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NATIONAL AND FIVE-STATE SURVEY OF THE 2020 LATINO ELECTORATE

Latino  Decisions



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@CMartinezDC

August 5, 2019

Methodology

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- N=1,854 eligible Latino voters
 - Registered N=1,506
 - Eligible not registered N=348
- State samples at least N=300 each in AZ, CA, FL, NV, TX
- 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

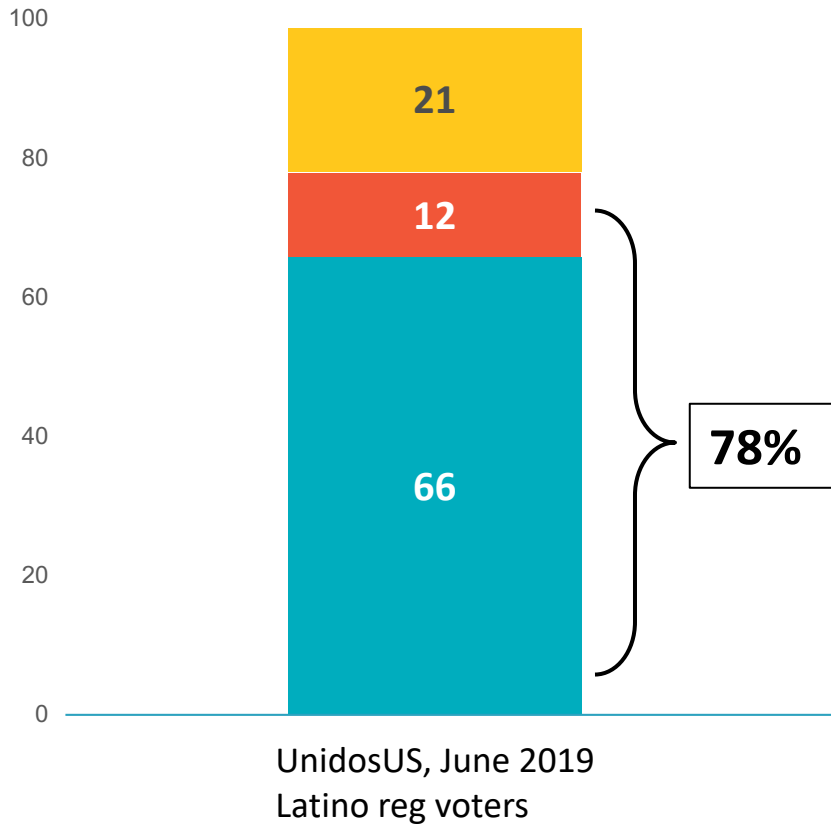


LATINO REACTIONS TO RACISM AND GUN VIOLENCE

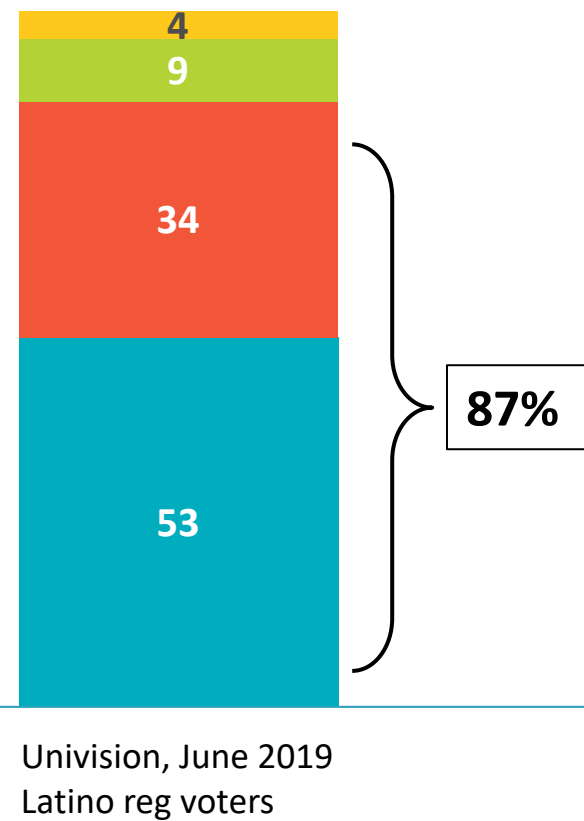


Latino views towards racism and gun laws

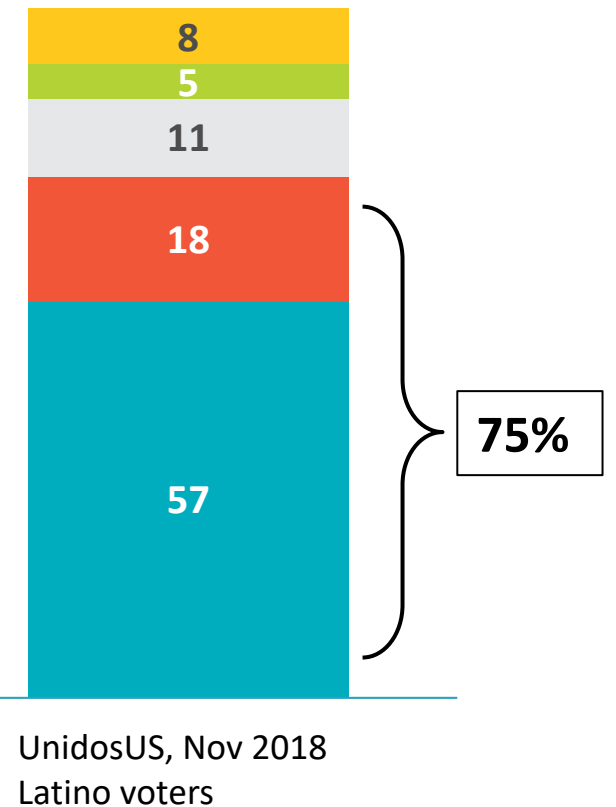
Frustrated how Trump and allies treat immigrants & Latinos, worried get worse



Racism against immigrants and Latinos is a problem today



Congress should enact stricter guns laws



Strongly agree Somewhat agree Somewhat disagree Strongly disagree

CANDIDATE QUALITIES AND ISSUE AGENDA



Important Candidate Qualities

National Survey Results

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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%

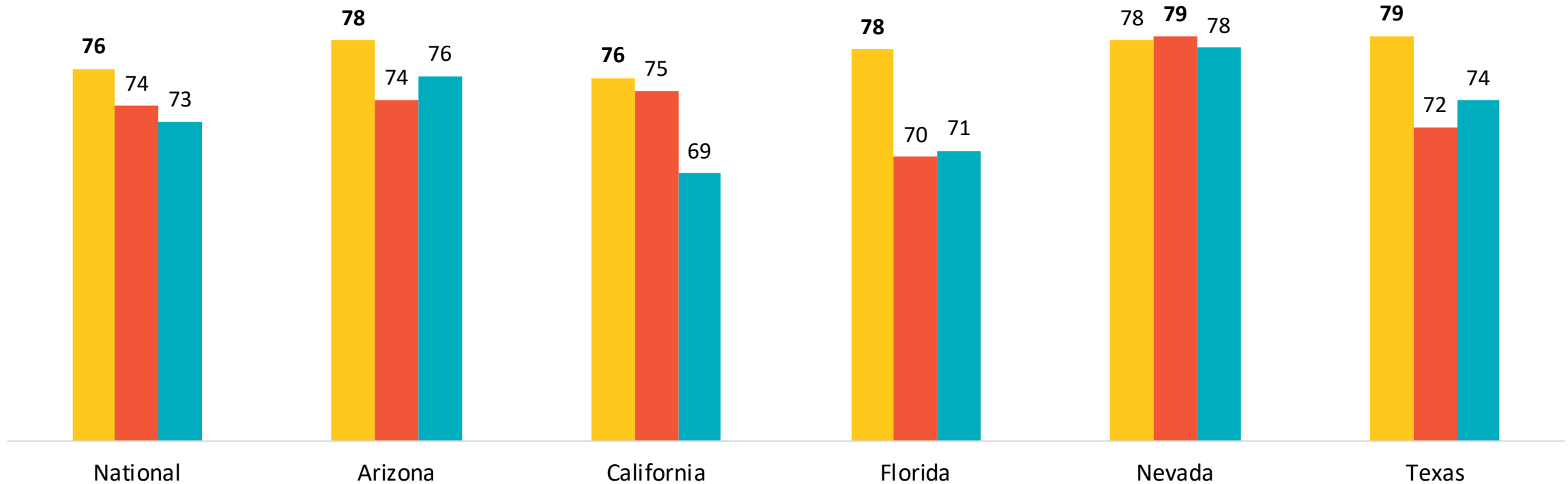
Important Candidate Qualities

[Top three “very important” illustrated for each state]

