

**UNIDOS US**

**THE 2020 NATIONAL LATINO  
ELECTORATE SURVEY**

**Latino**  **Decisions**

June 25, 2019

# Methodology

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- 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

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- 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

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Which of the following traits do you think are important in a presidential candidate?

[Follow up if 'important', is that very important or just somewhat ?]

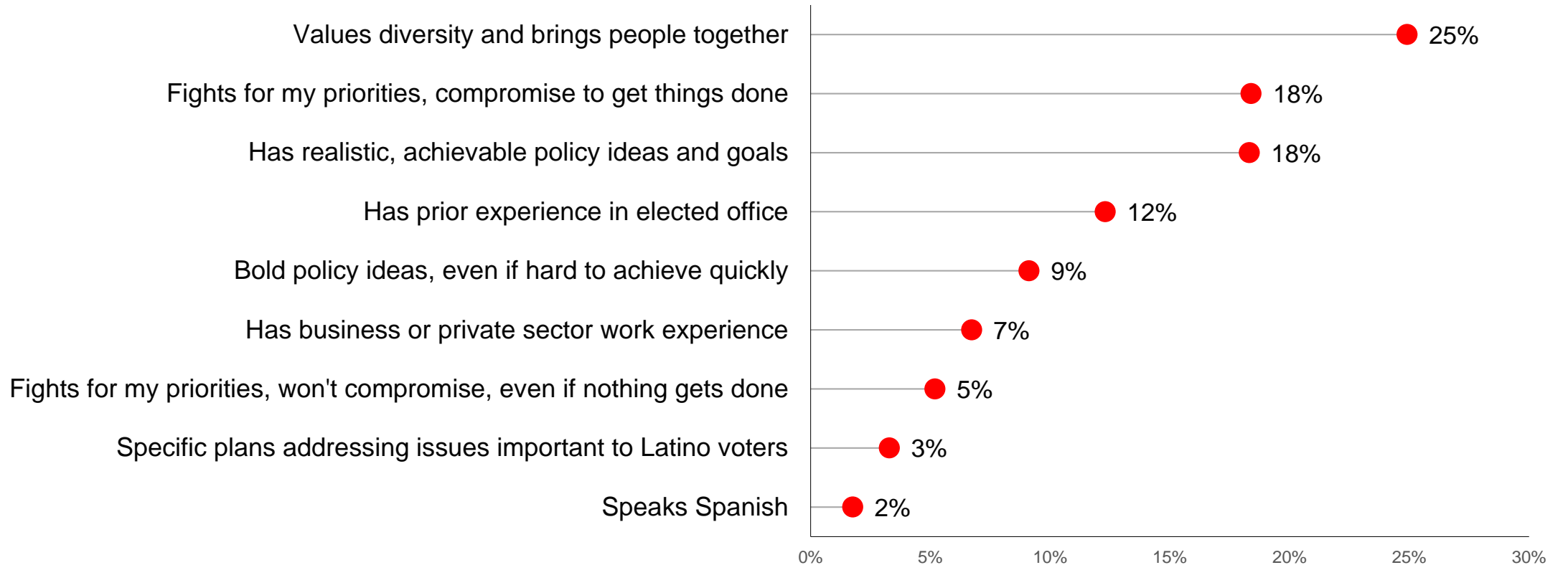
## Percent responding trait is “very important” in a presidential candidate

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

# Important Candidate Qualities

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



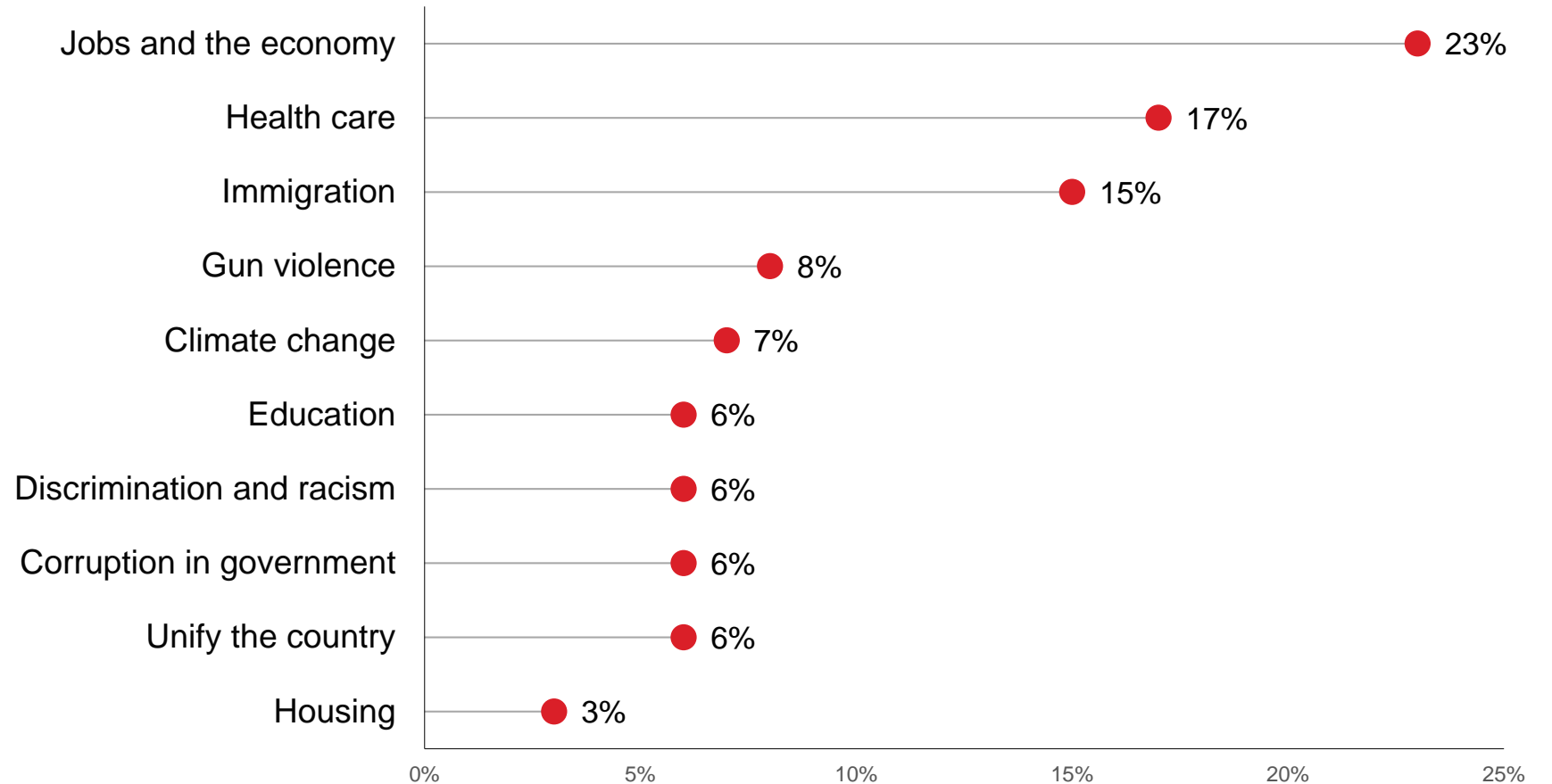
Source: **UNIDOSUS** National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%

# Issues Ideal Candidate Would Address

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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.*



# Issues Ideal Candidate Would Address

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



# Factors Driving Priority Issues

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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

