

# LATINO VOTERS IN ARIZONA, COLORADO, FLORIDA, AND NEVADA

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**AMERICA'S  
VOICE**

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Principal  
Latino Decisions

# Overview

2

- Presidential, Senate, and Party Standing
- Immigration Impact in 2016
- Attention and Engagement

# The Research

3

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**AMERICA'S  
VOICE**

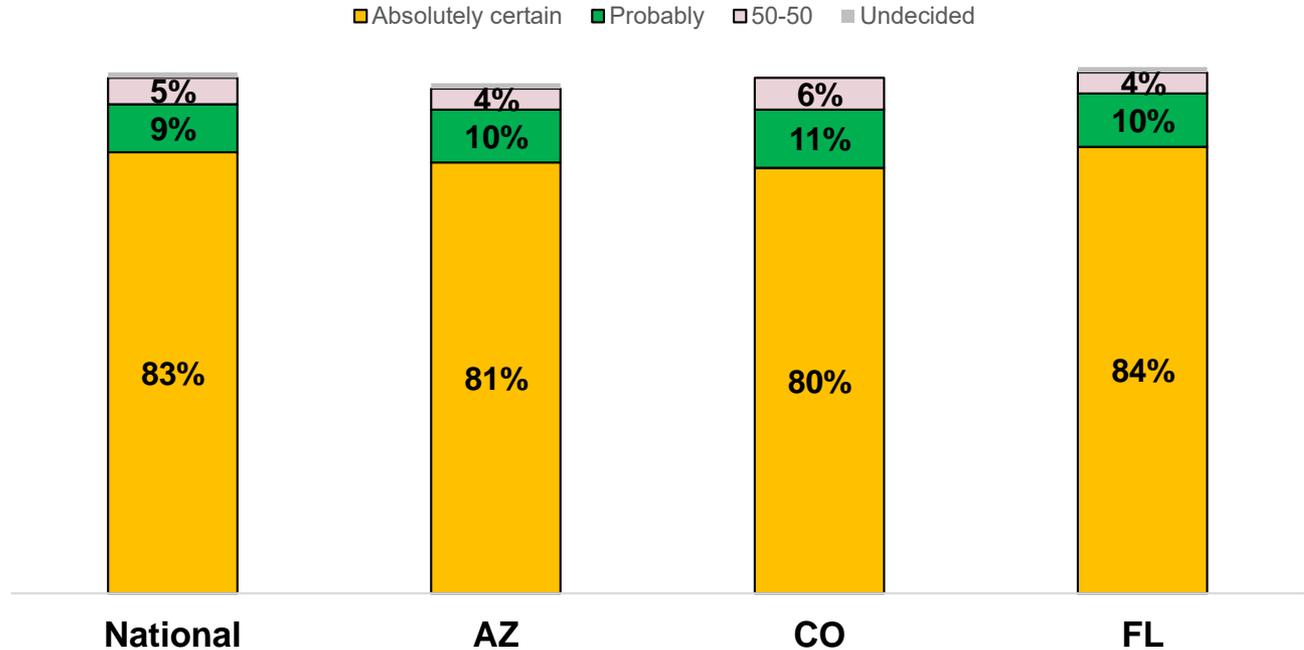
Implemented  
by Latino  
Decisions

- N= 400 Latino registered voters per state
- Representative of statewide registered Latino electorate
- Conducted August 19 - August 30, 2016
- Landline, cell and online blended sample
- Margin of error is +/- 4.9%
- Interview in Spanish or English at subject's discretion

# Likely Voters

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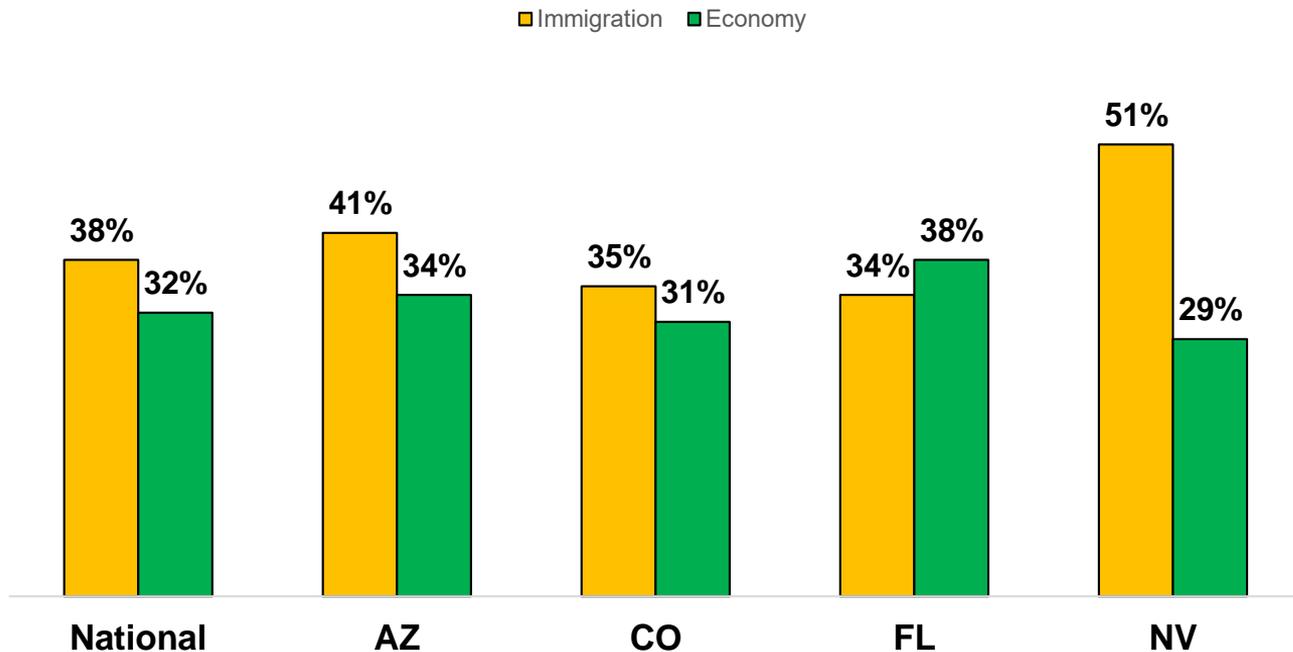
What would you say the chances are that you will vote in November – are you absolutely certain you will vote, will you probably vote, are the chances 50-50, or do you think you will not vote this year?