■ Values diversity, brings people together

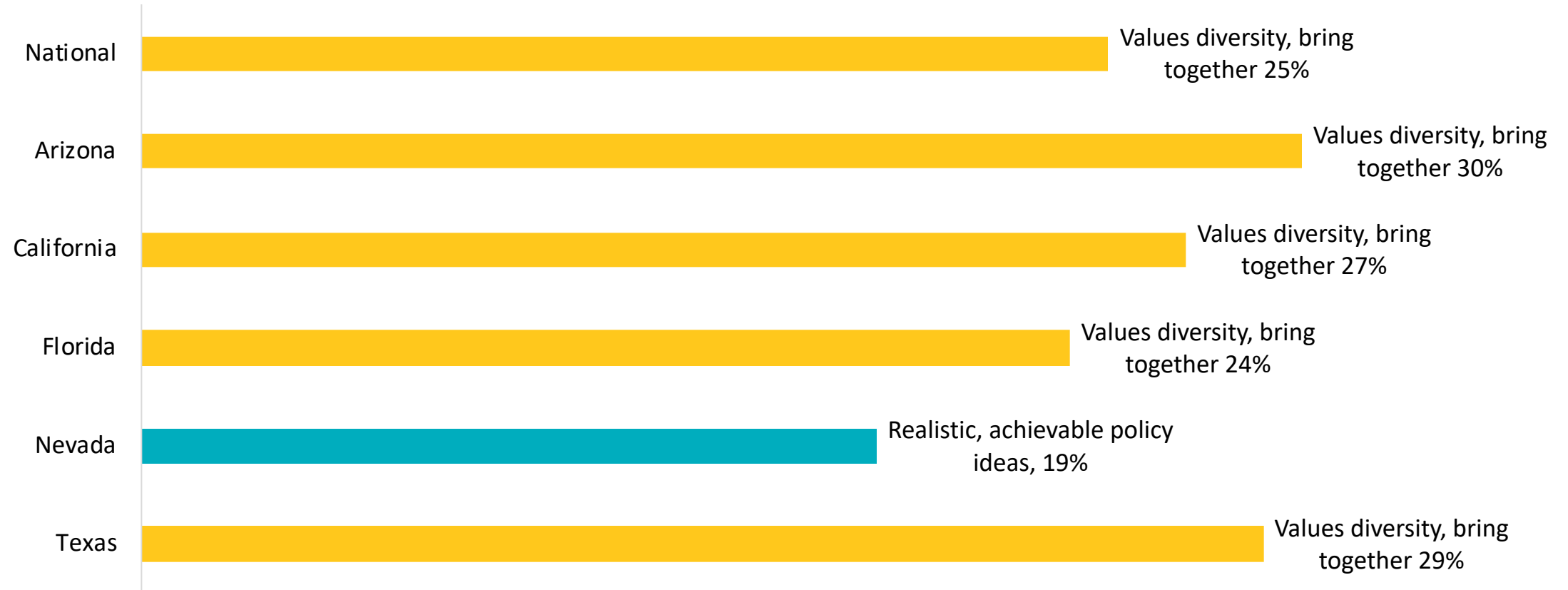
■ Fights for my priorities, willing compromise to get things done

■ Realistic, achievable policy ideas/goals



Most Important Candidate Quality

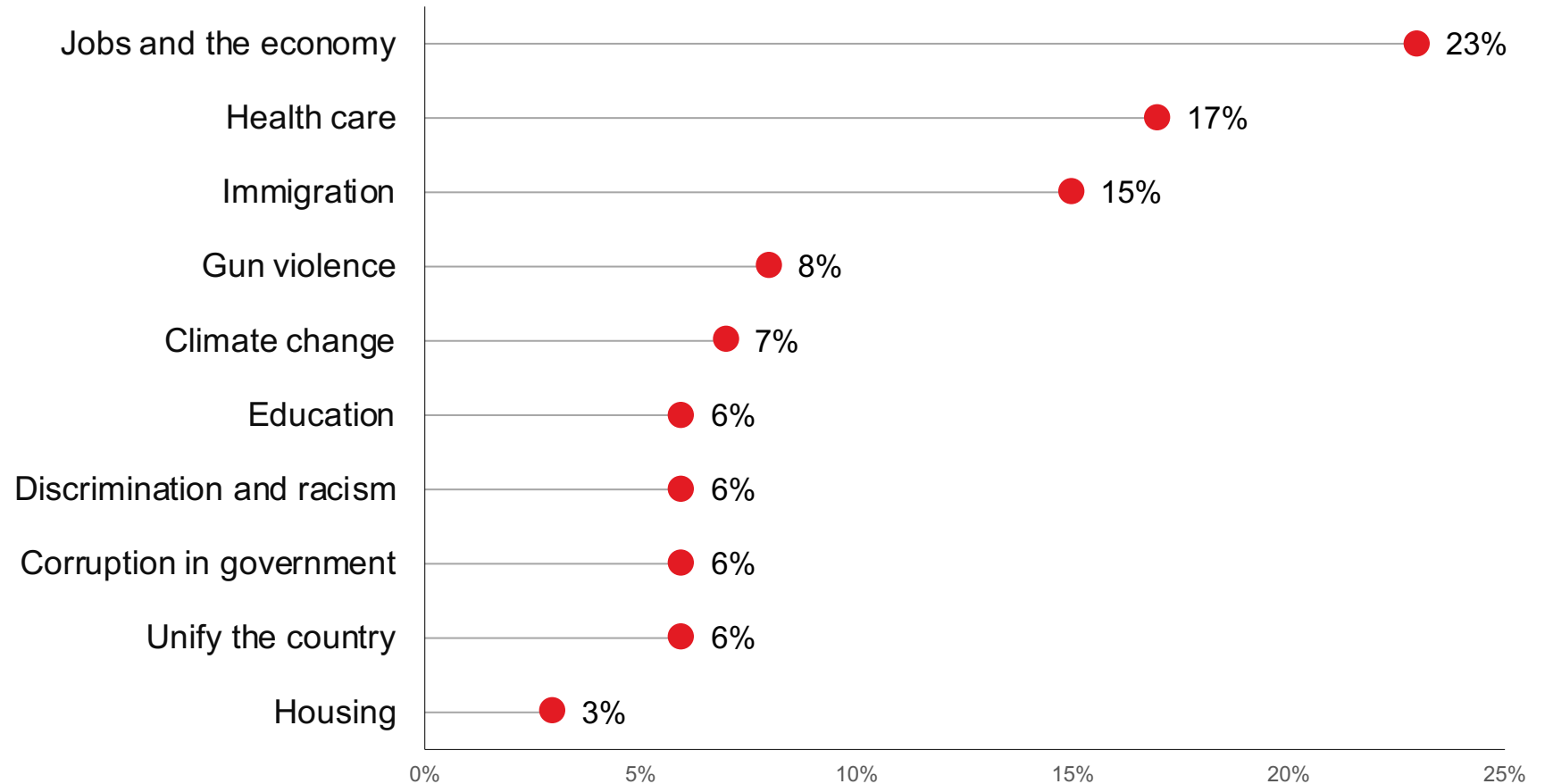
Which trait do you think is the MOST important in a presidential candidate?



Issues Ideal Candidate Would Address

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?