# Factors Driving Priorities on Candidate Quality and Issues

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

■ Yes    □ Sometimes    ■ No

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



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



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



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



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



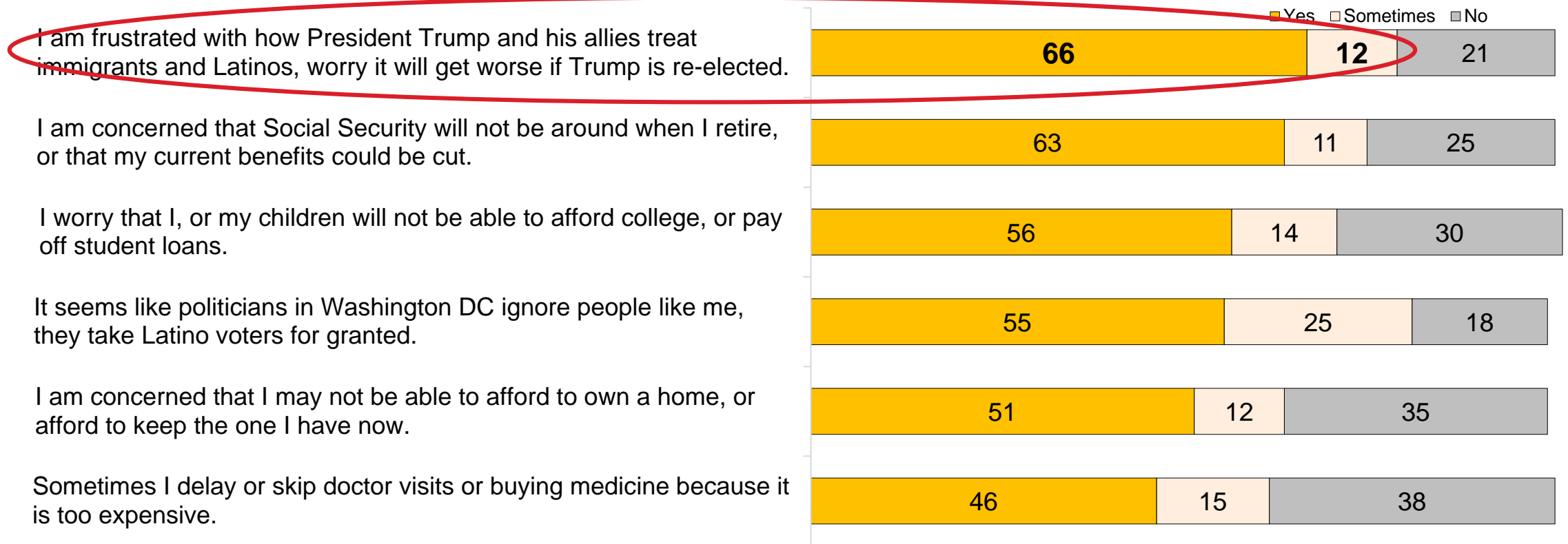
Sometimes I delay or skip doctor visits or buying medicine because it is too expensive.



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



# Factors Driving Priorities on Candidate Quality and Issues

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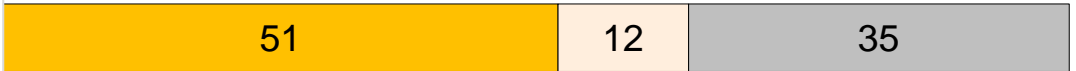
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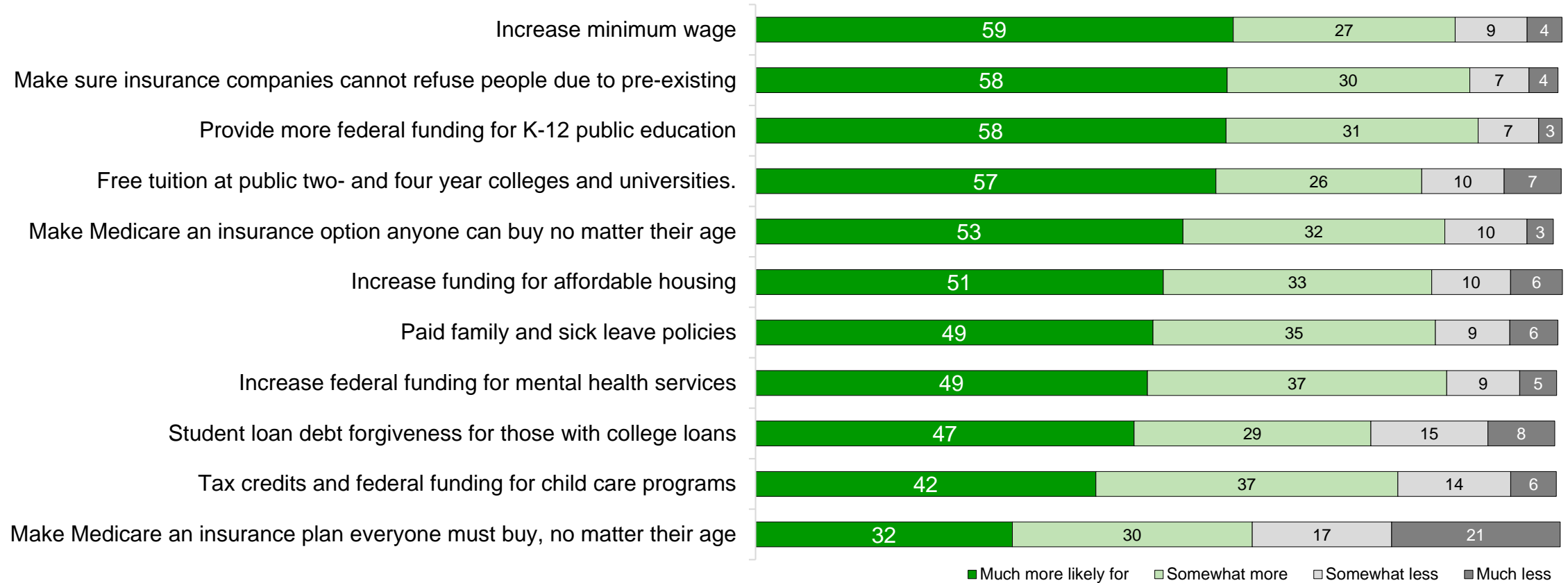


