

THE LATINO VOTE IN 2014 AND IMPLICATIONS FOR 2016

Prepared by:

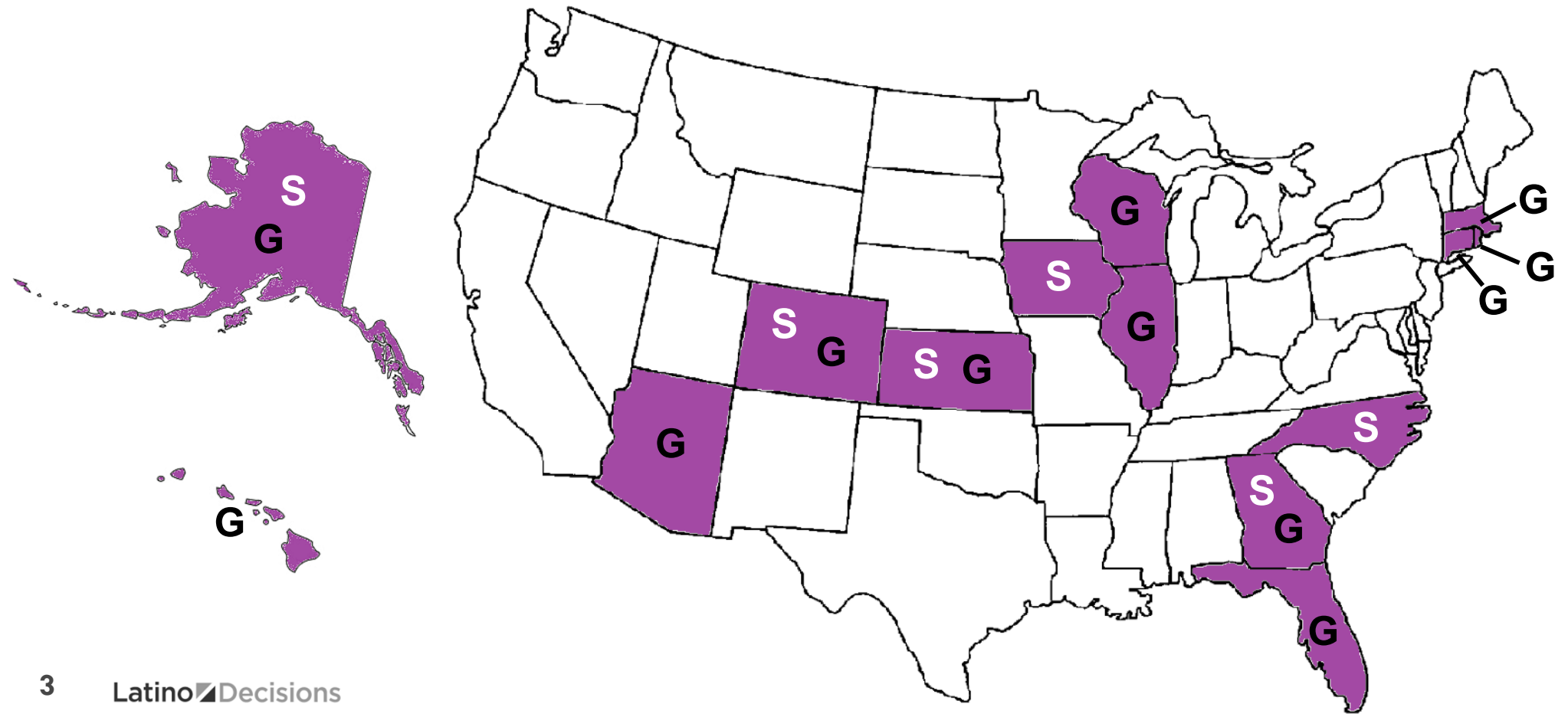
Latino  **Decisions**
Everything Latino Politics

October 20, 2014

The Latino vote in review

- In 2012 a record number of Latinos turned out to vote, and provided the Obama margin of victory
- Soon after, the Republicans promised to do better on Latino outreach and to pass immigration reform
- How has the landscape changed since 2012?
- What are the implications for 2014 & 2016?