# Most Important Issue Facing Latino Community: Immigration and Econ/Jobs

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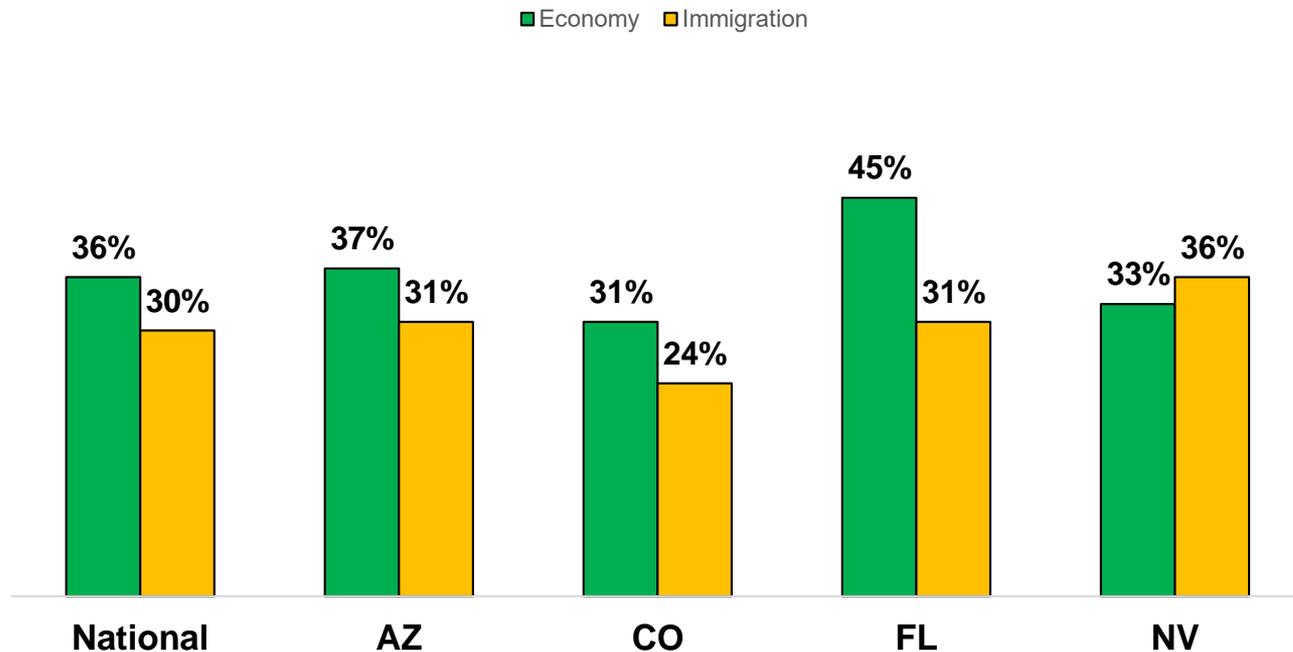
What are the most important issues facing the Latino community that you think Congress and the President should address?



# Most Important Issues: Economy/Jobs and Immigration

6

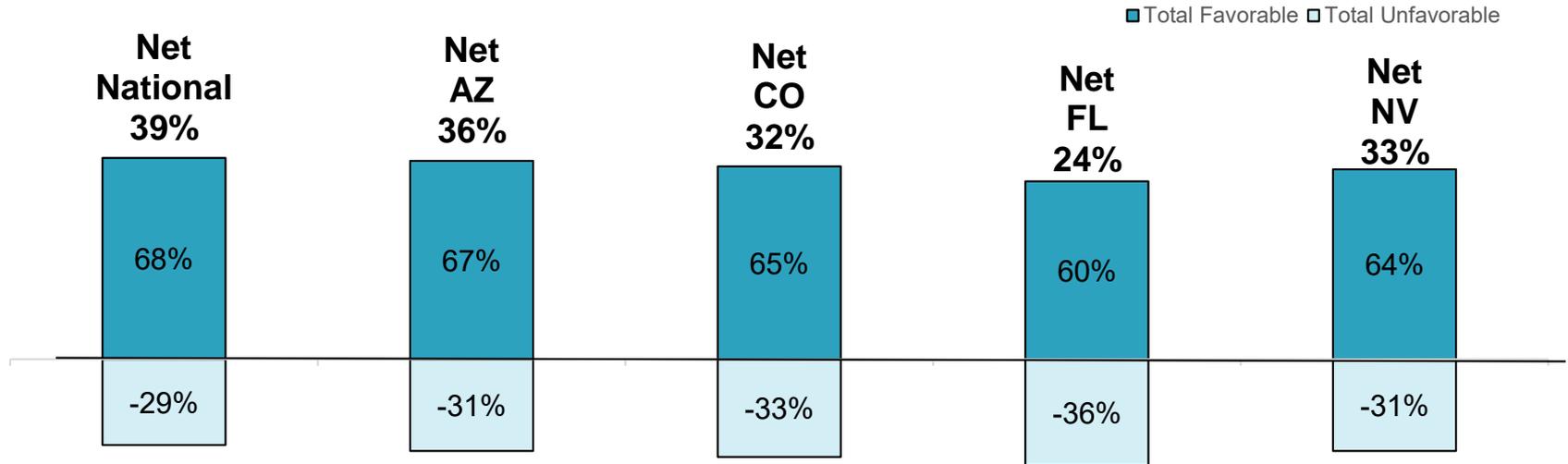
What are the most important issues that you think Congress and the President should address?



# Favorability Indicators: Hillary Clinton

(Net, favorable, and unfavorable reported)

7

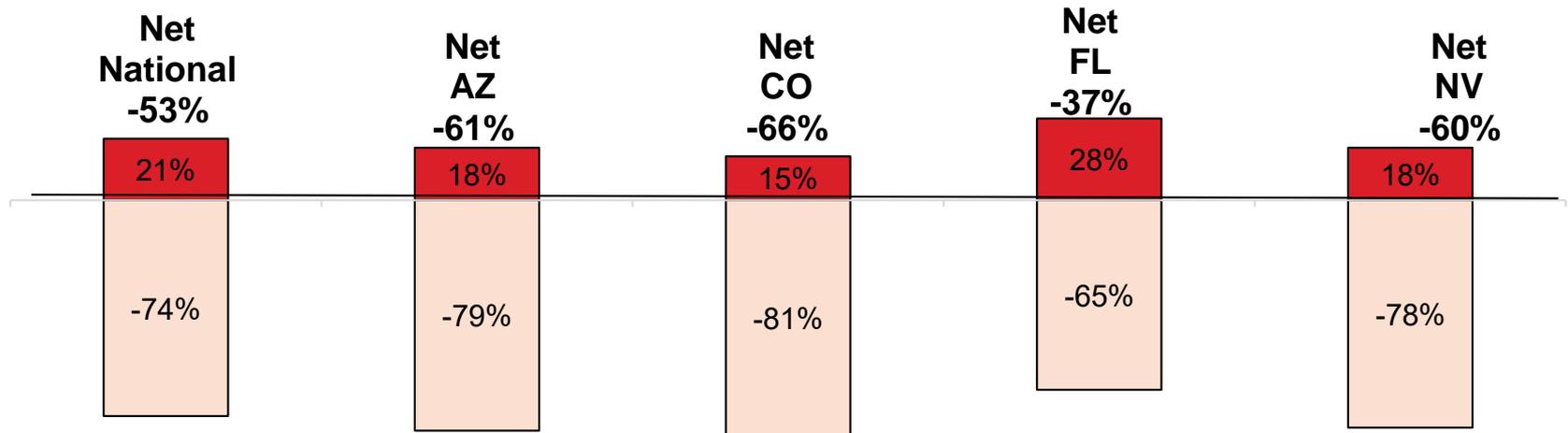


# Favorability Indicators: Trump

(Net, favorable, and unfavorable reported)