**61% missing or delaying medical care because of costs**

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

# Issues and Candidate Support

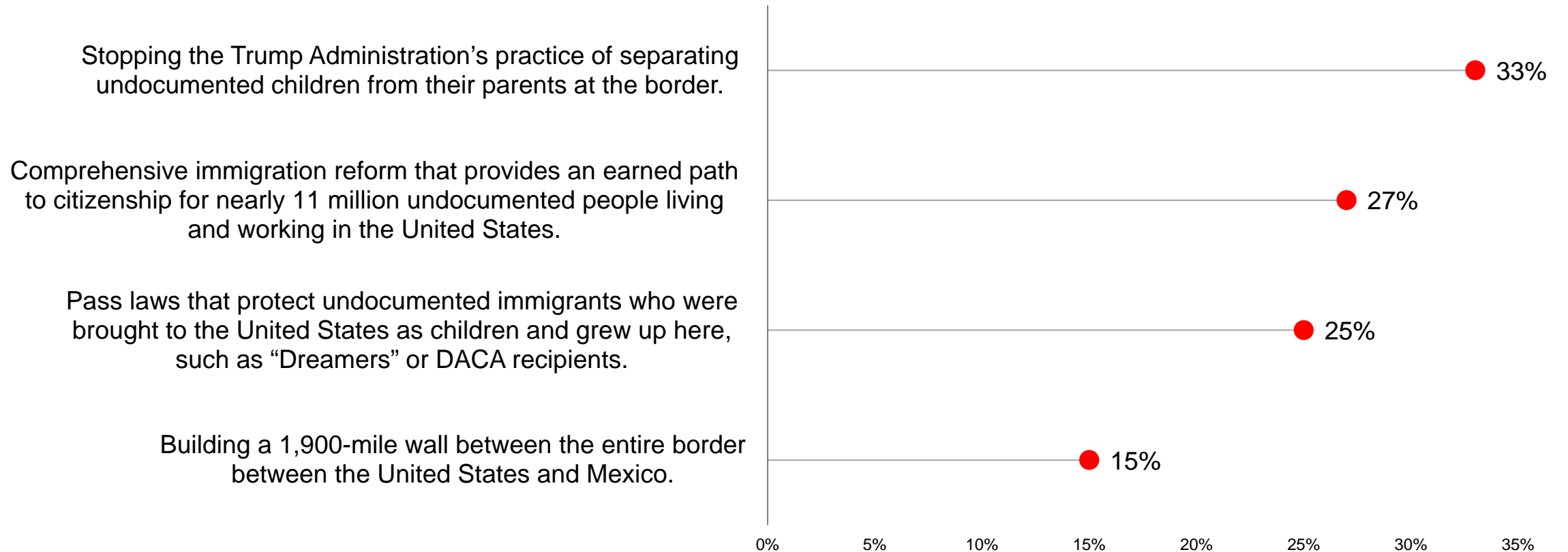
Would you be more or less likely to vote for candidate who supported:



# Immigration Policy Priority

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Which immigration issue do you want a new President to address first?



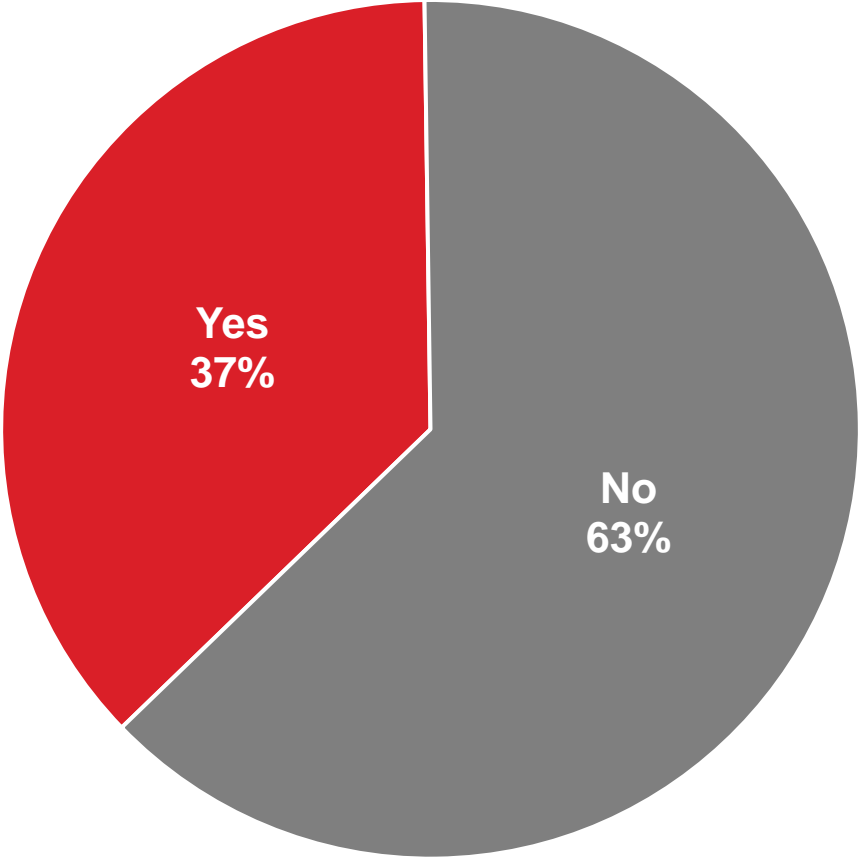
Source: **UNIDOSUS** National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%