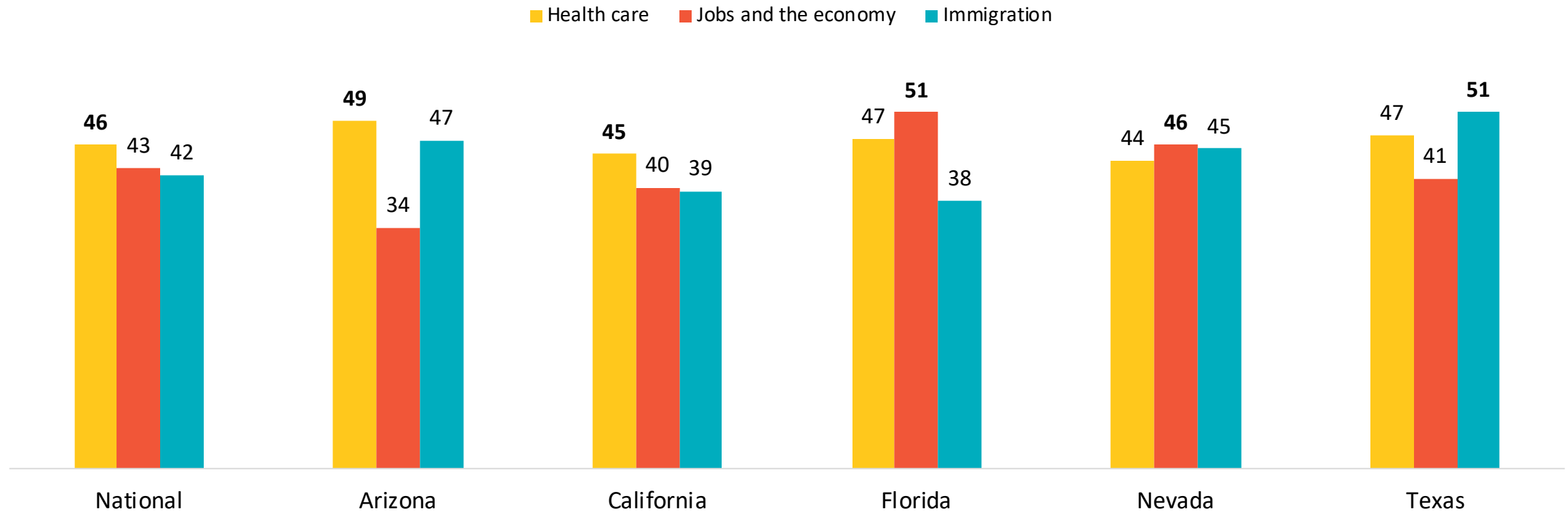
First issue mentioned illustrated.



Issues Ideal Candidate Would Address

[Top three issues illustrated, same across all states]

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? [Percent that cited the issue in their top 3]



Factors Driving Priority Issues

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

These reasons are the same in every state.

- Among those who ranked jobs and economy first priority
 - Not enough jobs, job insecurity/stability
 - Post-recession, people worry about keeping their jobs

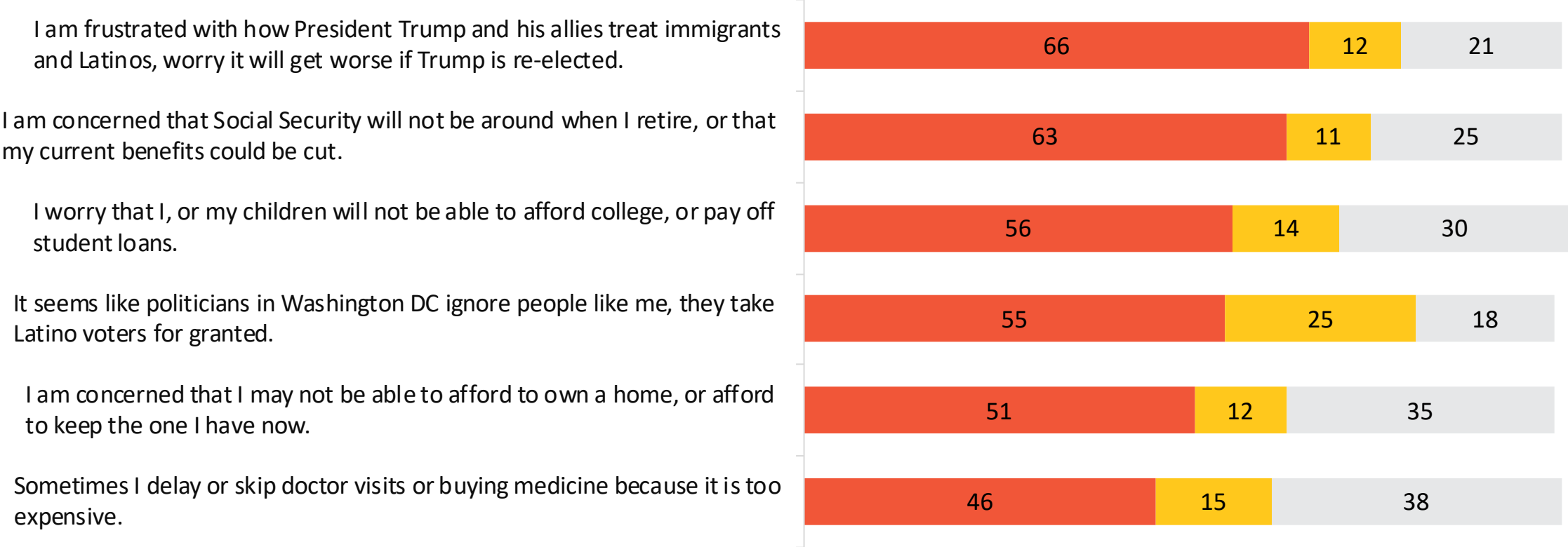
- Among those who ranked health care first priority
 - Too expensive, unaffordable

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

Factors Driving Priorities on Candidate Quality and Issues

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

■ Yes ■ Sometimes ■ 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

[Top three “yes” responses illustrated for each state]

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

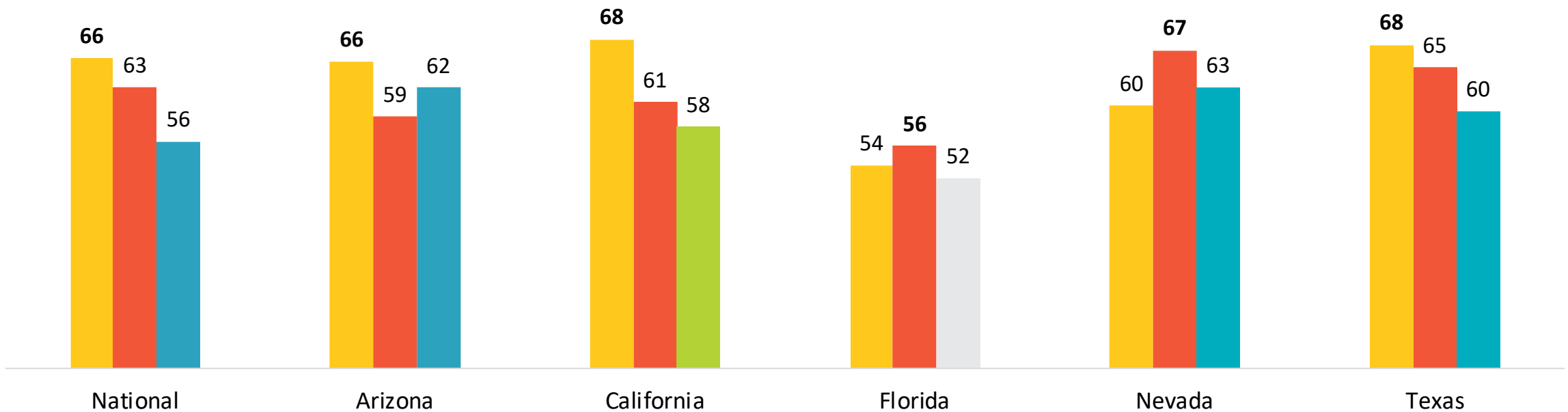
■ Frustrated with Trump treatment of Latinos/immig, worse if re-elected