Where Latinos Can Be Influential in 2014



Where Latinos Can Be Influential in 2014

Senate State	Eligible Latinos	% of elig electorate	Current Margin
Colorado	546,000	15.4%	R + 3.0
Kansas	120,800	6.1%	Tie
Alaska	29,300	5.9%	R +4.4
Georgia	272,000	4.0%	R +0.6
North Carolina	231,000	3.4%	D +1.4
Louisiana	100,600	3.1%	R +5.3
Arkansas	62,400	3.0%	R +3.6
Iowa	63,400	2.8%	R +2.0
New Hampshire	21,200	2.1%	D +3.5
Kentucky	47,800	1.5%	R +4.0

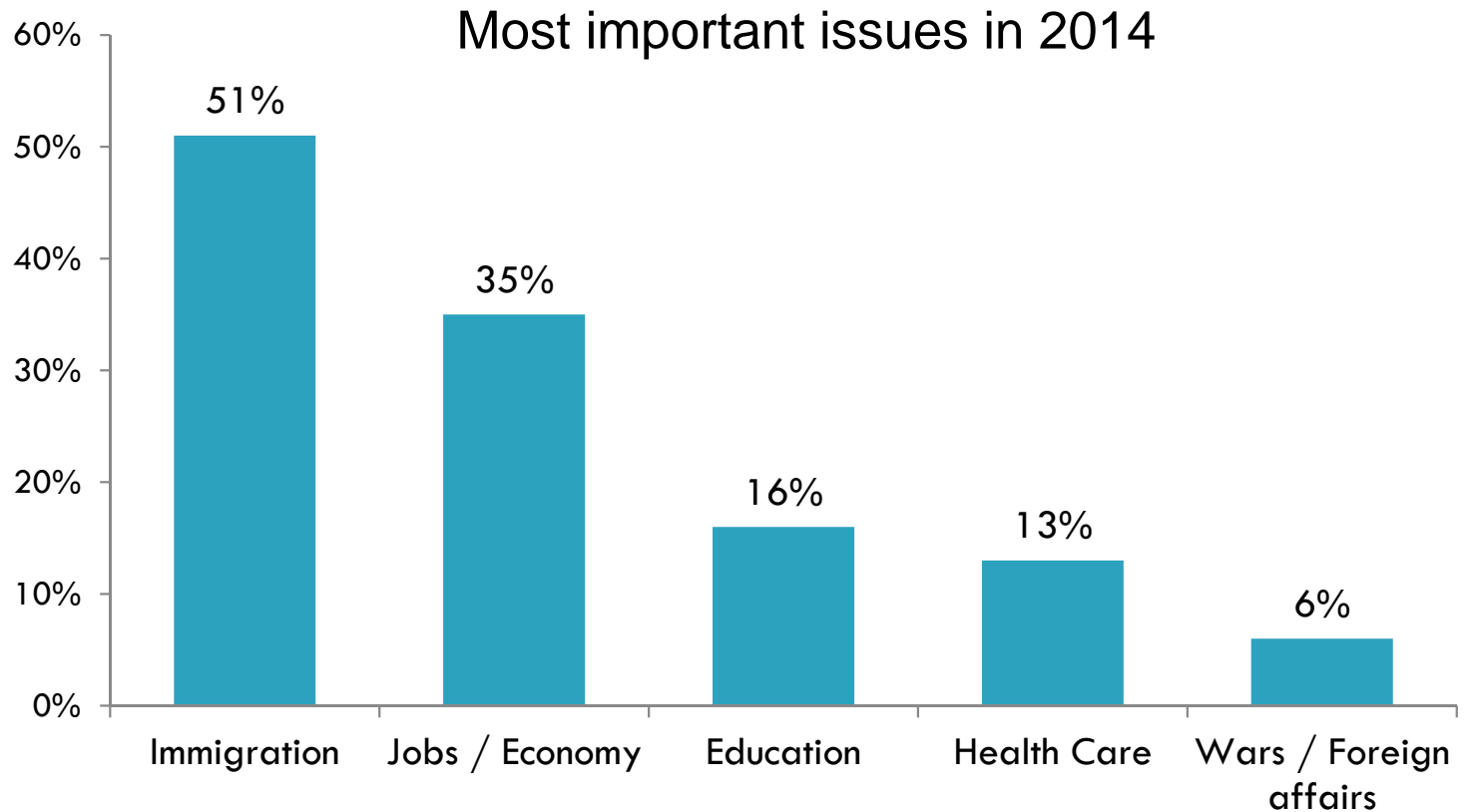
Governor State	Eligible Latinos	% of elig electorate	Current Margin
Arizona	934,000	21.7%	R +5.5
Florida	2,443,000	18.3%	D +1.2
Colorado	546,000	15.4%	D +0.4
Connecticut	259,000	10.4%	R +0.2
Illinois	884,000	10.0%	D +1.8
Hawaii	82,600	8.9%	D +3.6
Rhode Island	64,800	8.6%	D +4.7
Massachusetts	355,000	7.4%	D +0.2
Kansas	120,800	6.1%	R +0.6
Alaska	29,300	5.9%	I +3.8
Georgia	272,000	4.0%	R +2.0
Wisconsin	141,000	3.3%	R +0.4
Michigan	224,000	3.1%	R +3.5