# PARTY SUPPORT



# Baseline Republican Support

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



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

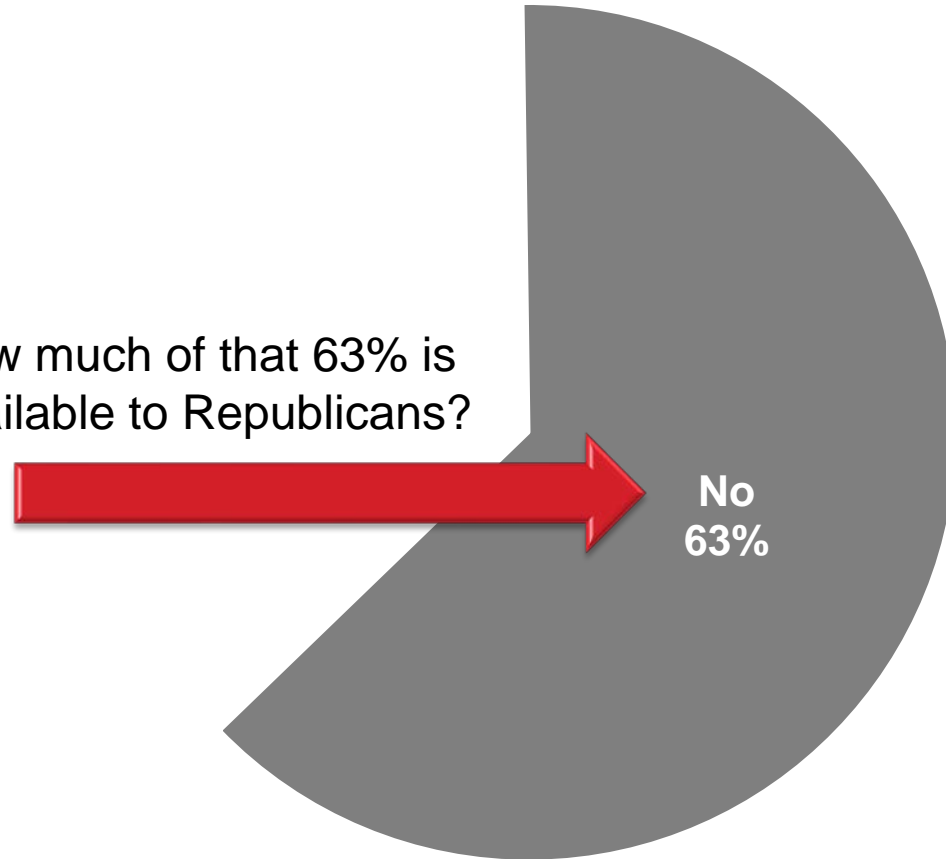


# Baseline Republican Support

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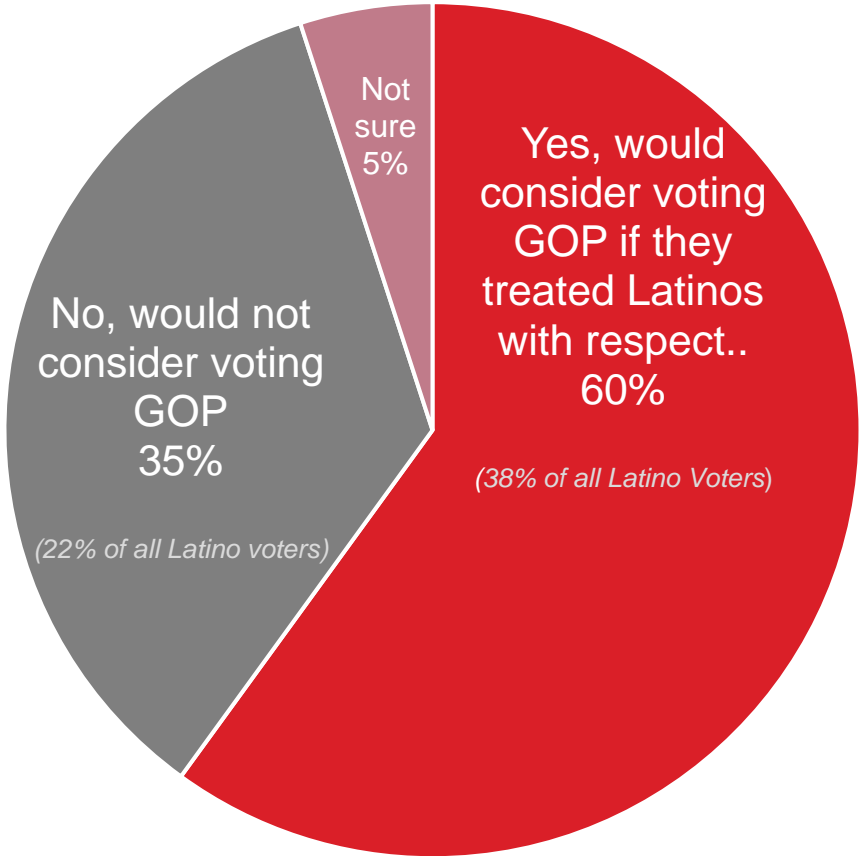
How much of that 63% is available to Republicans?



# Republican Support Among Latinos Who Have Voted GOP in Prior Elections

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

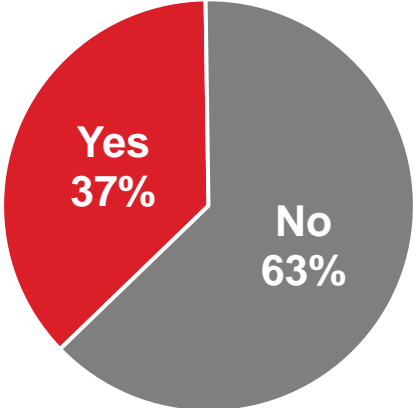
Would you consider voting for a Republican candidate who spoke out against President Trump's harsh policies, treated Latinos with respect, and worked to create more humane immigration laws?



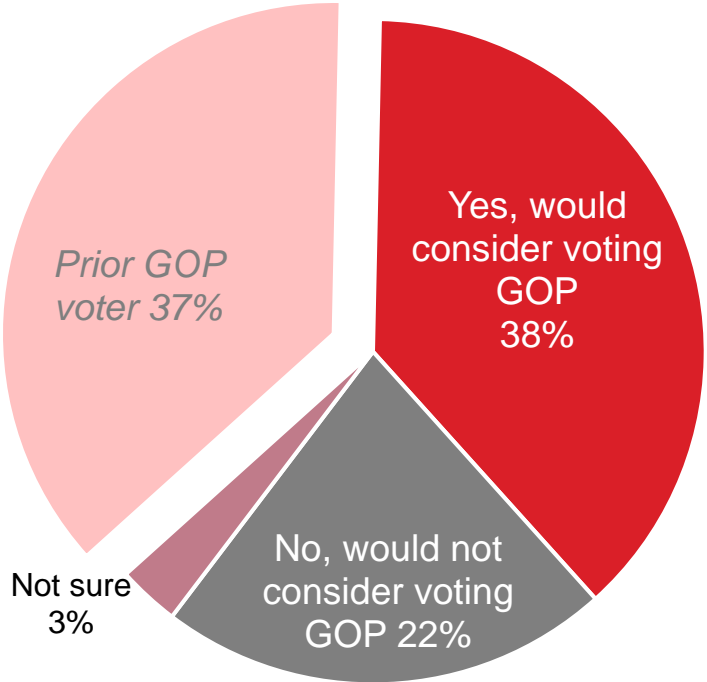
Source: **UNIDOSUS** National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%

# Republican Support Among Latinos Who Have Not Voted Republican

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



[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?

