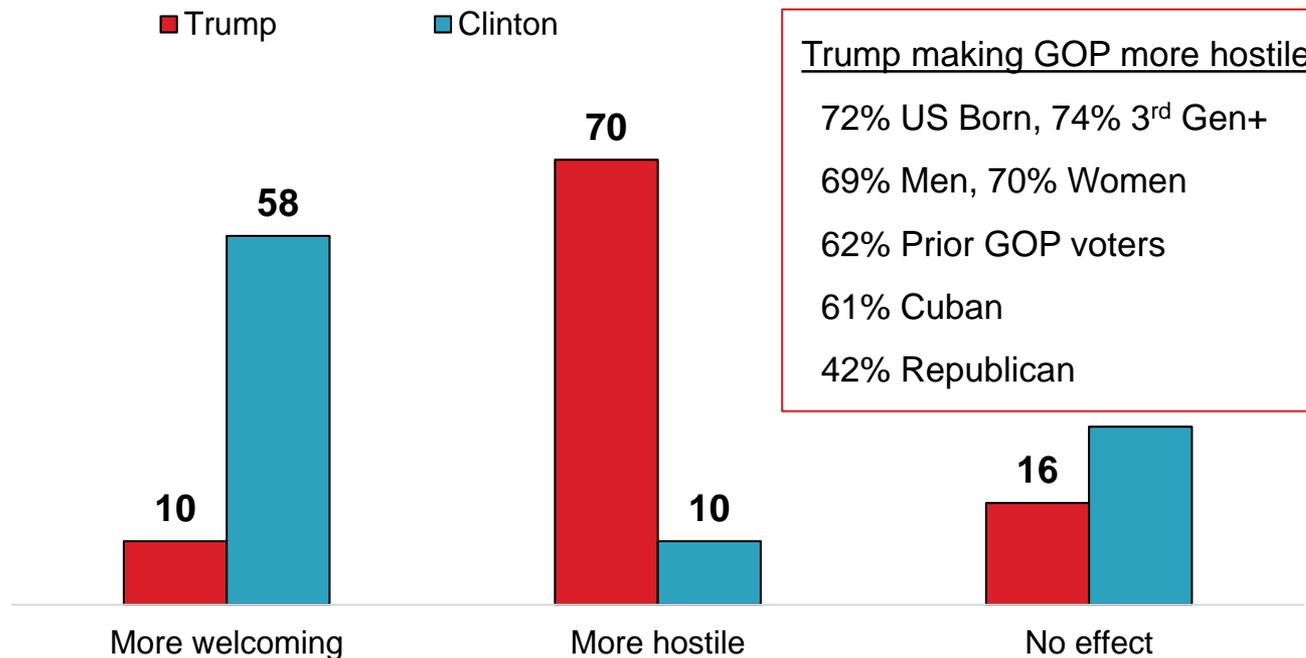
Presidential Candidates Impact Perceptions of Party

Do you think Trump/Clinton has made the Republican/Democratic party:

More welcoming to Latinos,

More hostile to Latinos,

Or had no effect



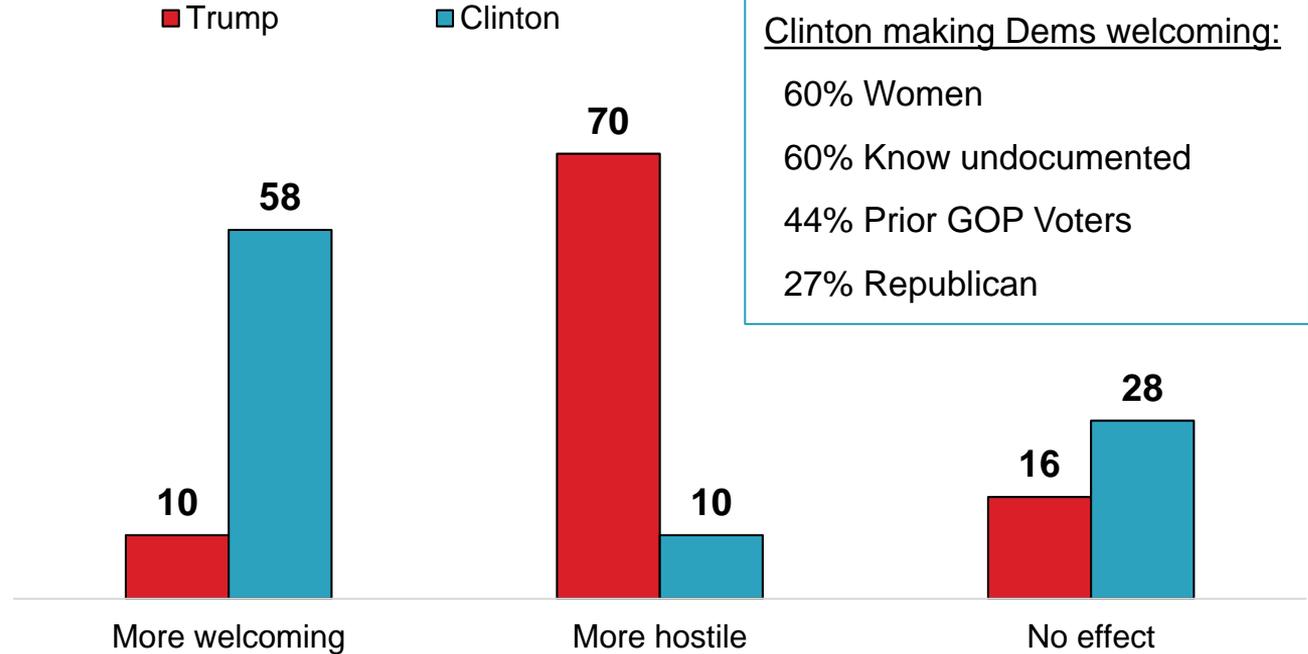
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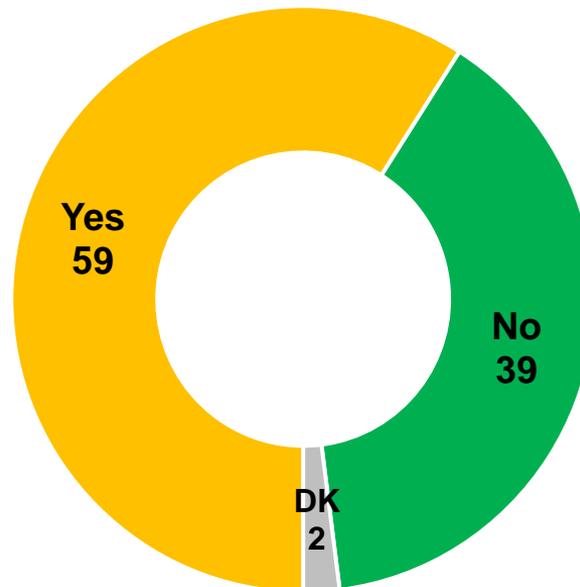
More hostile to Latinos,

Or had no effect



Latino Voter Ties to Undocumented Community

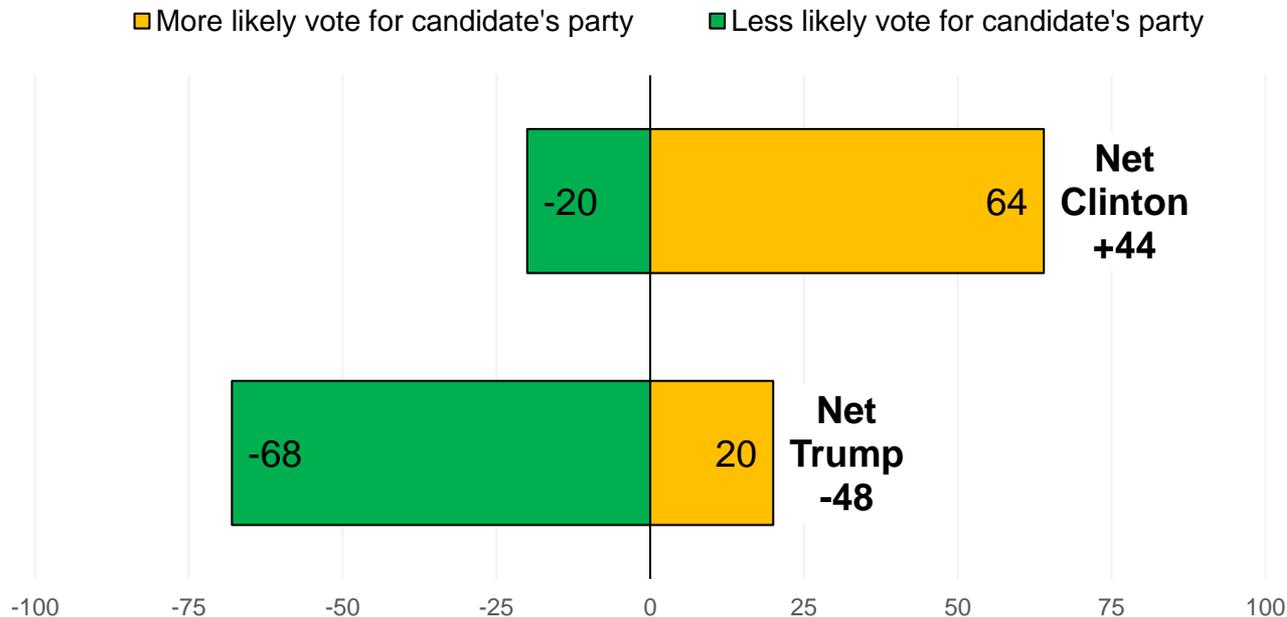
Thinking about all the people in your family, your friends, co-workers, and other people you know, do you know anyone who is an undocumented immigrant?