National survey of Latino voters

- America's Voice commissioned a national survey of Latino registered voters to assess voter mood towards 2014/2016
- N=600 completed surveys, +/- 4.0% MoE
- Available in English or Spanish at respondents discretion
- Landline, Cell phone, online blended sample to ensure representative portrait of Latino voters nationwide

Framing the 2014 Election Environment

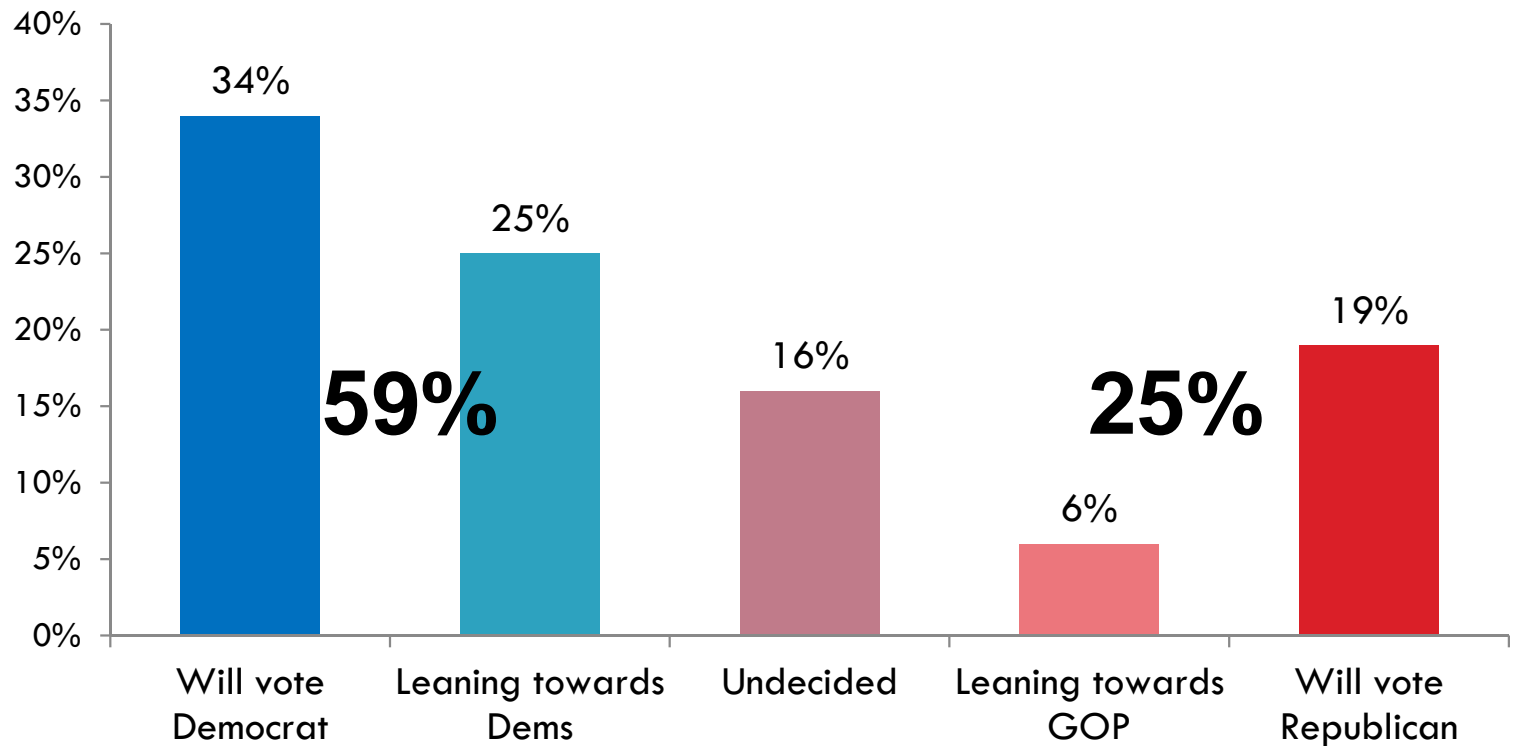
What are the most important issues facing the Hispanic community that you want elected officials to address