■ Social security cuts

■ Student loans/college cost

■ DC takes Latinos for granted

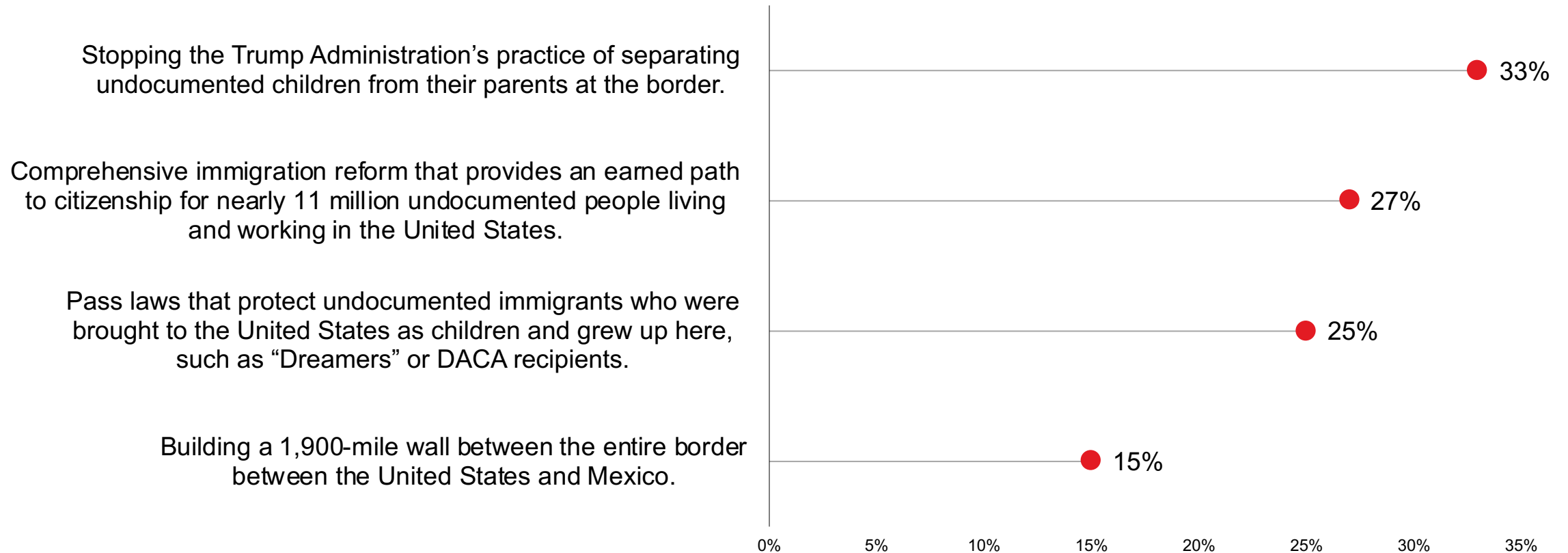
■ Can't afford/keep home



Immigration Policy Priority

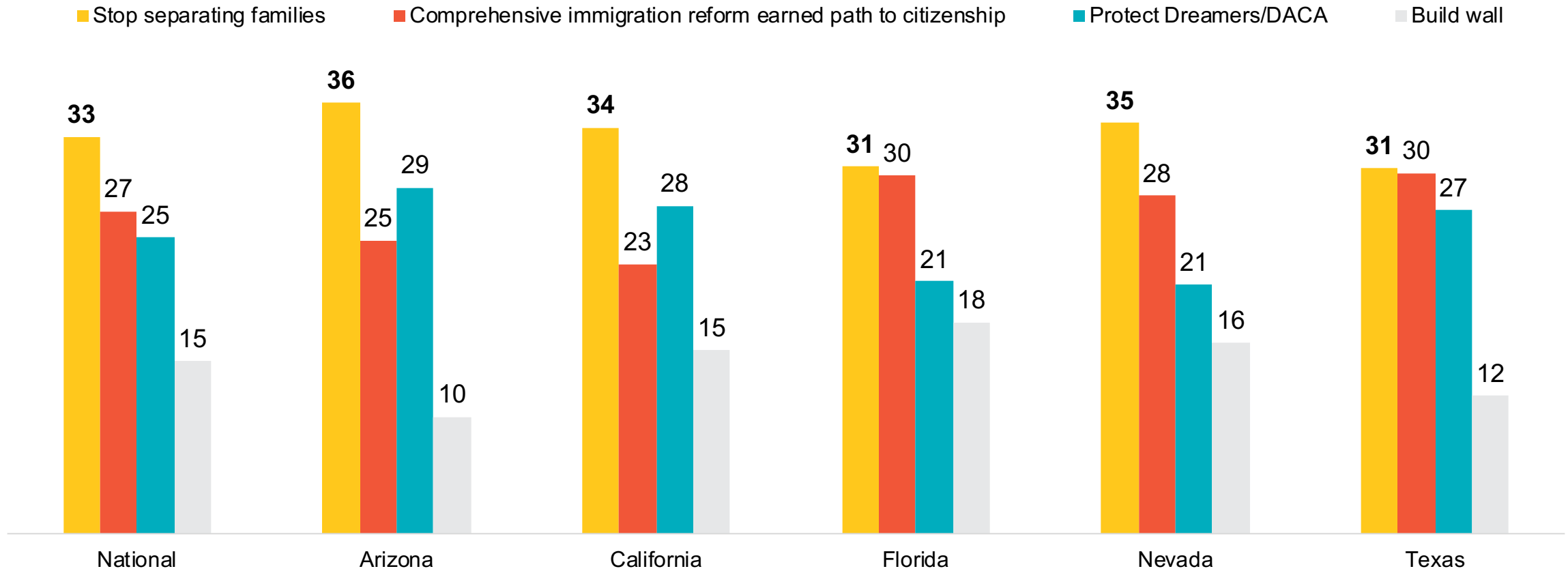
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Which immigration issue do you want a new President to address first?



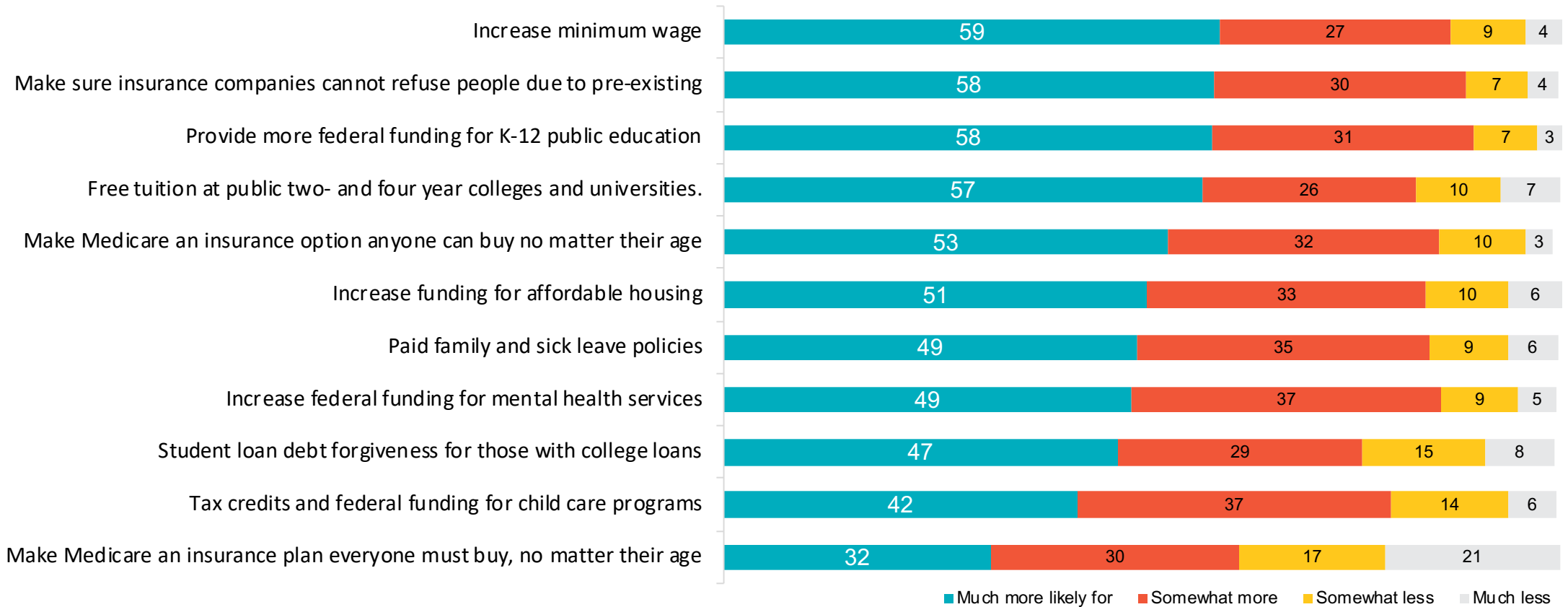
Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%

Immigration Policy Priority



Issues and Candidate Support

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



■ Much more likely for ■ Somewhat more ■ Somewhat less ■ Much less

Issues and Candidate Support

Would you be more or less likely to vote for candidate who supported [issue]?

Top three “much more likely to vote for” reported for each state.