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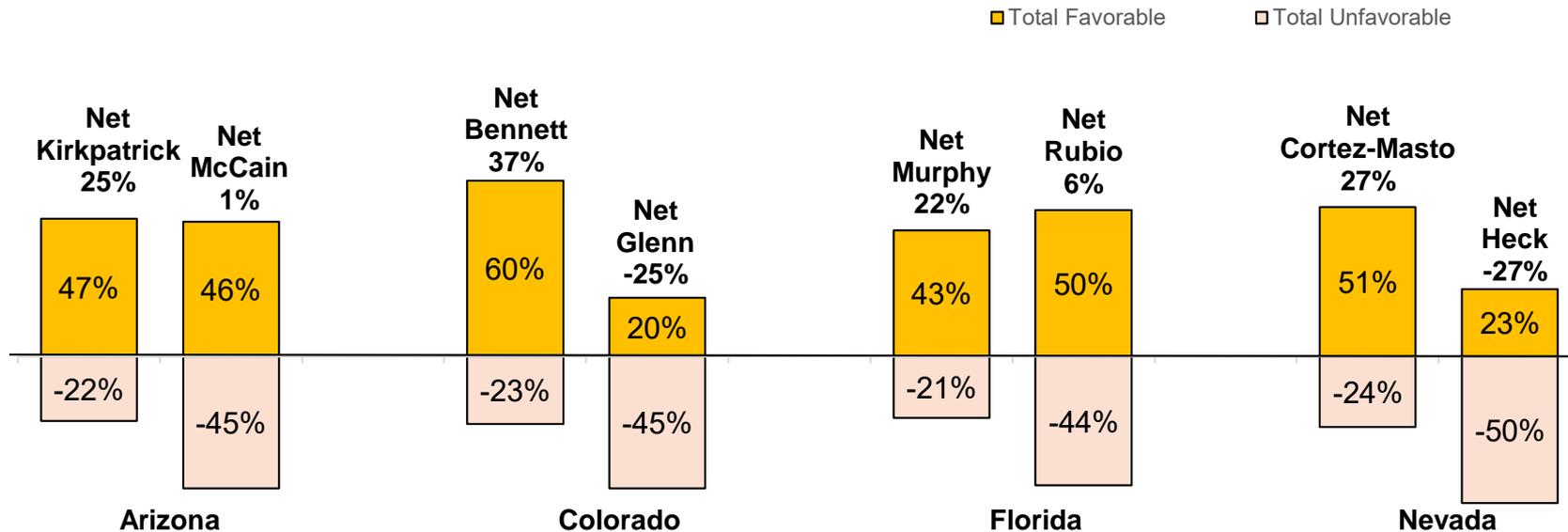
■ Total Favorable □ Total Unfavorable



# Favorability Indicators: Senate Candidates

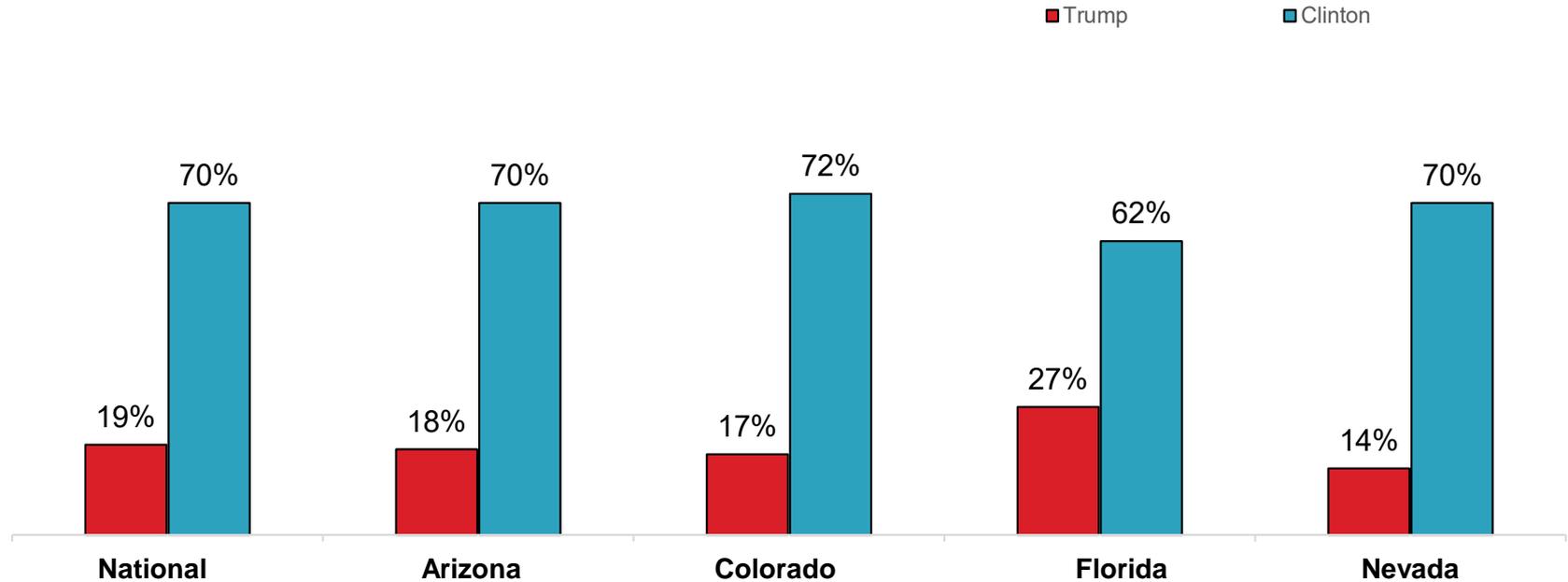
(Net, favorable, and unfavorable reported)

9



# Presidential Vote

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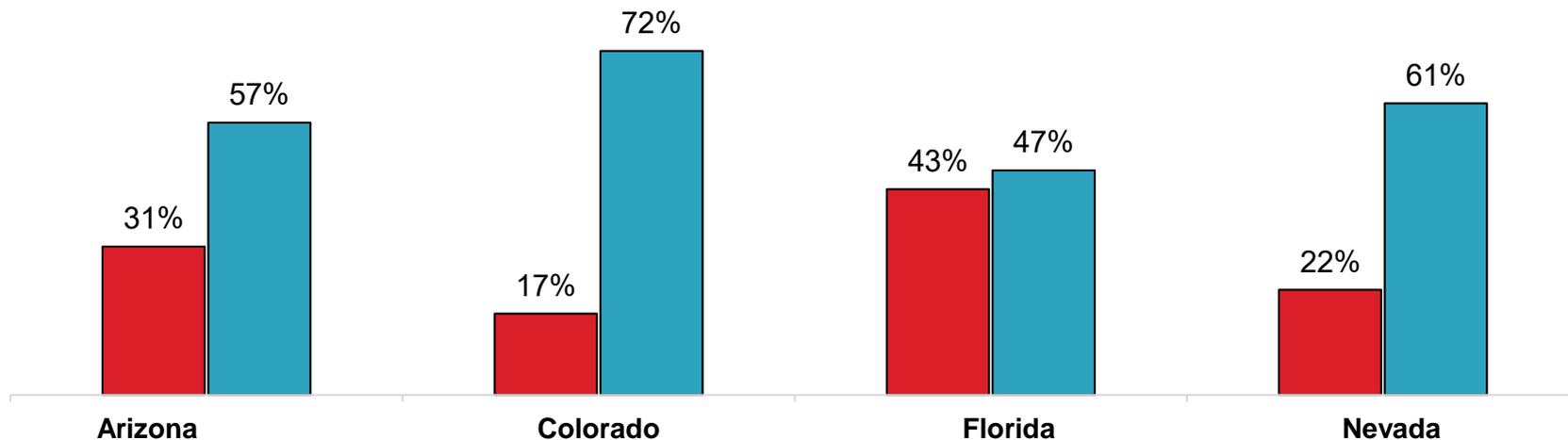


# Senate Vote

(Net, favorable, and unfavorable reported)