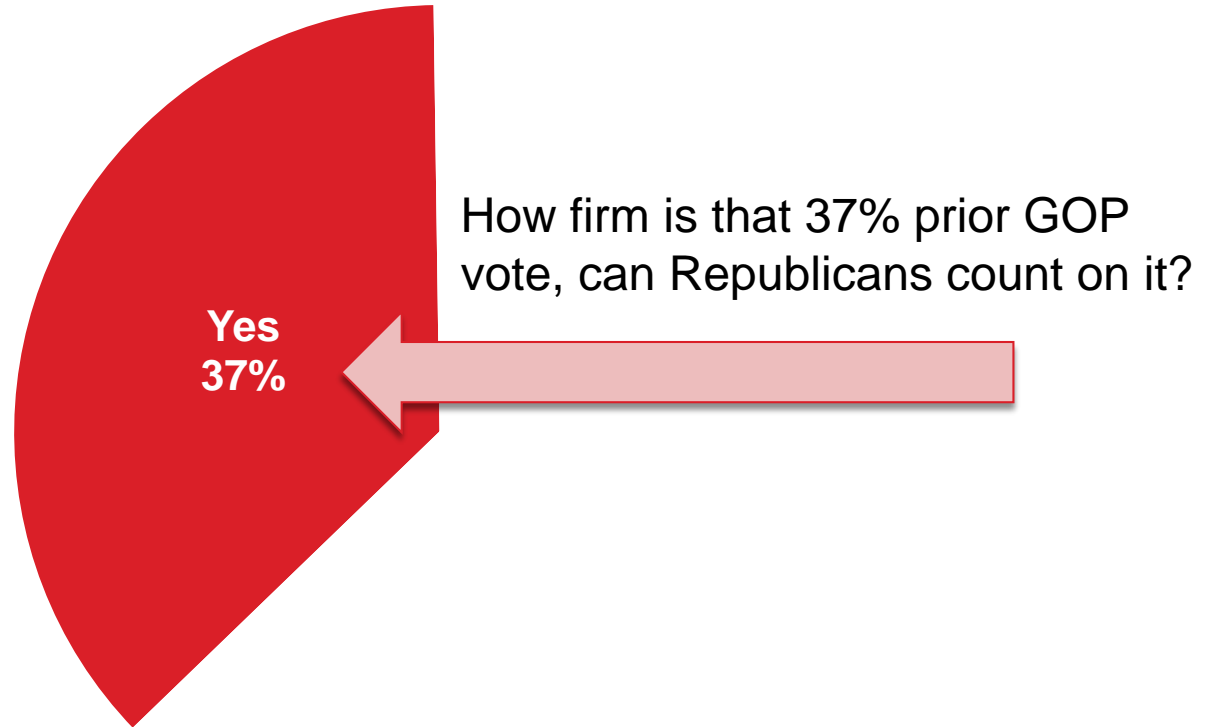


Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%

# Baseline Republican Support

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



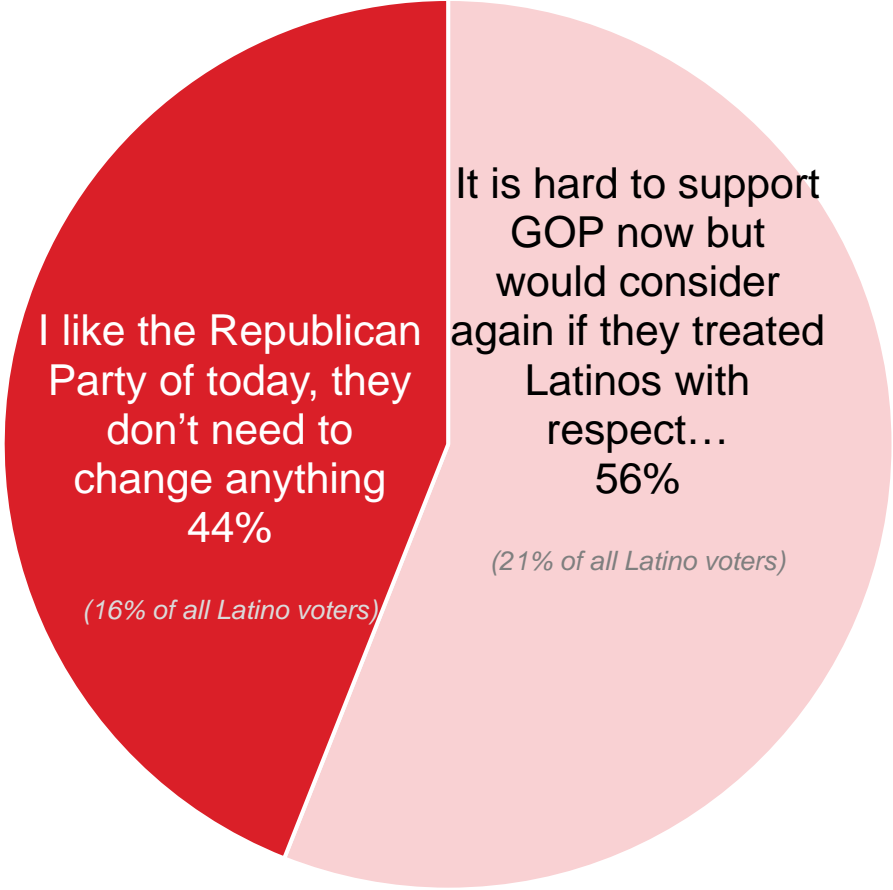
# Republican Support Among Latinos Who Have Voted GOP in Prior Elections

*[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 -

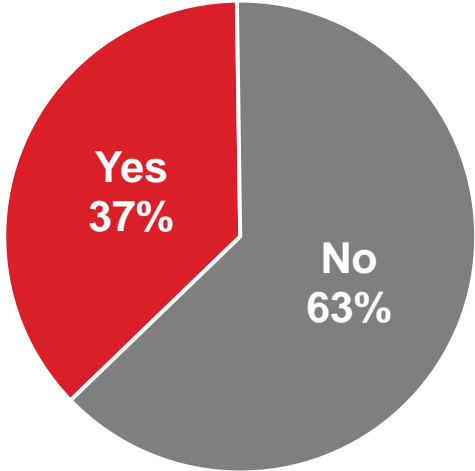
B. I like the Republican Party of today, they don't need to change anything to keep winning my vote.



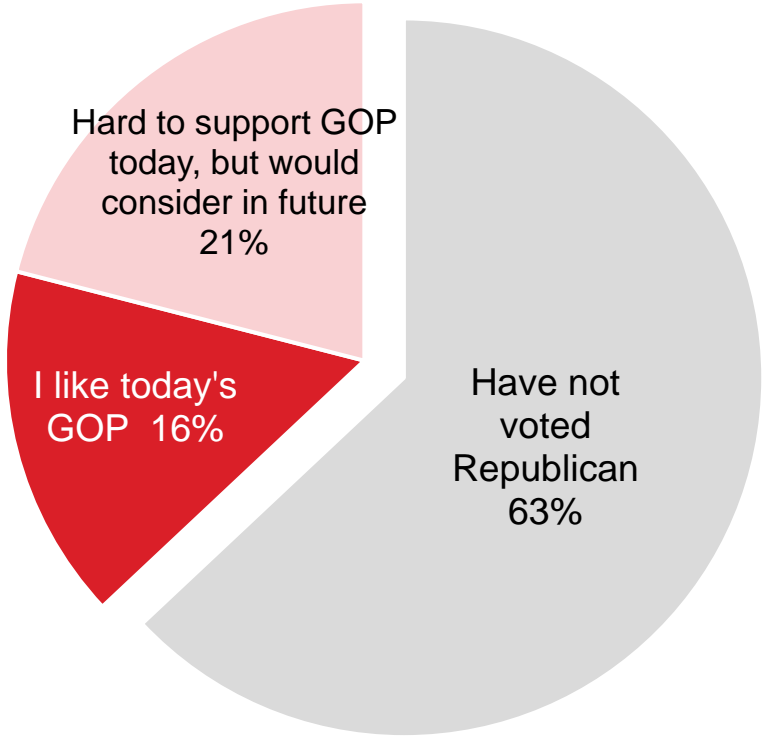
Source: **UNIDOSUS** National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%

# Republican Support Among Latinos Who Have Voted GOP in Prior Elections

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



[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.



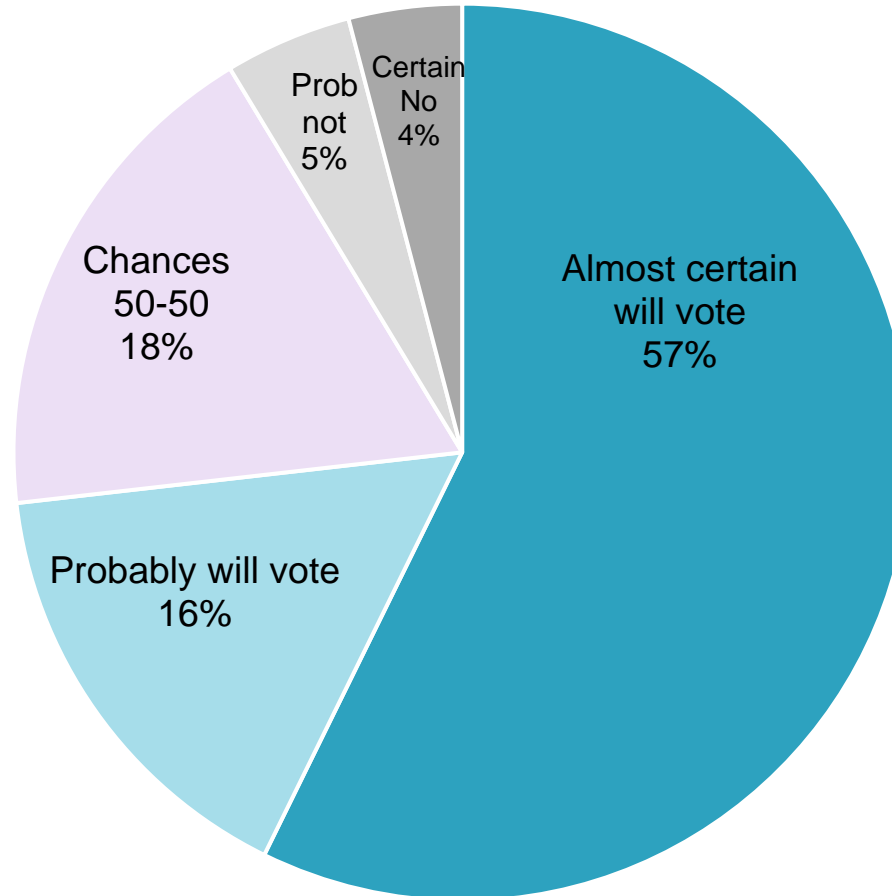
Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%

# Participation in the 2020 Democratic Primaries and Caucuses

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[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?