Framing the 2014 Election Environment

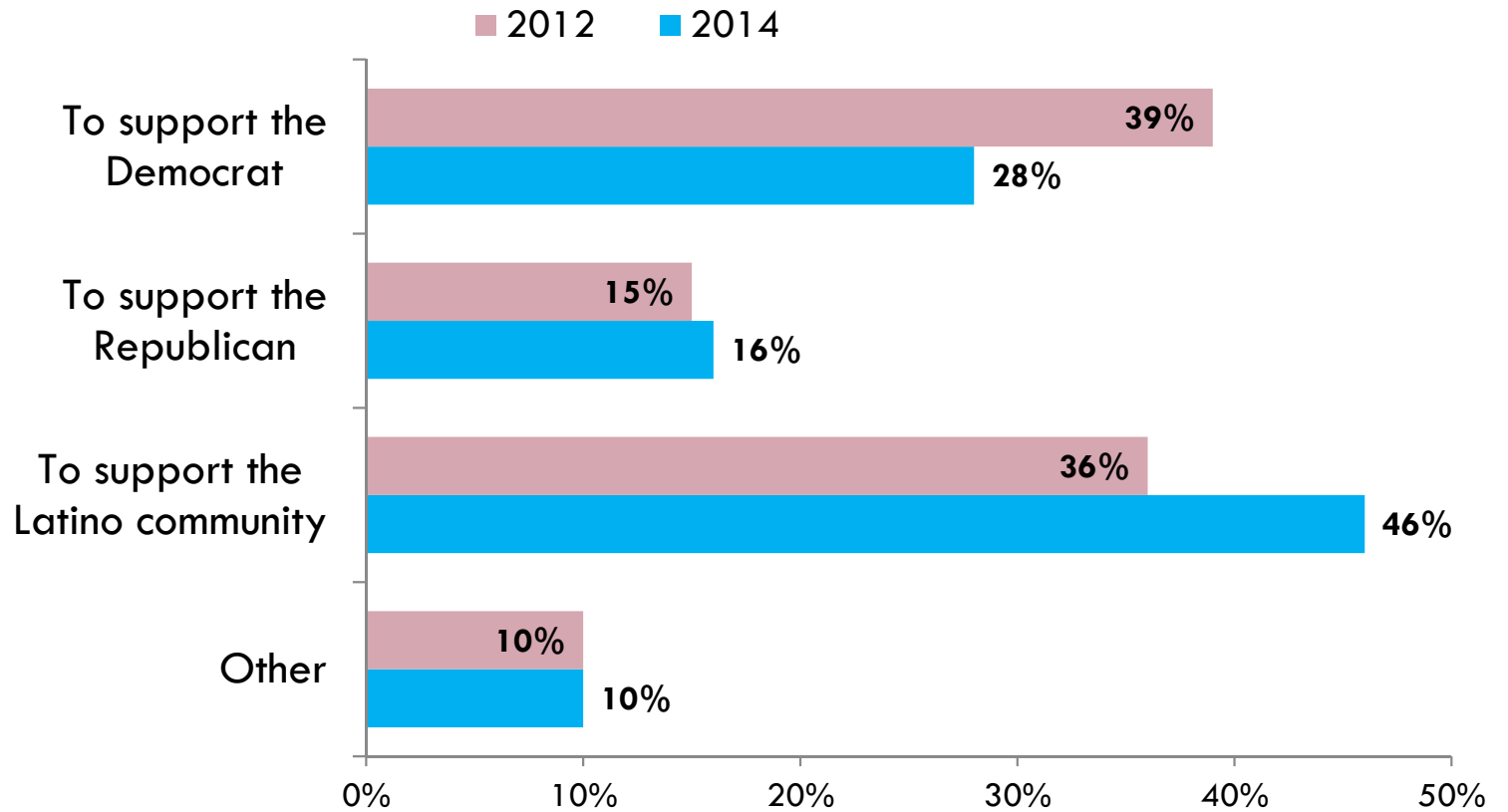
While Democrats maintain over a 2-to-1 edge, their levels of support are low compared to past years