11

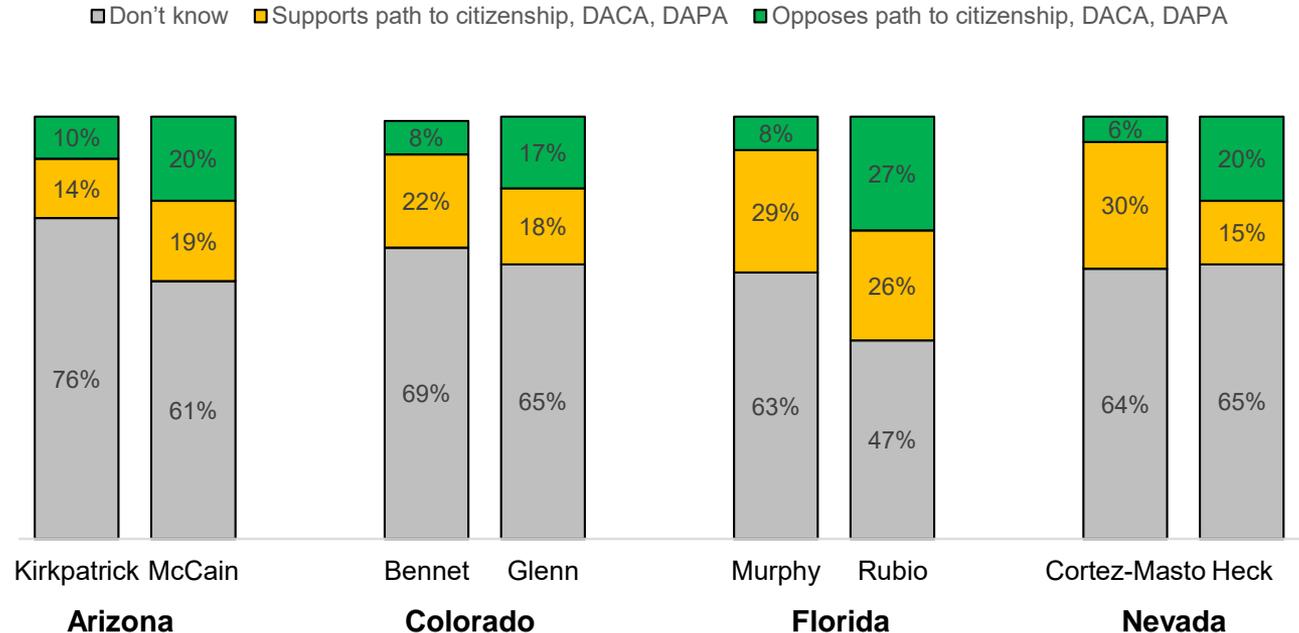
■ Republican Candidate   ■ Democratic Candidate



# Senate Candidates on Immigration

12

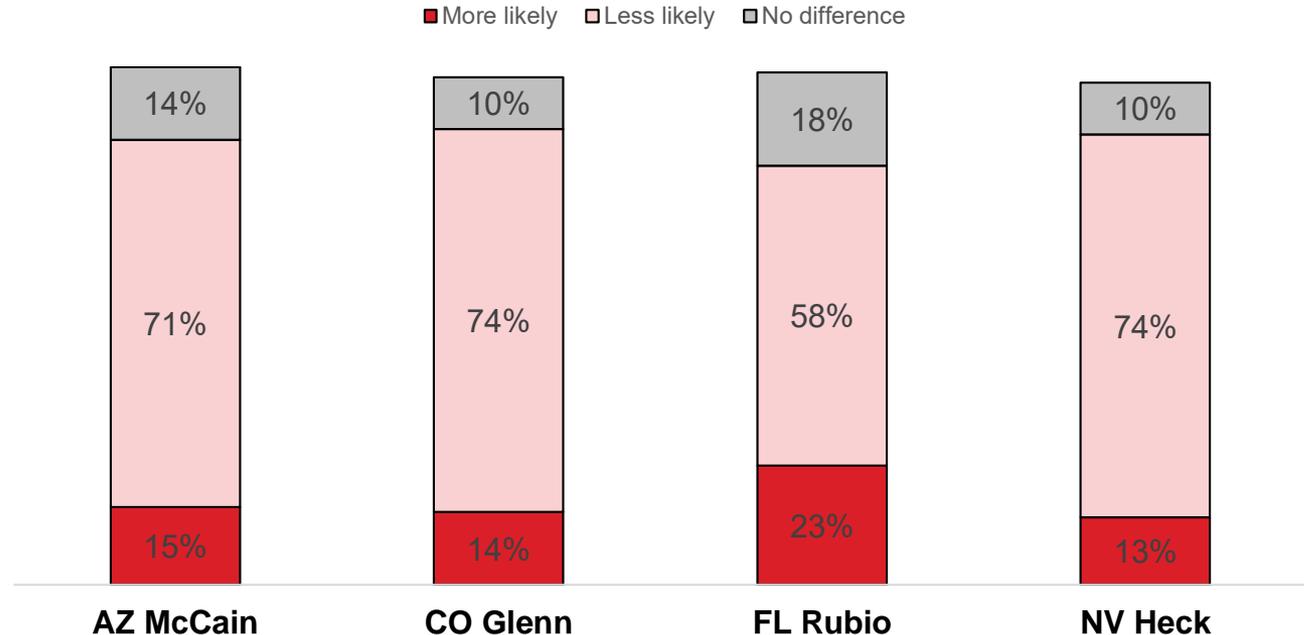
When it comes to President Obama's executive actions on immigration, and providing a path to citizenship for undocumented immigrants, do you know if CANDIDATE supports /opposes reform with a path to citizenship and President Obama's executive actions on immigration, or would you say you really haven't heard or don't know where CANDIDATE stands on immigration issues?



# Trump Support and Senate Vote

13

If you knew that [GOP Senate Candidate Name] was supporting Donald Trump for President, would you be more likely to vote for [name], or less likely to vote for [name]?

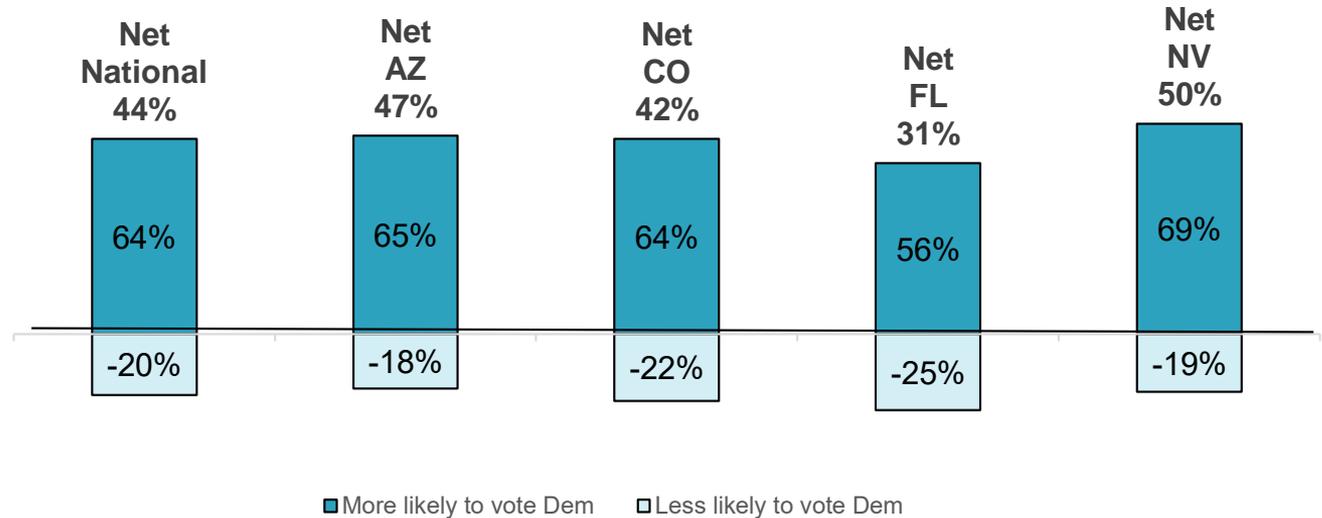


# Clinton on Immigration & Senate Vote

(Net, favorable, and unfavorable reported)