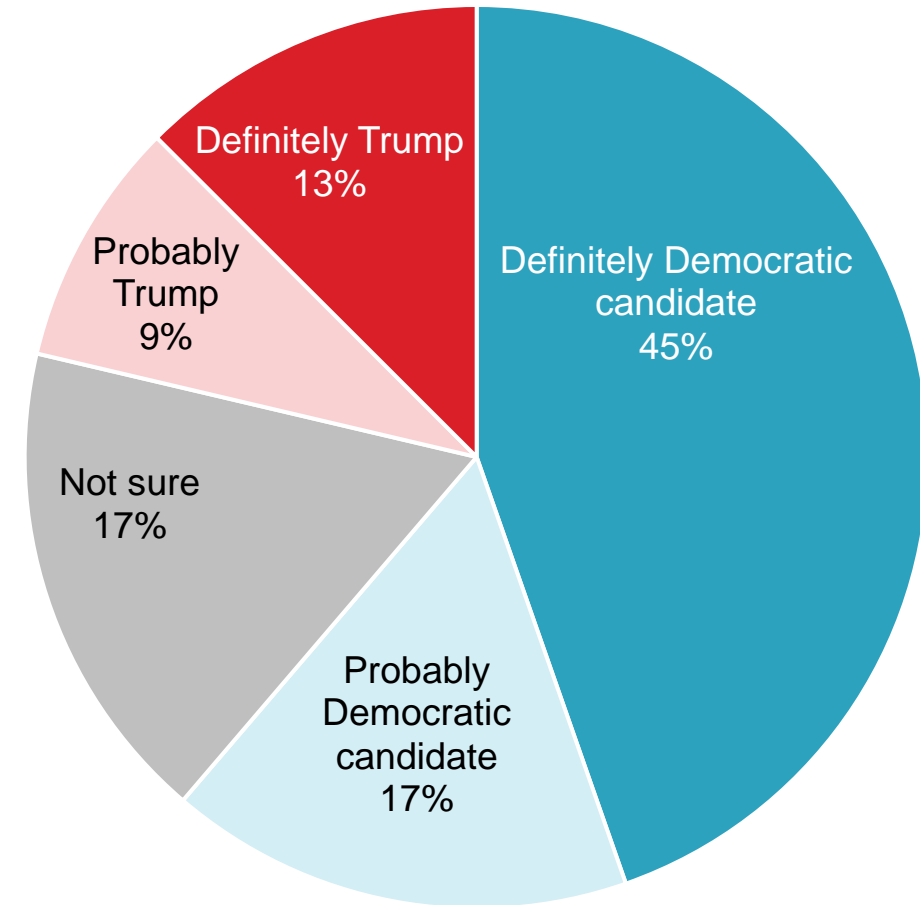


# If the 2020 presidential election were held today, would you vote for...

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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%**



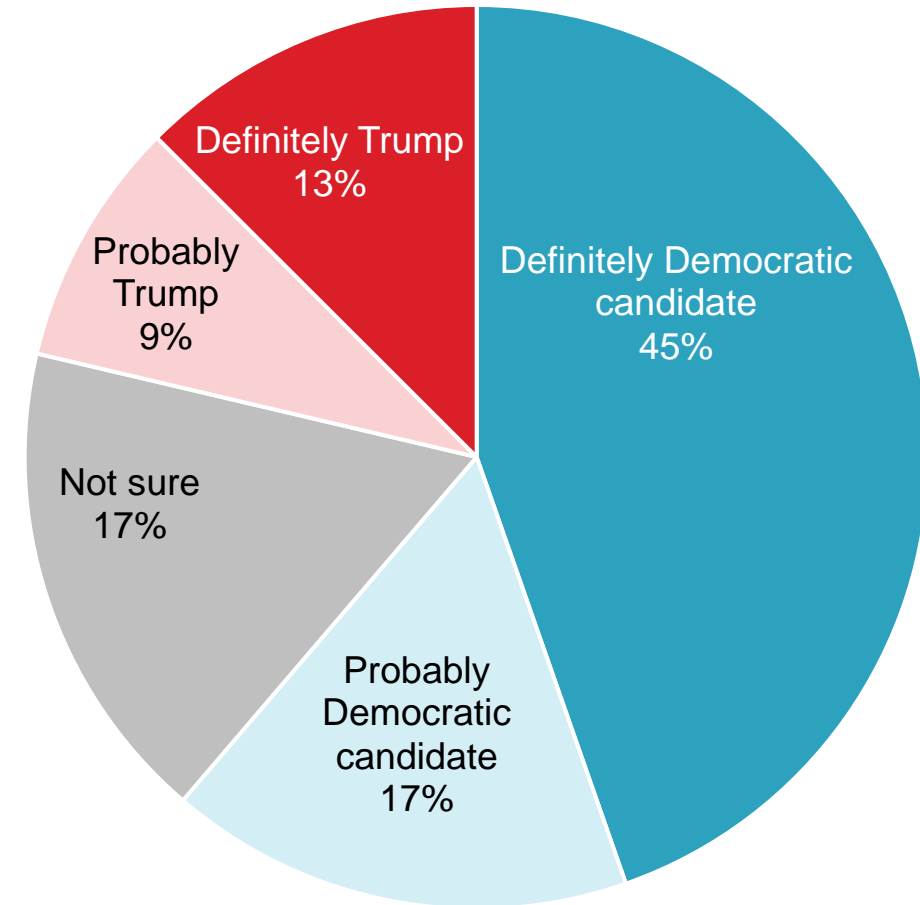


# If the 2020 presidential election were held today, would you vote for...

25

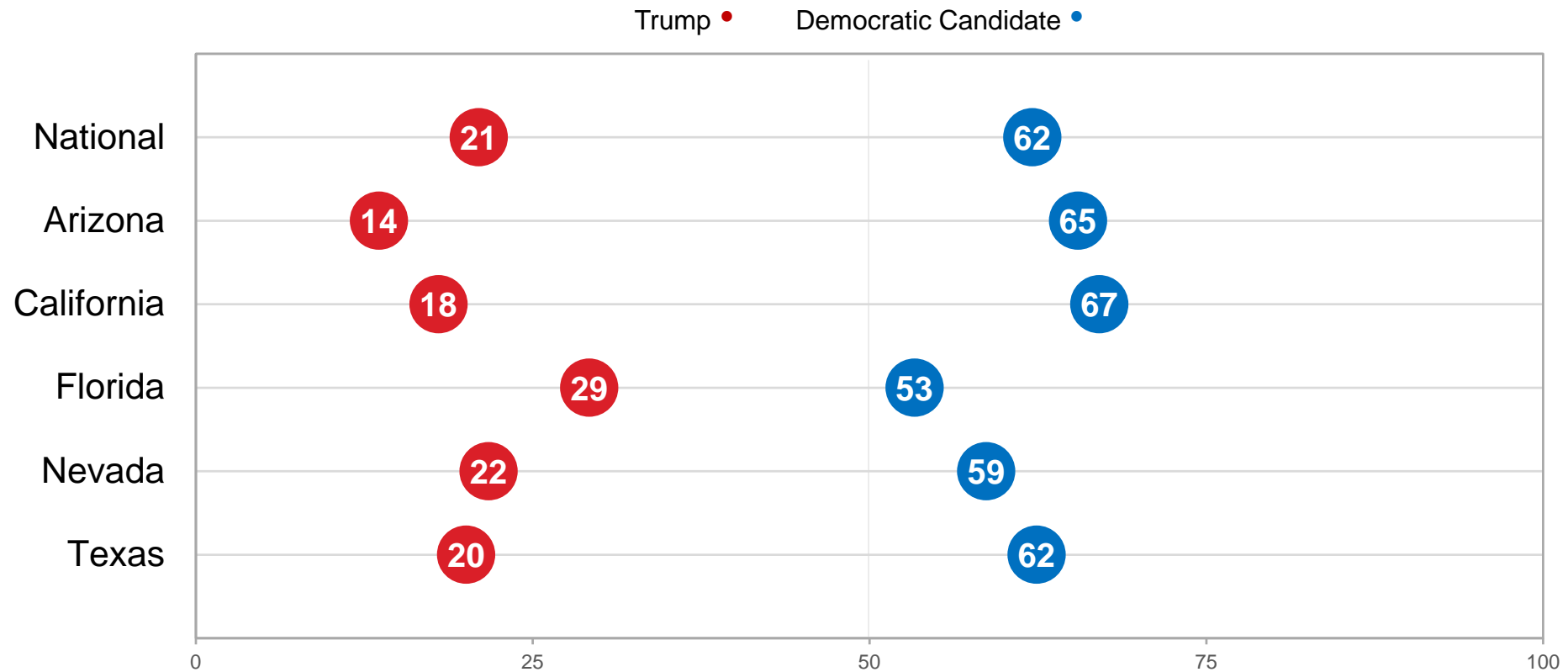
**70% of DEMOCRATS “Definitely will vote for Democratic Candidate”**