Source: America's Voice/Latino Decisions National Survey August 2016 (N=3,729; MoE +/-1.6%)

Candidate Immigration Views Impact Down Ballot

Do Trump's /Clinton's views on immigrants or immigration make you more or less likely to vote for other Republican/ Democratic candidates in November?



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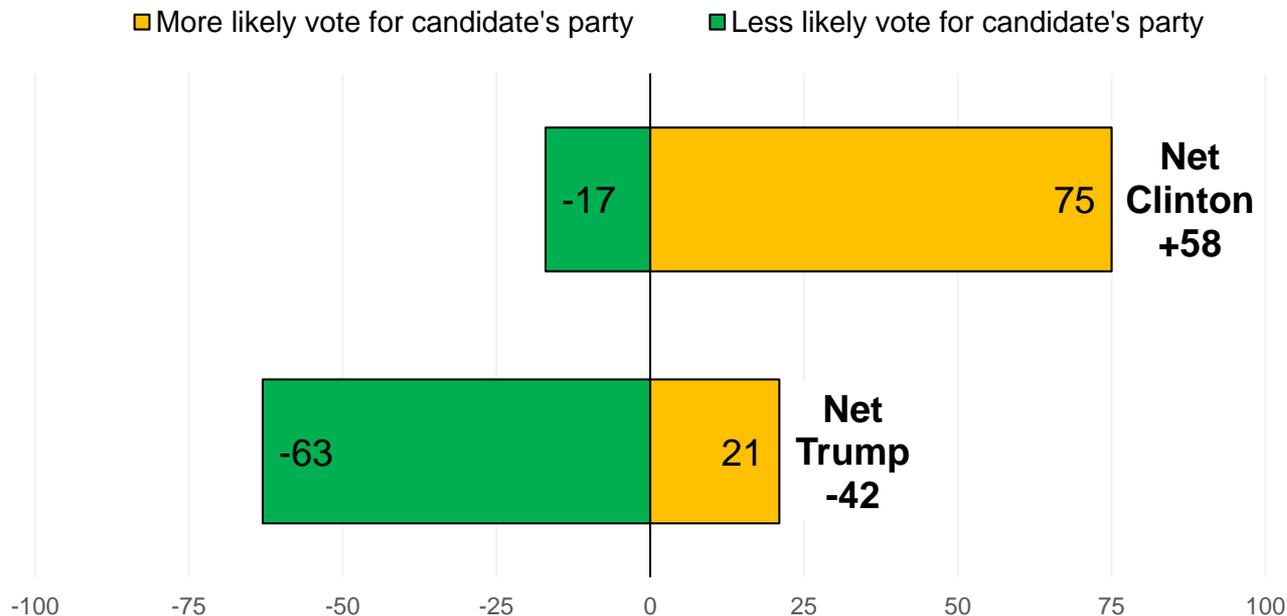
Candidate DACA Positions

Impact Down Ballot

In June 2012 President Obama announced the deferred action for childhood arrivals program -or DACA— that provides temporary legal work permits to undocumented immigrant youth, called DREAMers.