14

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

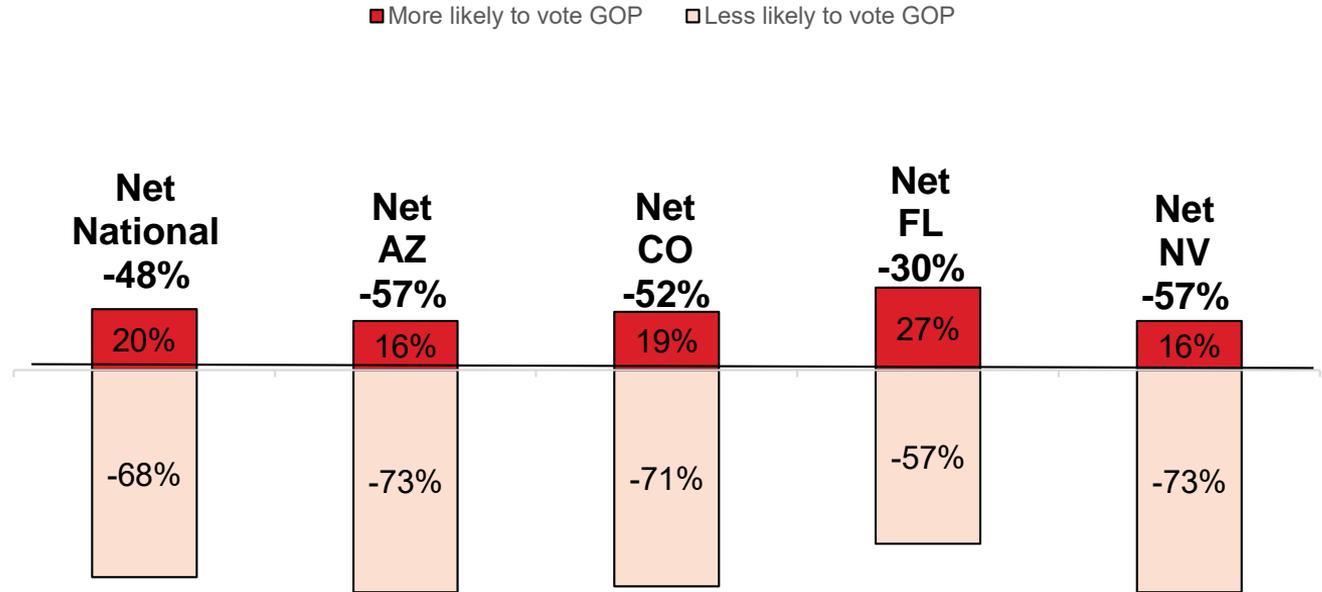


# Trump on Immigration & Senate Vote

(Net, favorable, and unfavorable reported)

15

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

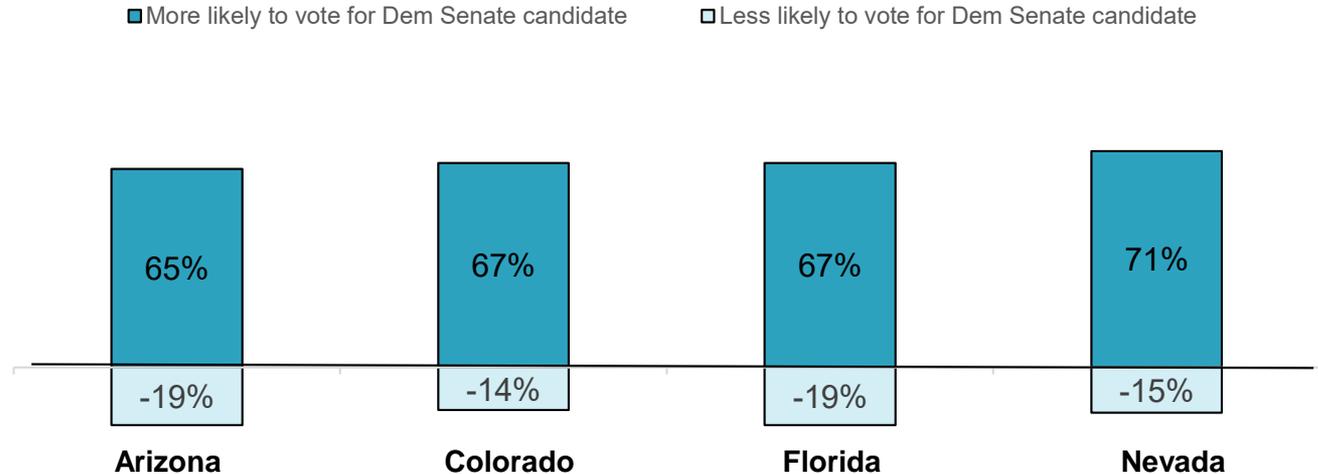


# Democratic Senate Candidates and Immigration Positions

16

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. Democratic Senate Candidate [name] supports comprehensive immigration reform, DACA, and DAPA. Does this make you more-or-less likely to vote for [name] for Senate this November?

(More specifics provided for some candidates, see toplines and xtabs)

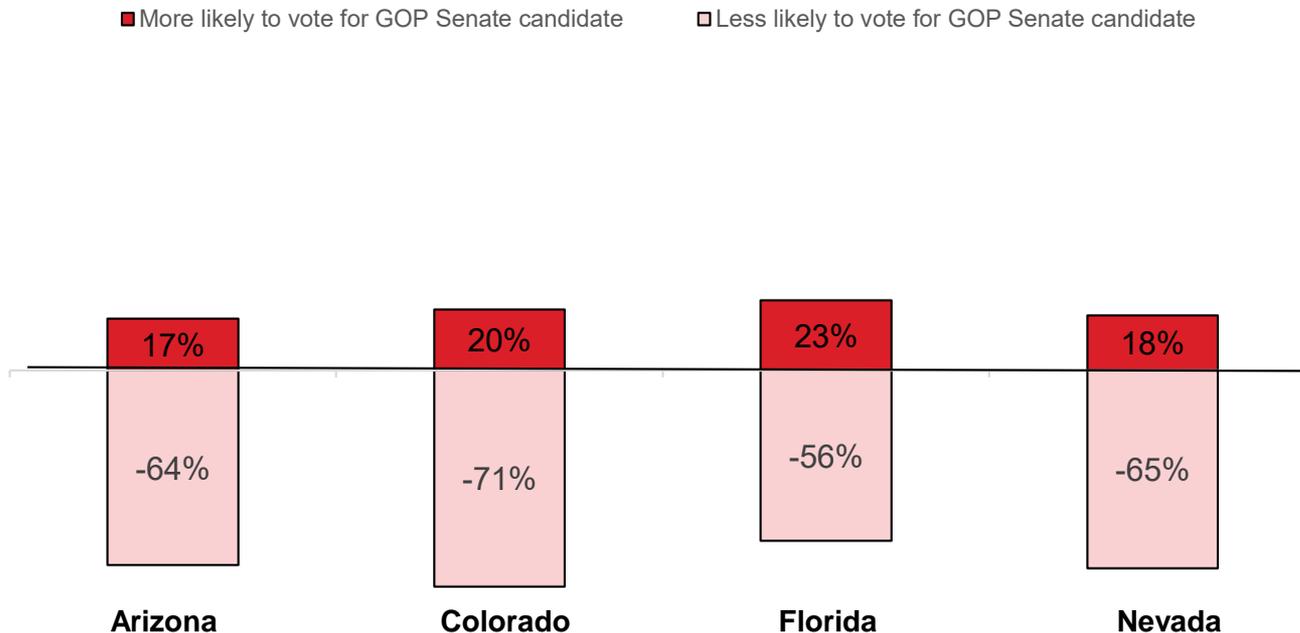


# GOP Senate Candidates and Immigration Positions

17

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. Republican Senate Candidate [name] opposes comprehensive immigration reform, DACA, and DAPA. Does this make you more-or-less likely to vote for [name] for Senate this November?