**50% of REPUBLICANS “Definitely will vote for Trump”**



# If the 2020 presidential election were held today, would you vote for...

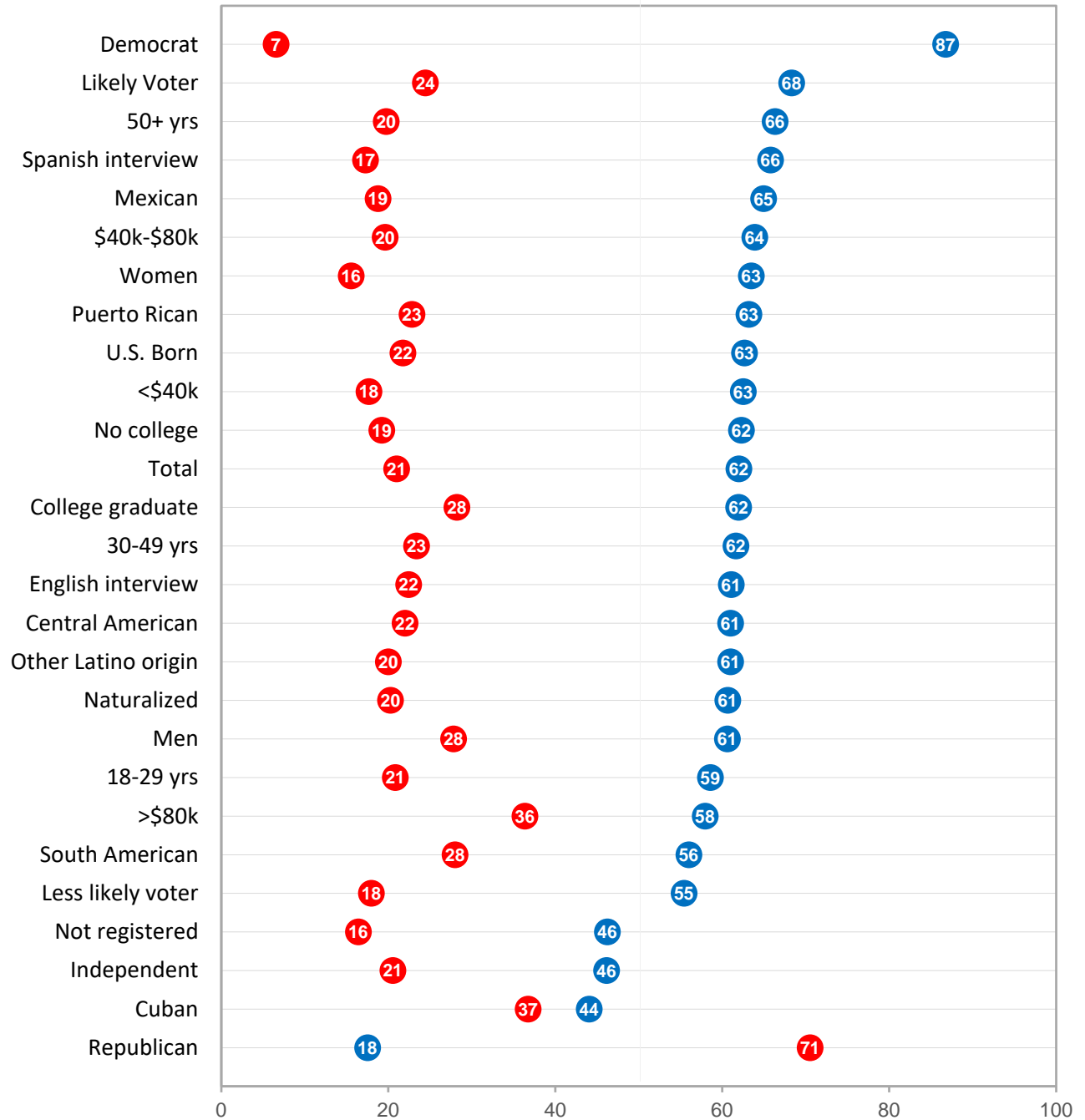
26



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

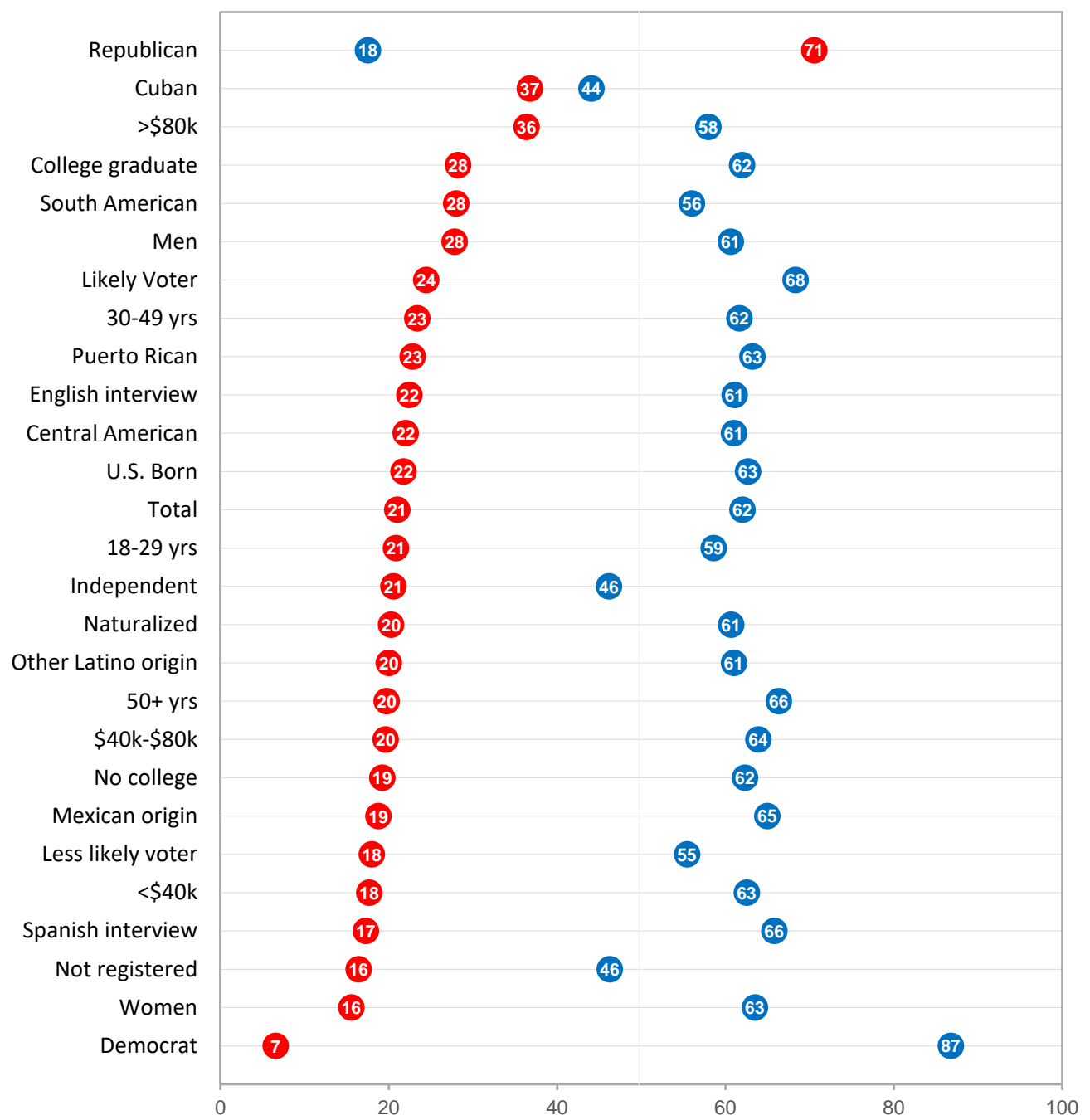
# Overall Vote for Democratic Candidate and Trump (Sorted on Democratic Vote Share)