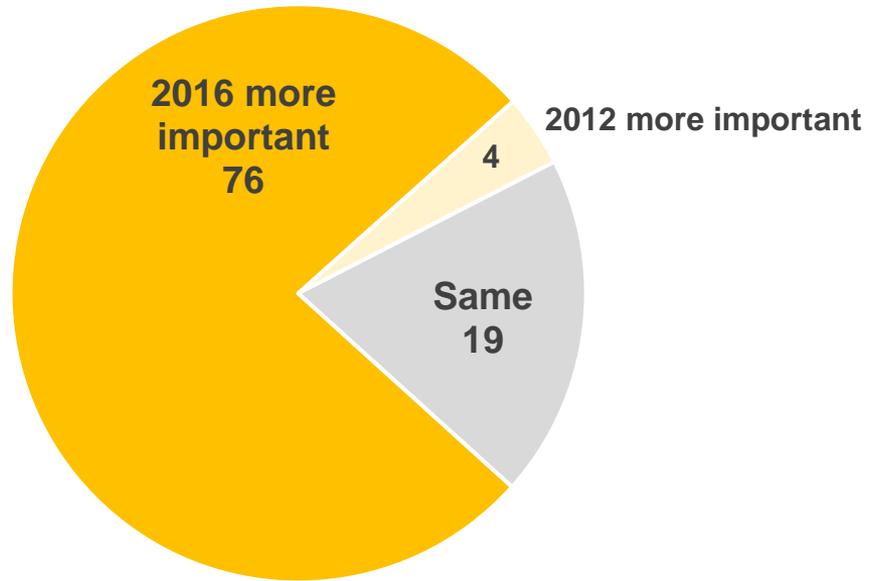
Hillary Clinton wants to continue this program./Donald Trump has promised to end this program.

Does this make you more/less likely to vote for other Republican / Democratic candidates in November?



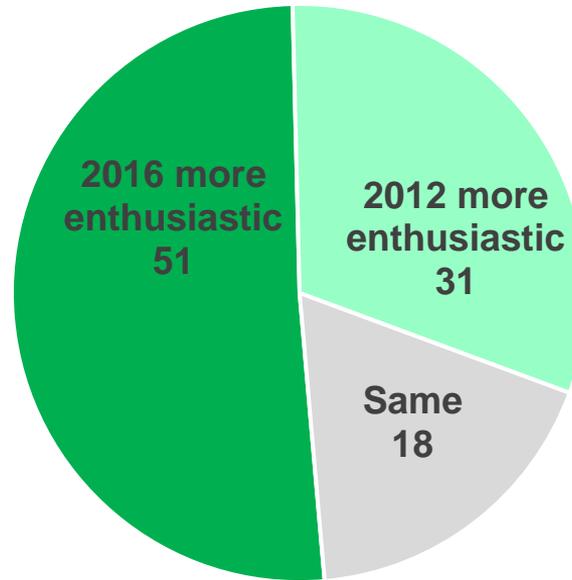
Voting in 2016: Important

Thinking about the upcoming 2016 presidential election, do you feel like it is MORE important that you vote in this election compared to the last presidential election, in 2012?