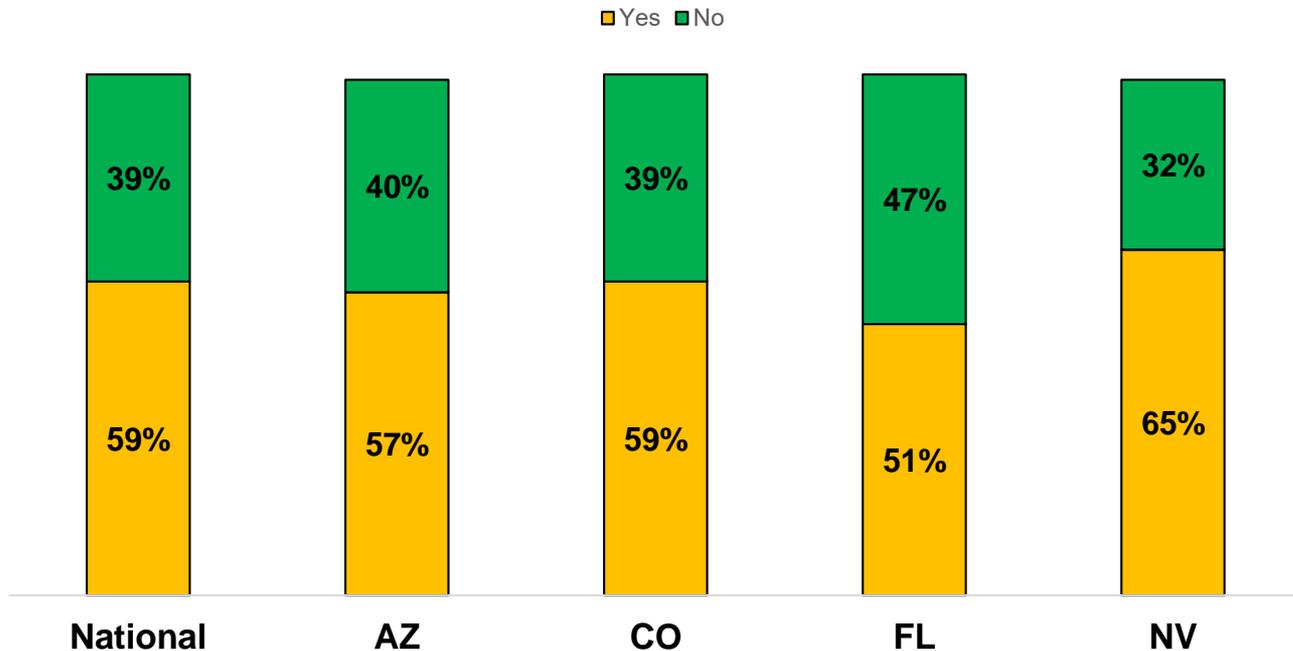
(More specifics provided for some candidates, see topline and xtabs)



# Latino Voter Ties to Undocumented Community

18

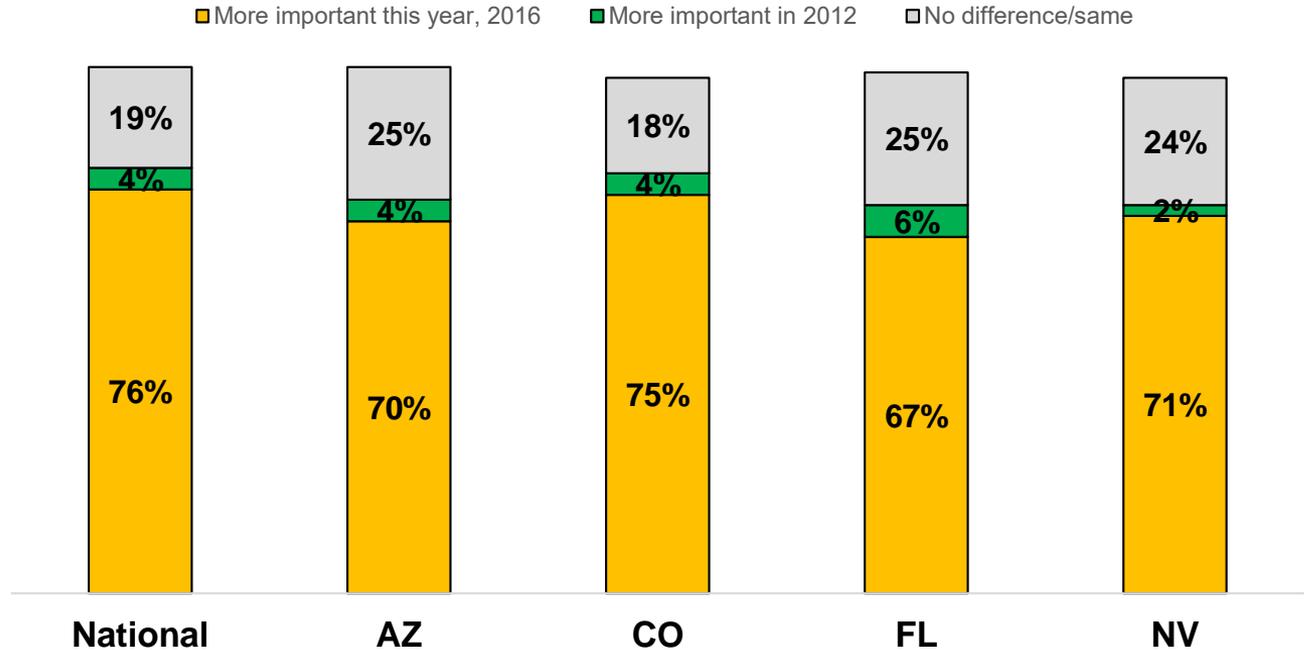
Thinking about all the people in your family, your friends, co-workers, and other people you know, do you know anyone who is an undocumented immigrant?



# Voting in 2016: Important

19

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?