National	Arizona	California
Increase minimum wage 59%	Increase K-12 education funding 67%	Free tuition public colleges/univ 61%
Insurance can't refuse pre-existing 58%	Insurance can't refuse pre-existing 64%	Increase minimum wage 59%
Increase K-12 education funding 58%	Free tuition public colleges/univ 58%	Insurance can't refuse pre-existing 58%
Florida	Nevada	Texas
Insurance can't refuse pre-existing 57%	Insurance can't refuse pre-existing 61%	Increase minimum wage 58%
Increase funding mental health svcs 55%	Increase K-12 education funding 61%	Increase K-12 education funding 58%
Increase funding affordable housing 52%	Increase minimum wage 58%	Free tuition public colleges/univ 57%

PARTY SUPPORT

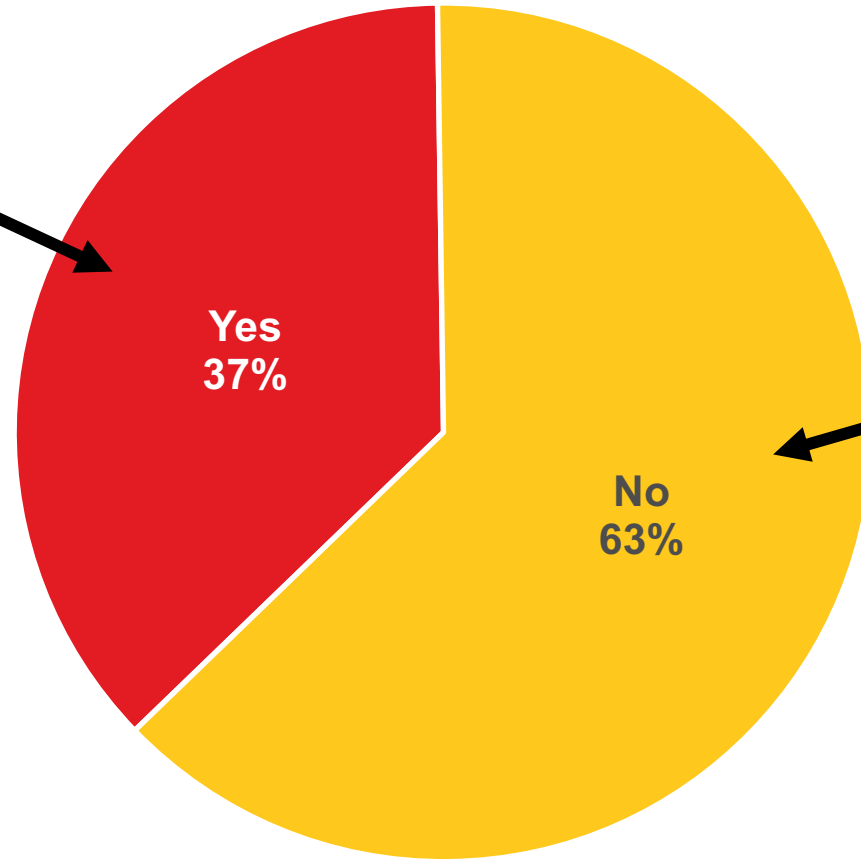


Baseline Republican Support

20

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

Among the full sample of registered voters, 37% state they have voted Republican in a past election



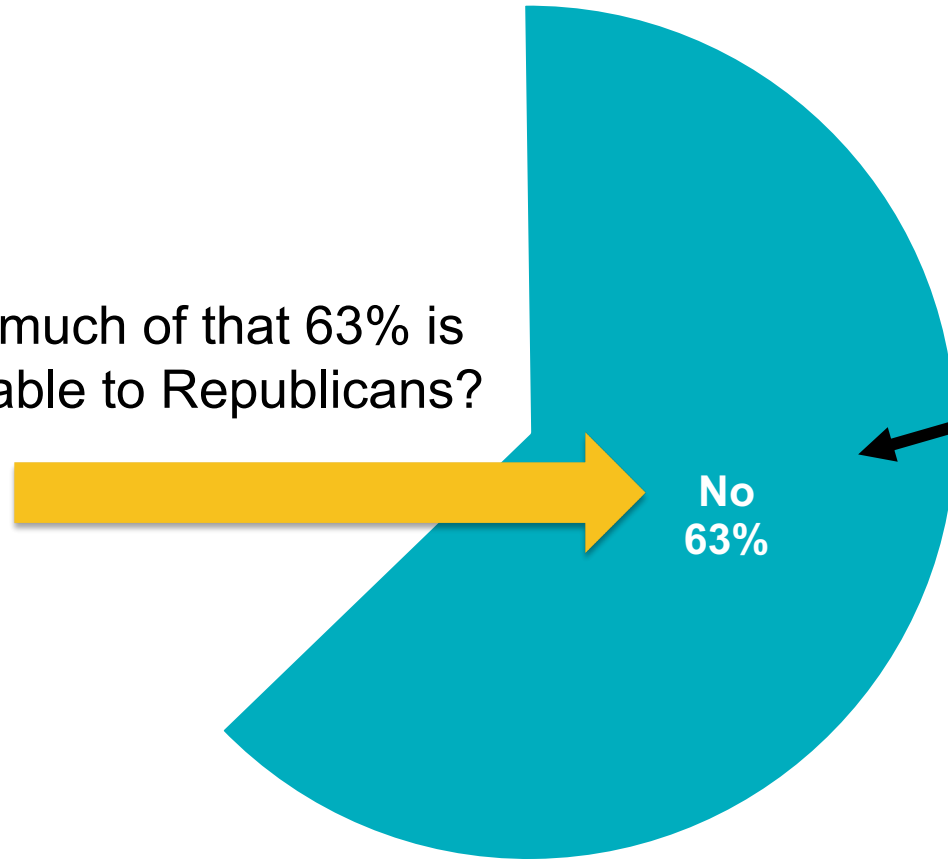
And 63% of Latino registered voters say they have never voted Republican in a past election

Baseline Republican Support

21

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

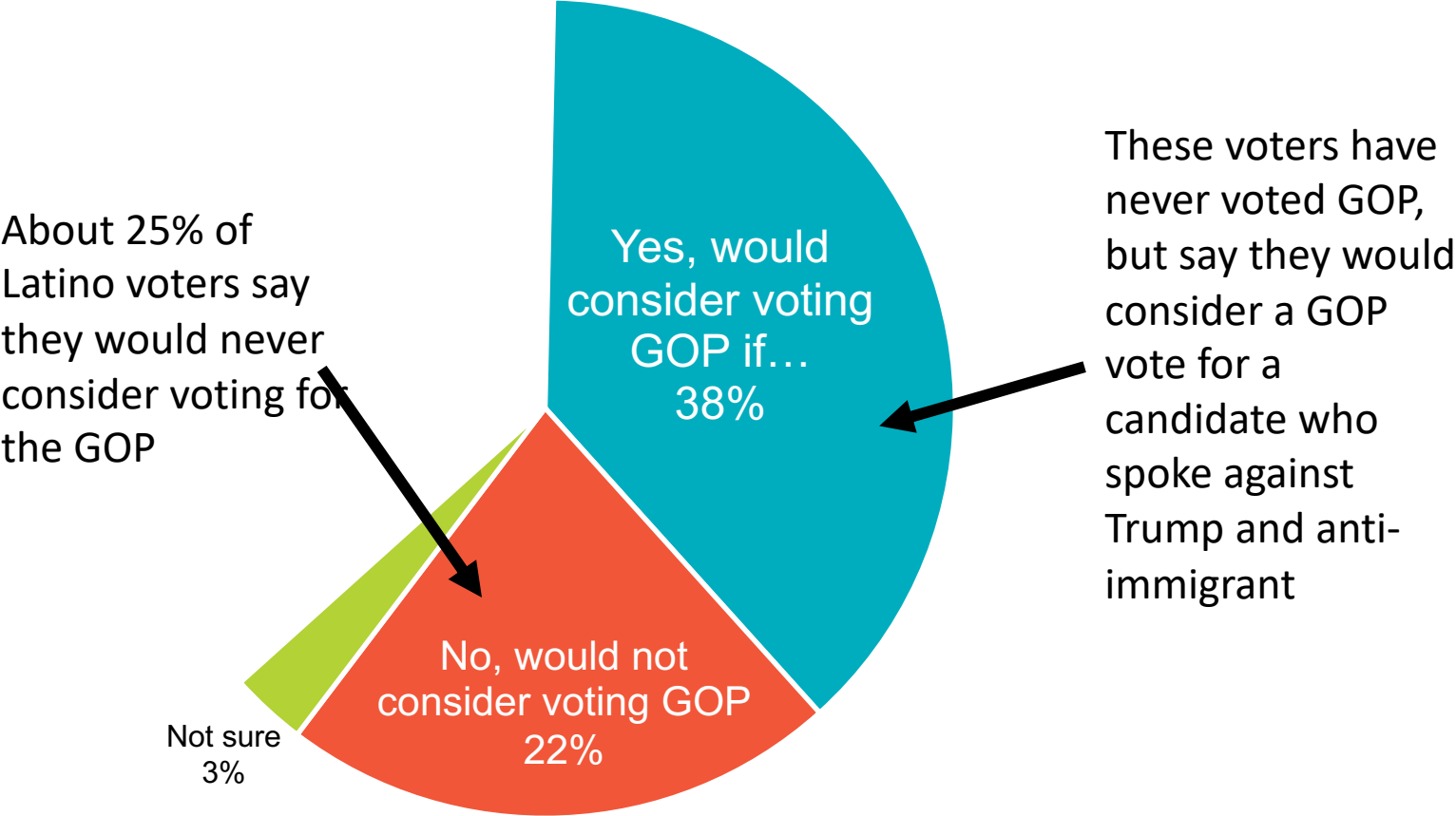
How much of that 63% is available to Republicans?