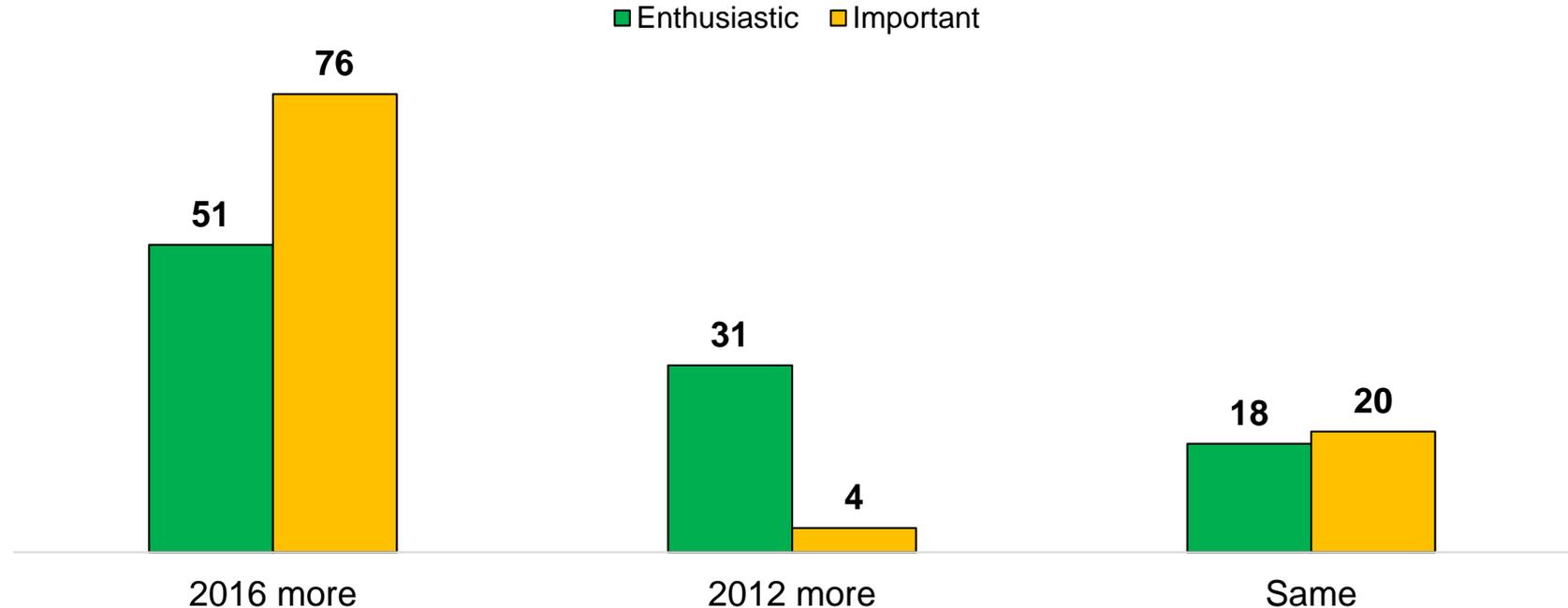
Voting in 2016: Enthusiasm

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?



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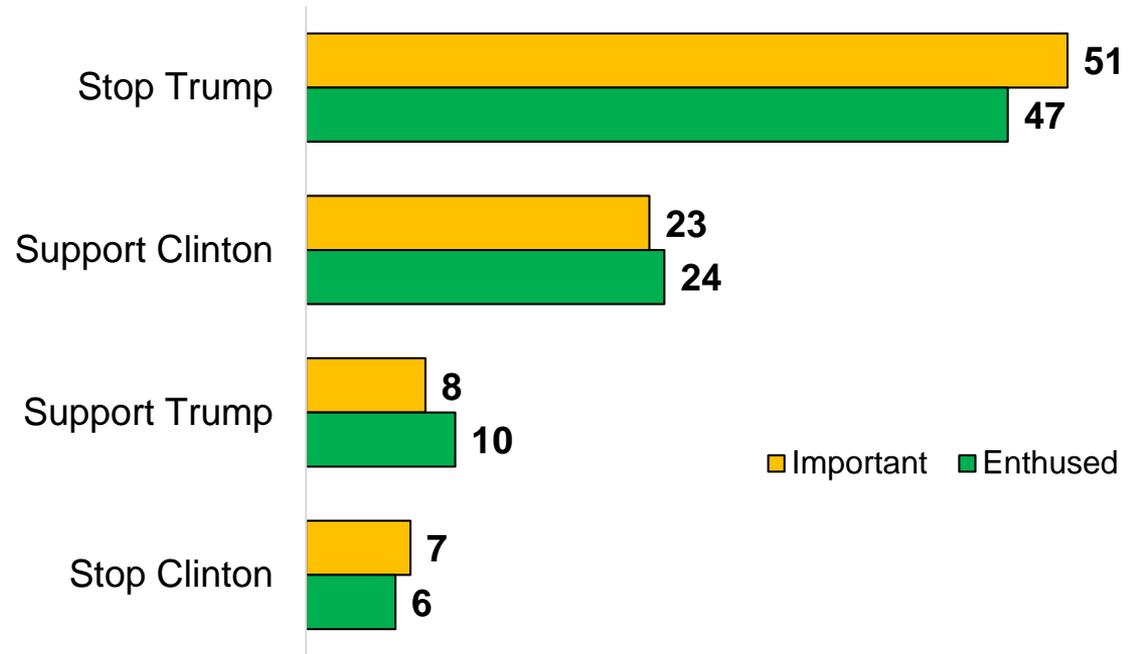
Voting in 2016: Enthusiasm and Importance