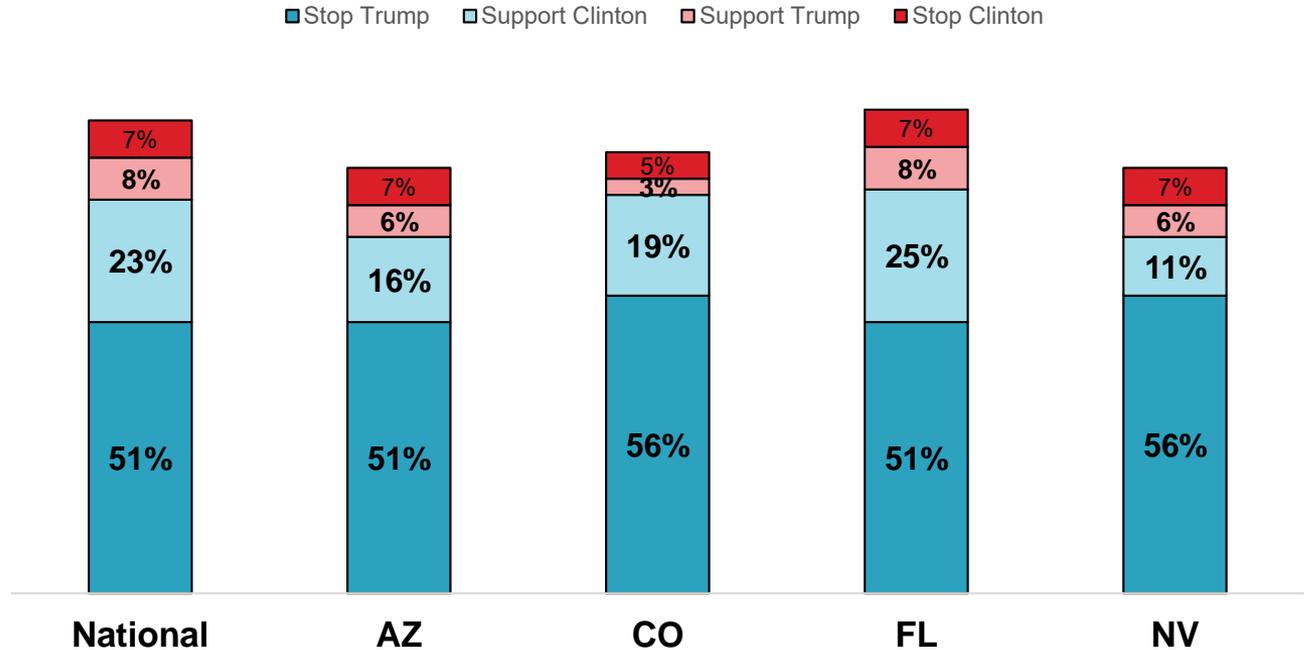


# Voting in 2016: Why is it more important

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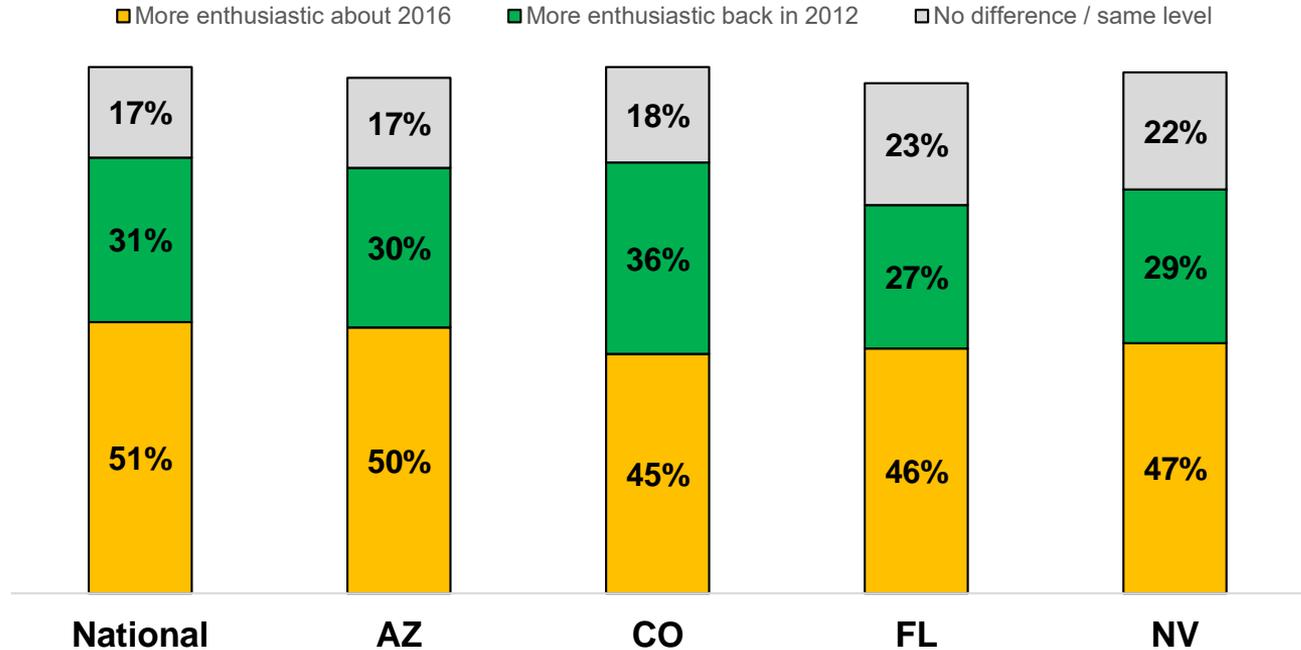
What is different about 2016 that makes more important/enthusiastic to vote this time?