We asked a follow-up question to just this 63% who have never voted Republican – to assess how many might be open to a future GOP vote

Softness in party support

[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?



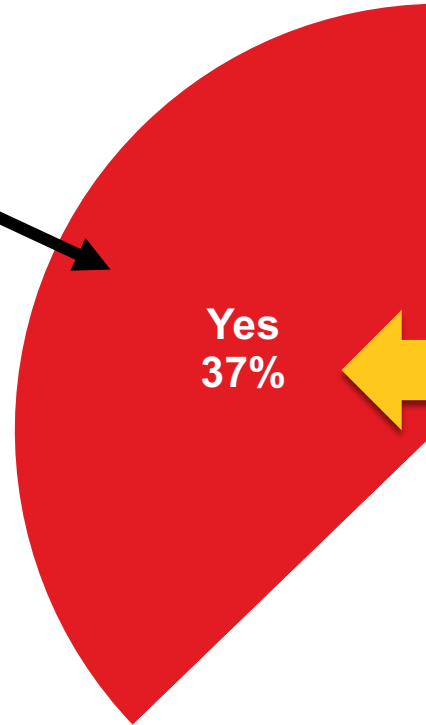
Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%

Baseline Republican Support

23

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

Among prior GOP voters, we asked a follow-up question if they plan to continue voting for the current GOP, or if things need to change?



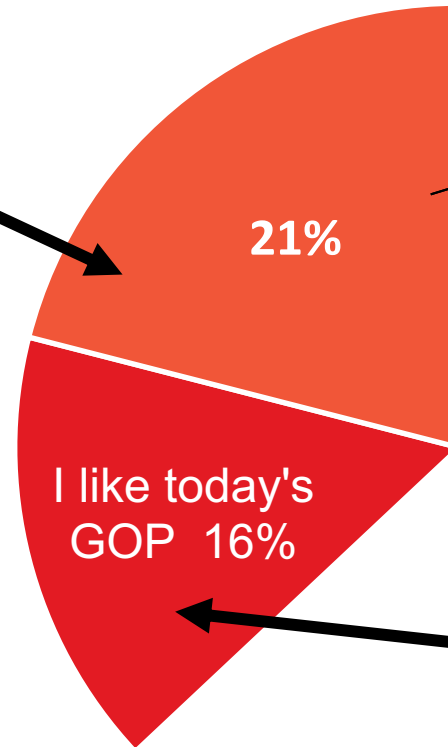
How firm is that 37% prior GOP vote, can Republicans count on it?

Softness in party support

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.

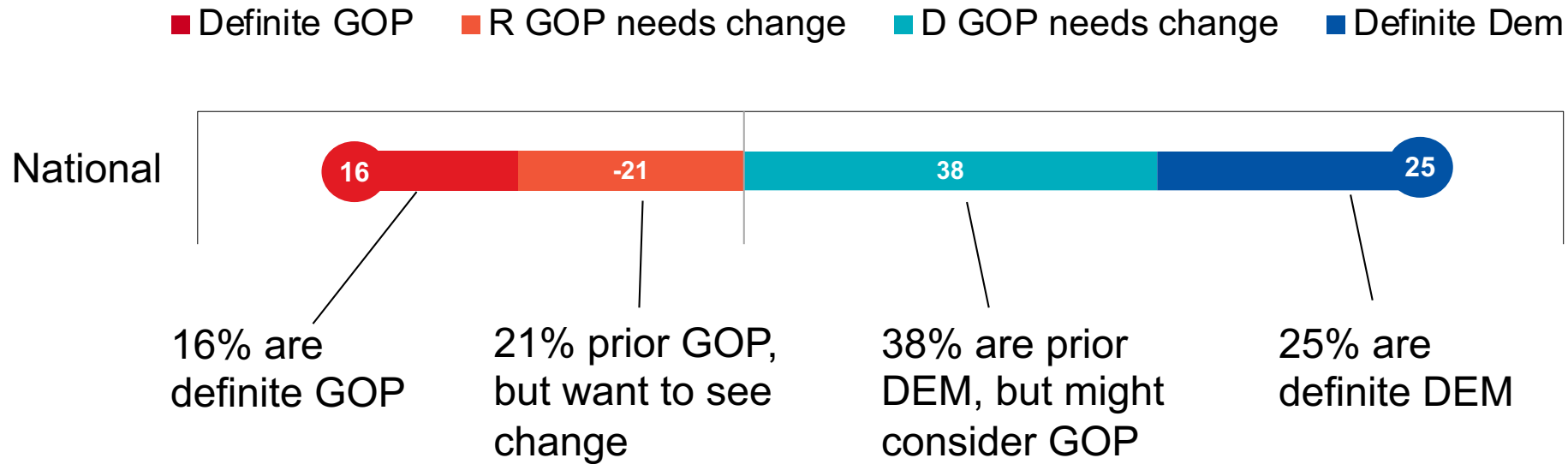
Over half of Latinos who voted GOP in the past say it is hard to continue supporting Republicans



Hard to support GOP today, but might consider in future

Only 16% of all Latino reg voters say they like the GOP today and will continue supporting them

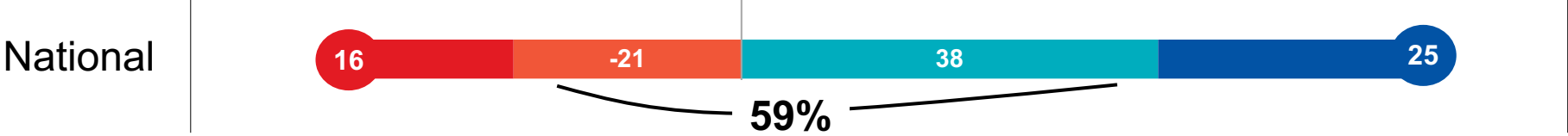
The potential swing in the Latino vote



So looking at the entire pool of Latino registered voters

The potential swing in the Latino vote

■ Definite GOP ■ R GOP needs change ■ D GOP needs change ■ Definite Dem

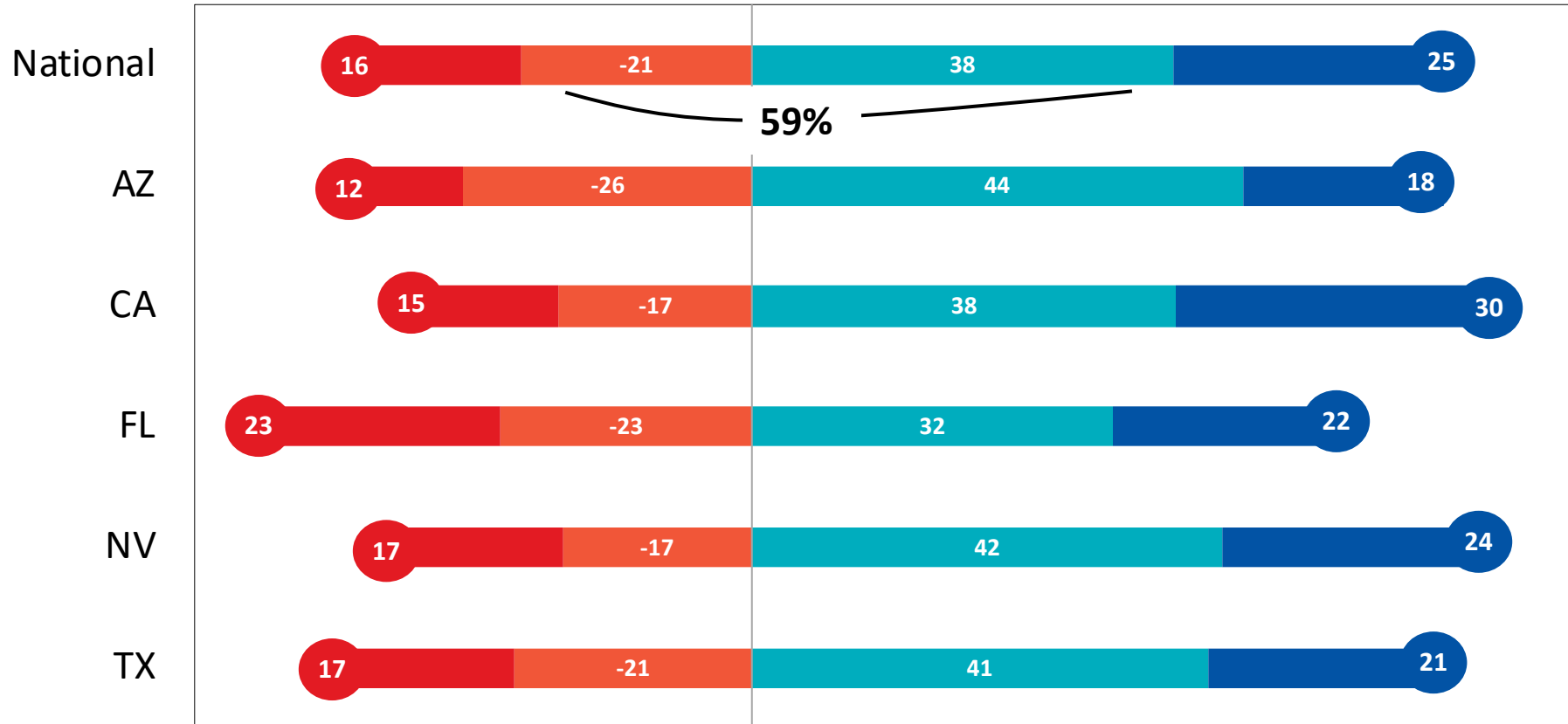


That leaves 59% who are not completely sold on either party and want to see more Latino-specific engagement