Reasons Enthusiasm and Importance of Voting Up in 2016

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

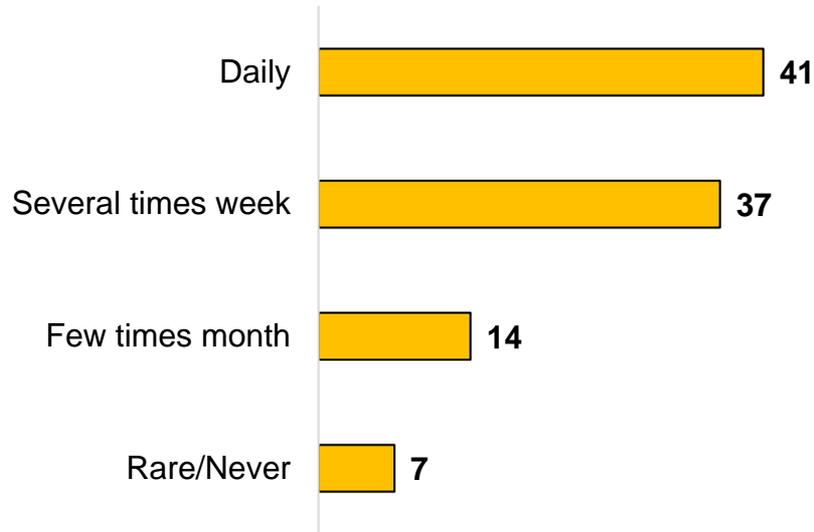
[Asked of the 76% who said 2016 more important, and the 51% who said more enthused in 2016]



Attention and Engagement

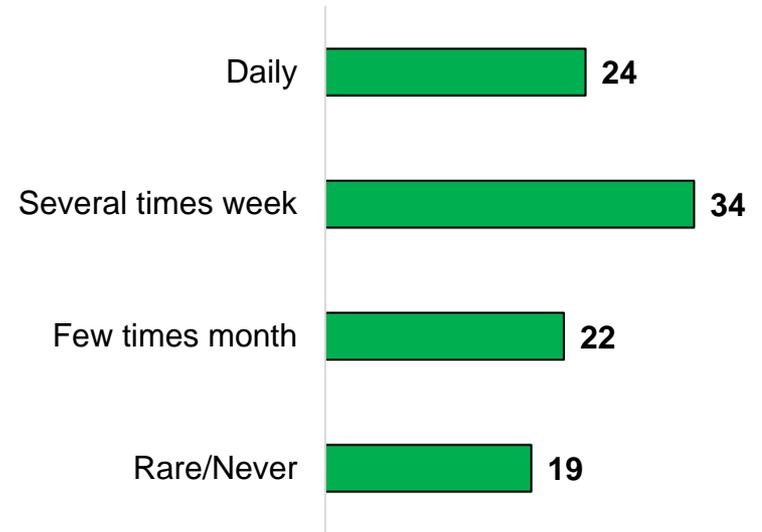
How often do you follow news related to the upcoming election?

(Including online, social media, TV, radio)



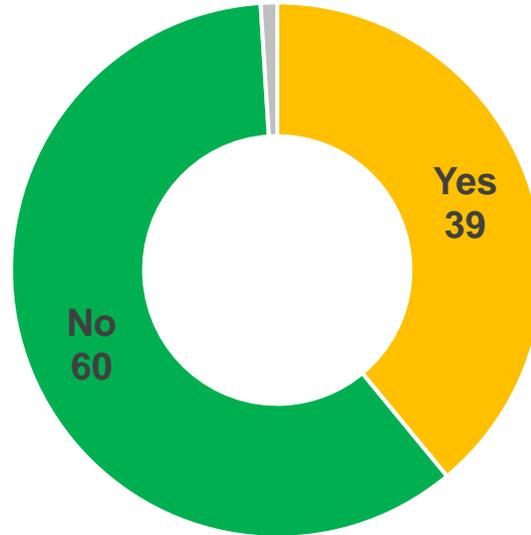
How often do talk about the upcoming election with family, friends, or co-workers?

(Including in-person, phone, text, online, social media)



Contact and Outreach

Over the past few months, did anyone from a campaign, political party, or community organization ask you to vote, or register to vote?



Key Findings

- Clinton commanding lead over Trump (70/19)
- Immigration Candidate and Party Defining Issue in 2016
 - ▣ Solidifies support for Clinton, chips away Republican support
 - ▣ Spike in concern about anti-Latino/immigrant discrimination
 - ▣ 59% know undocumented immigrants
- Latino voters engaged, but direct outreach lags
 - ▣ 76% more important and 51% more enthused compared to 2012
 - ▣ 58% talk about election with friends/family several times a week
 - ▣ Only 39% contacted to date

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TOPLINES AND CROSSTABS
POSTED AT LATINODECISIONS.COM

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