*[Asked of the share said 2016 more important]*



# 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?

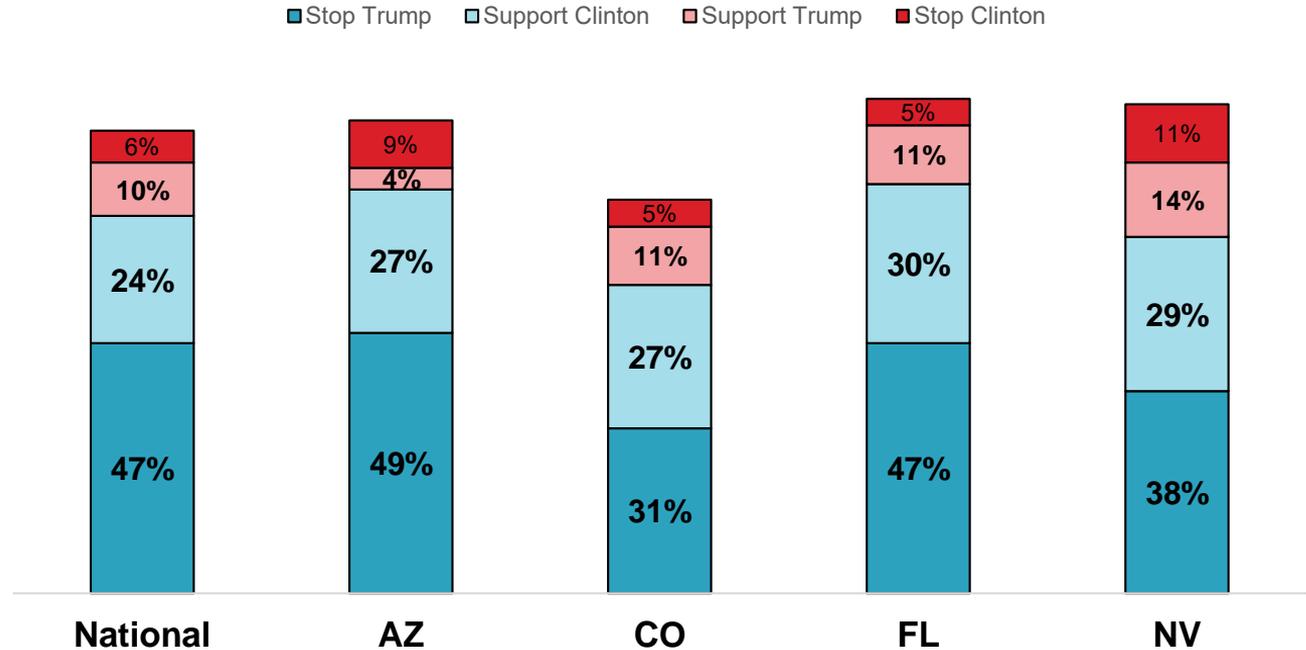


# Voting in 2016: Why more enthused?

22

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

*[Asked of the share said 2016 more enthused]*

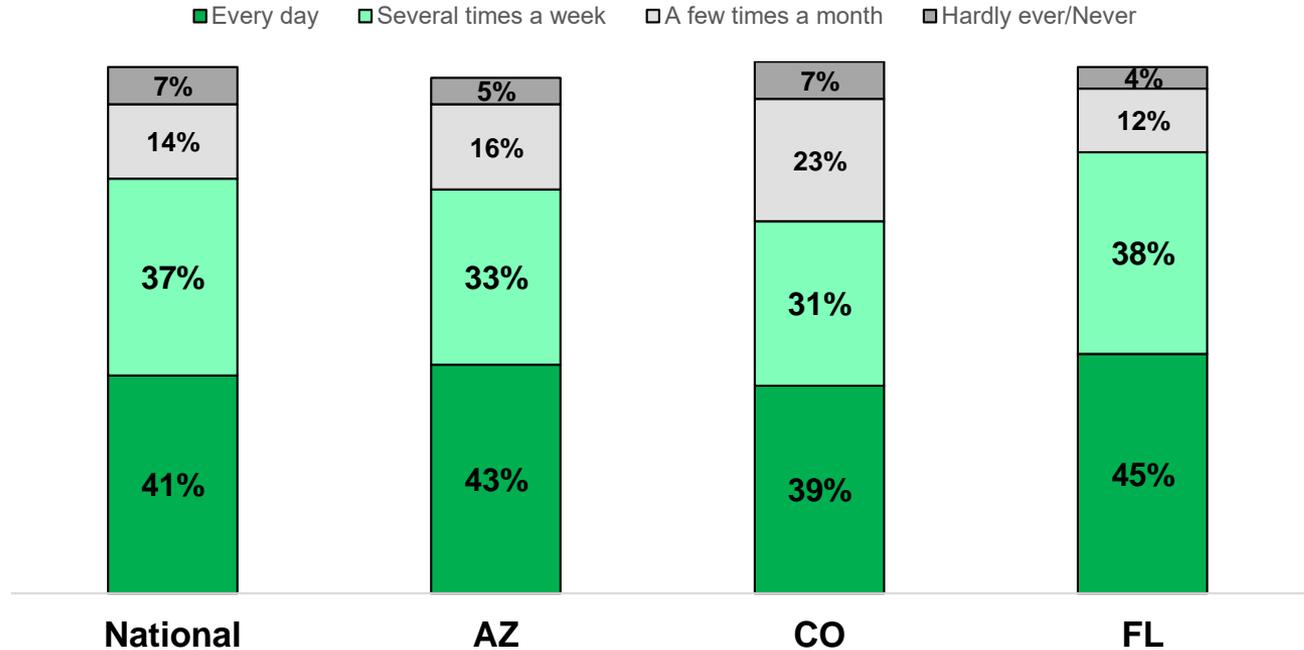


# Attention and Engagement

23

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

(Including online, social media, TV, radio)

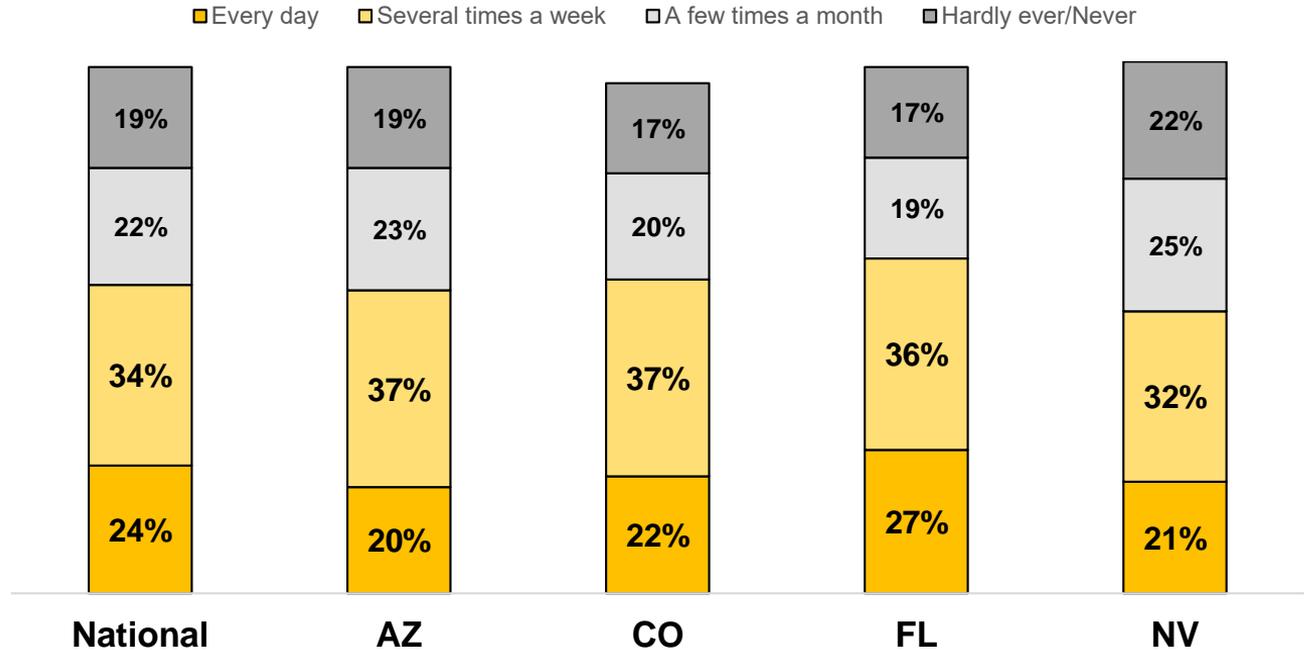


# Attention and Engagement

24

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

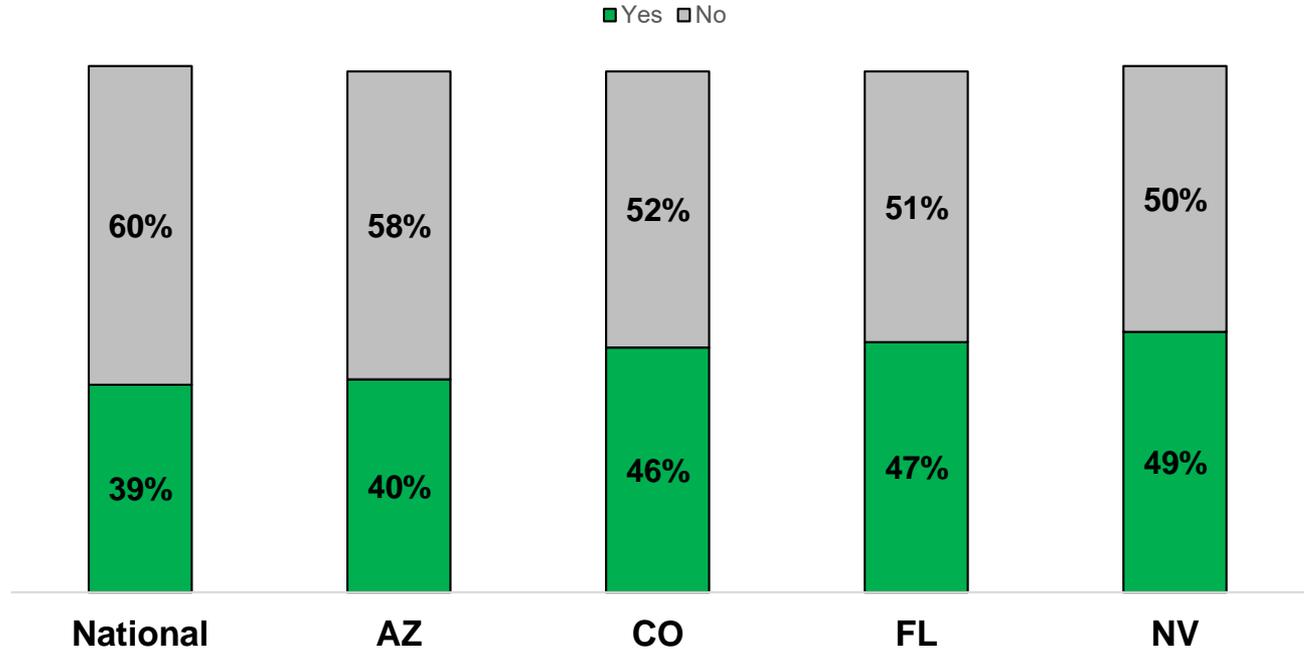
(Including in-person, phone, text, online, social media)



# Contact and Outreach

25

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

26

- Clinton commanding lead over Trump across states.
- Immigration important in Senate race but little information
  - “Don’t know” is majority response for Senate candidates on this issue
  - Majority don’t like Trump-endorsing candidates
  - Voters prefer candidates who support DACA, DAPA, and path to citizenship
- 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
  - 50% or more not contacted to date in competitive states

# TOPLINES AND CROSSTABS POSTED AT [LATINODECISIONS.COM](http://LATINODECISIONS.COM)