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

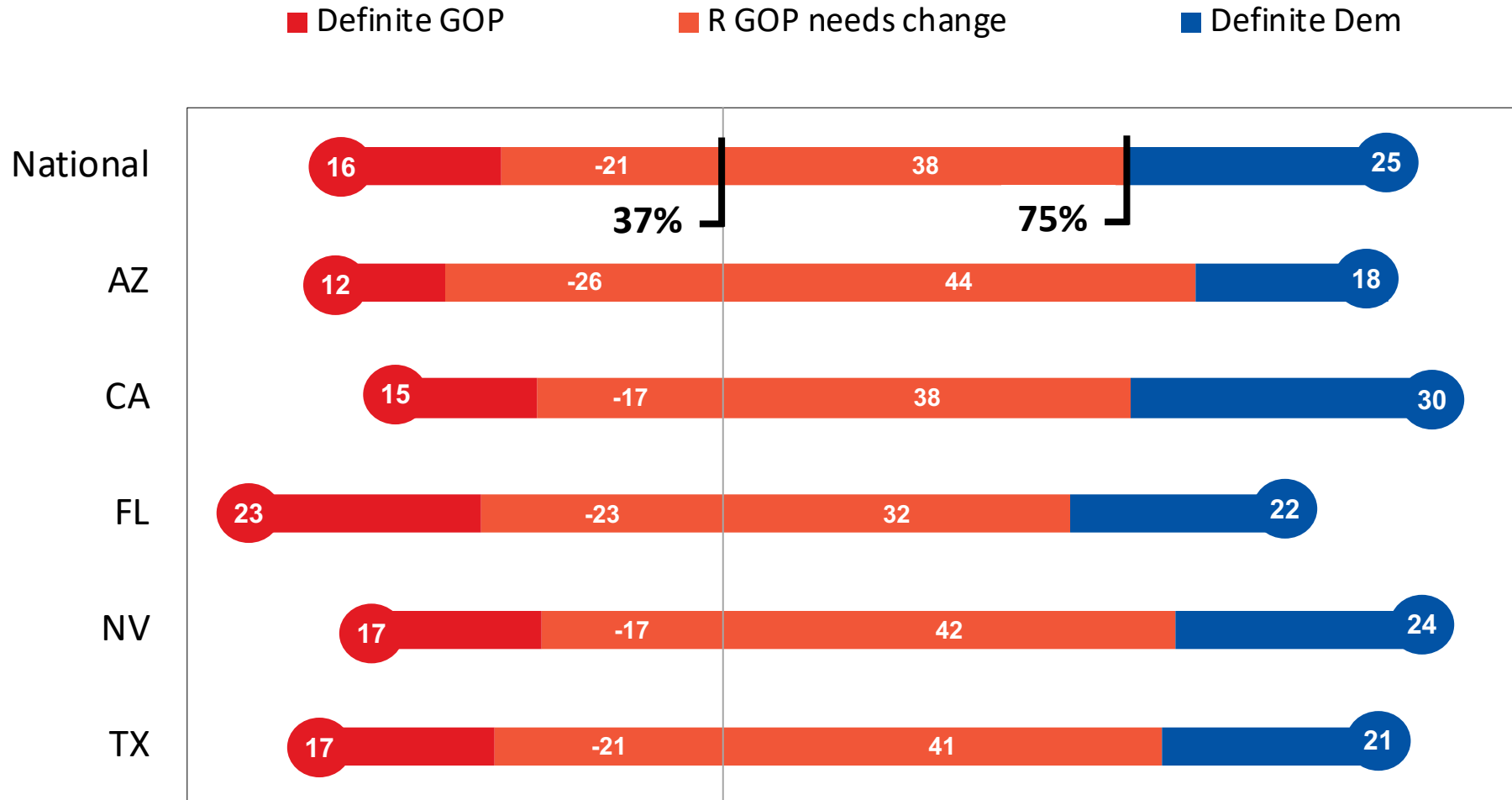
The potential swing in the Latino vote

■ Definite GOP ■ R GOP needs change ■ D GOP needs change ■ Definite Dem



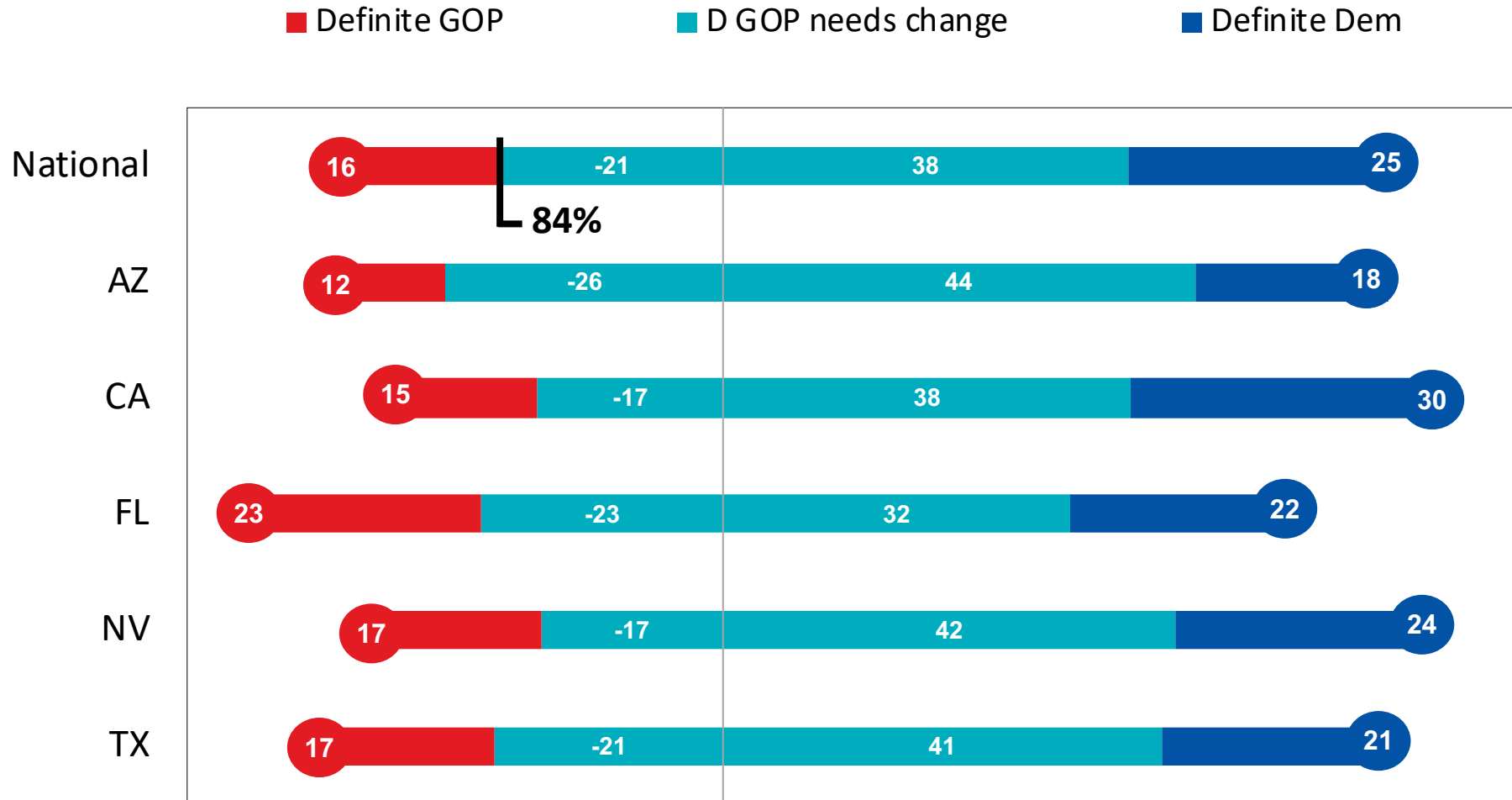
Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%

The potential swing in the Latino vote



Imagine if the GOP really leaned in on positive, respectful Latino outreach...