Democratic Candidate ● Trump ●



# Overall Vote for Democratic Candidate and Trump (Sorted on Trump Vote Share)

Democratic Candidate ● Trump ●



# Key Findings

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- 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.

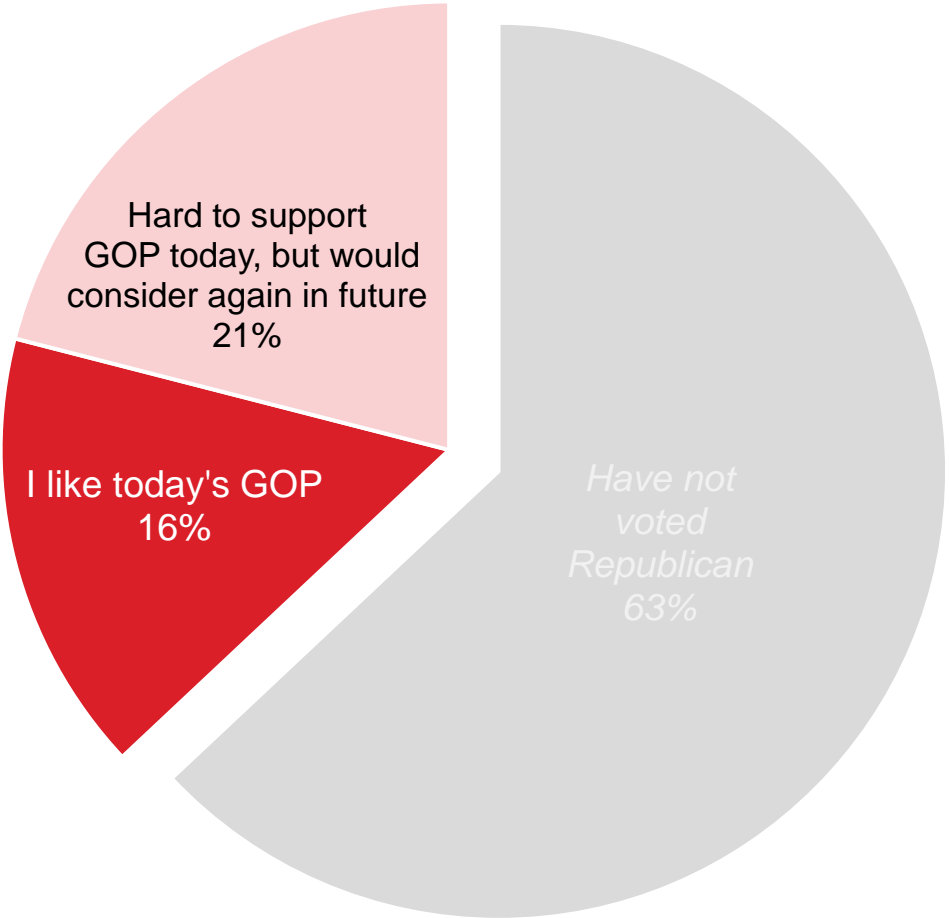
Toplines, Deck, and Crosstabs posted at  
[latinodecisions.com/recent-polls](http://latinodecisions.com/recent-polls)

*and*

<http://publications.unidosus.org/handle/123456789/1958>

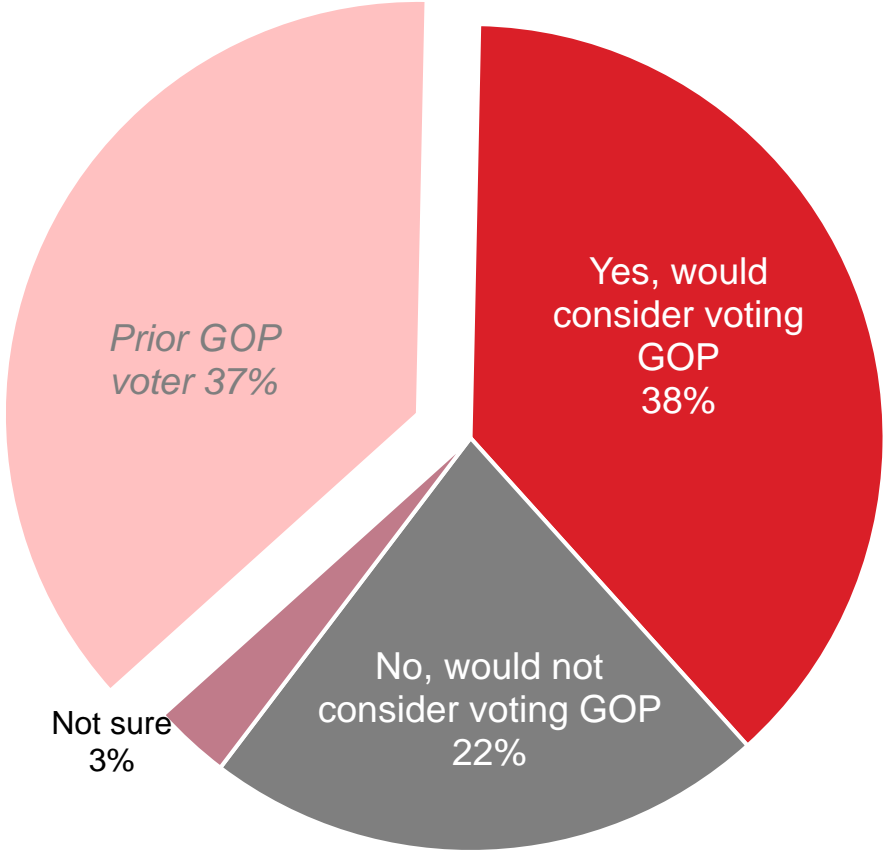
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Everything Latino Politics

# Republican Support Among Latinos Who Have Voted GOP in Prior Elections



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# Republican Support Among Latinos Who Have Not Voted Republican



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