The potential swing in the Latino vote

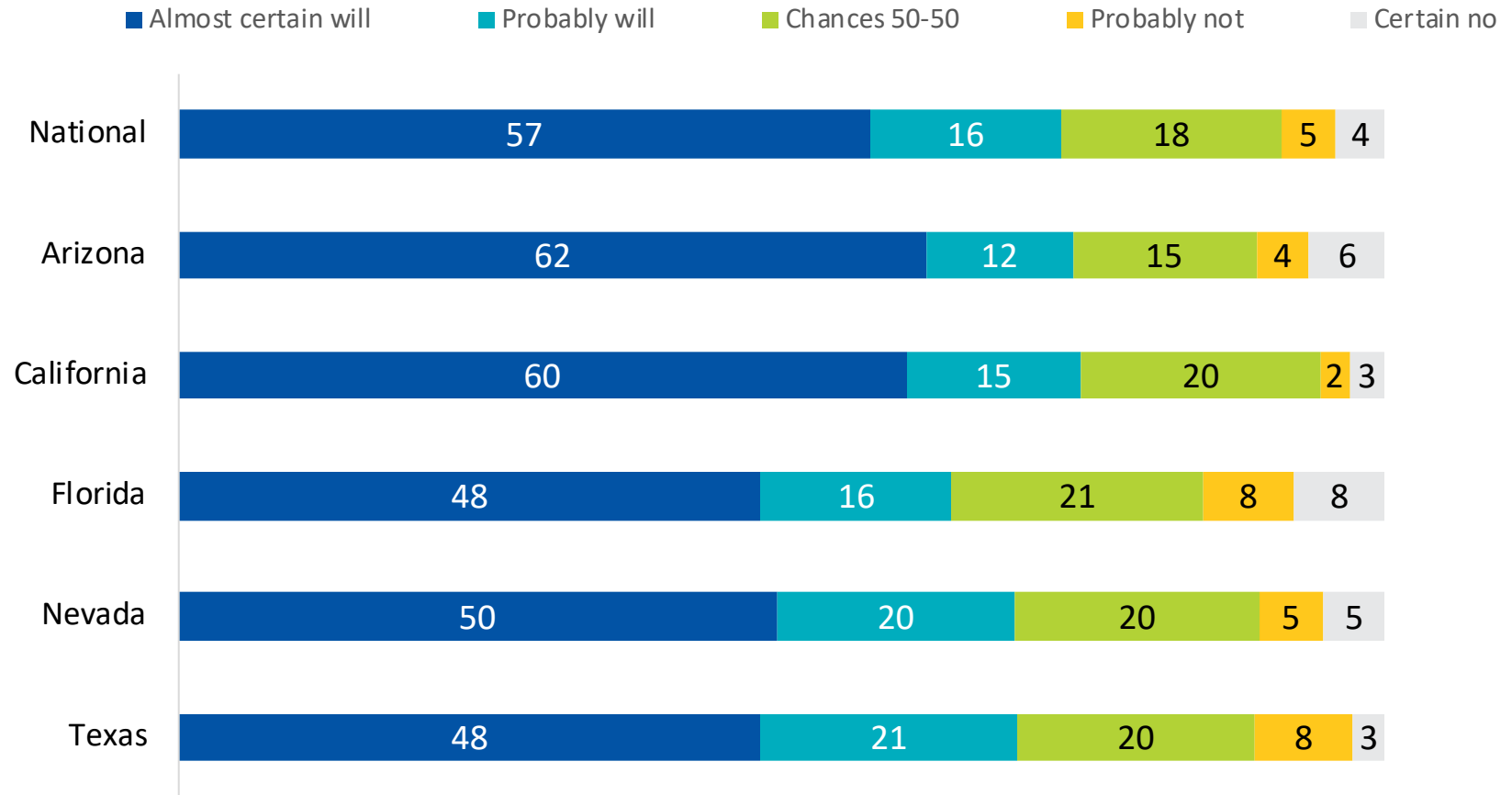


Or if Dems seriously invest in outreach and engagement with Latinos the way DCCC did (Lujan/Sena) in 2018

Participation in the 2020 Democratic Primaries and Caucuses

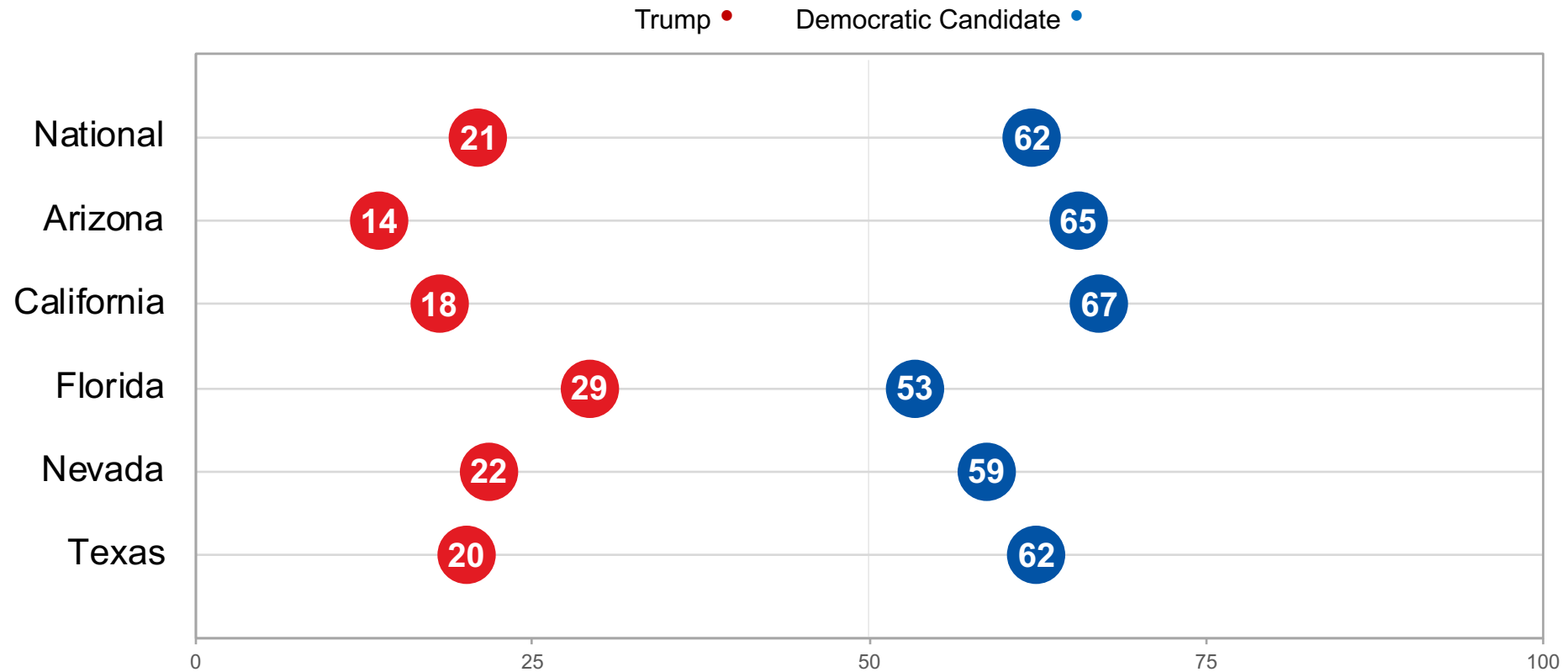
[Among Democrats]. Early next year Democrats will hold primary elections in each state to choose a candidate to run against President Trump in the 2020 presidential election.

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

Key Findings

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- Ideal candidate values diversity and will unify the country, has realistic policy goals, and plans to 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
 - More than half prior GOP voters have hard time supporting the party today.
- Democrat leads Trump by 3-to-1 margin
 - Only 50% of self-identified Republicans certain they will vote for Trump.
 - But, only 57% of self-identified Dems certain to vote in primaries.