Latino Vote 2014 Generic Congressional Ballot



Main reason to come out and vote

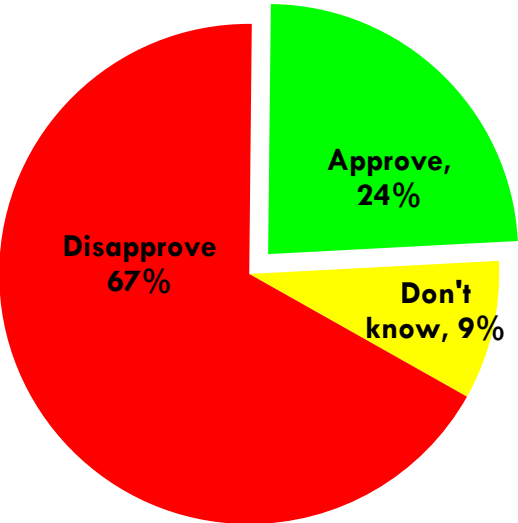
10 point increase
in voting to
support the
Latino community
from 2012 to
2014



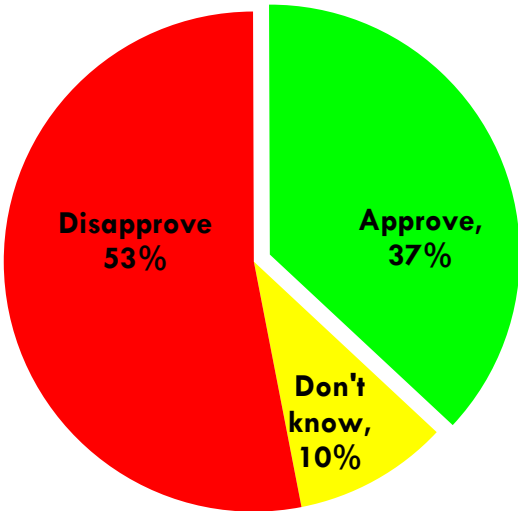
Latino voters frustrated with DC politics

Approve or disapprove of handling of immigration policy: October 2014

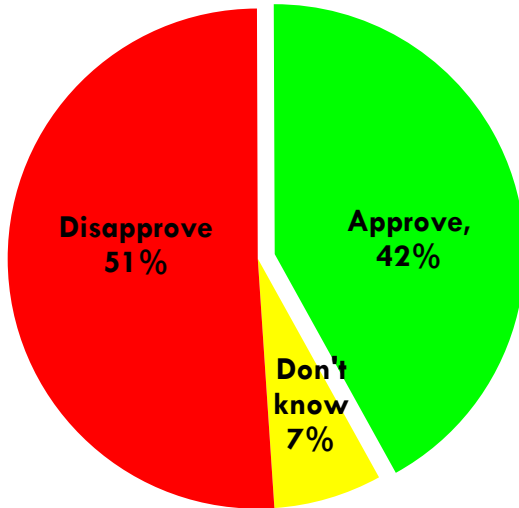
Republicans



Democrats



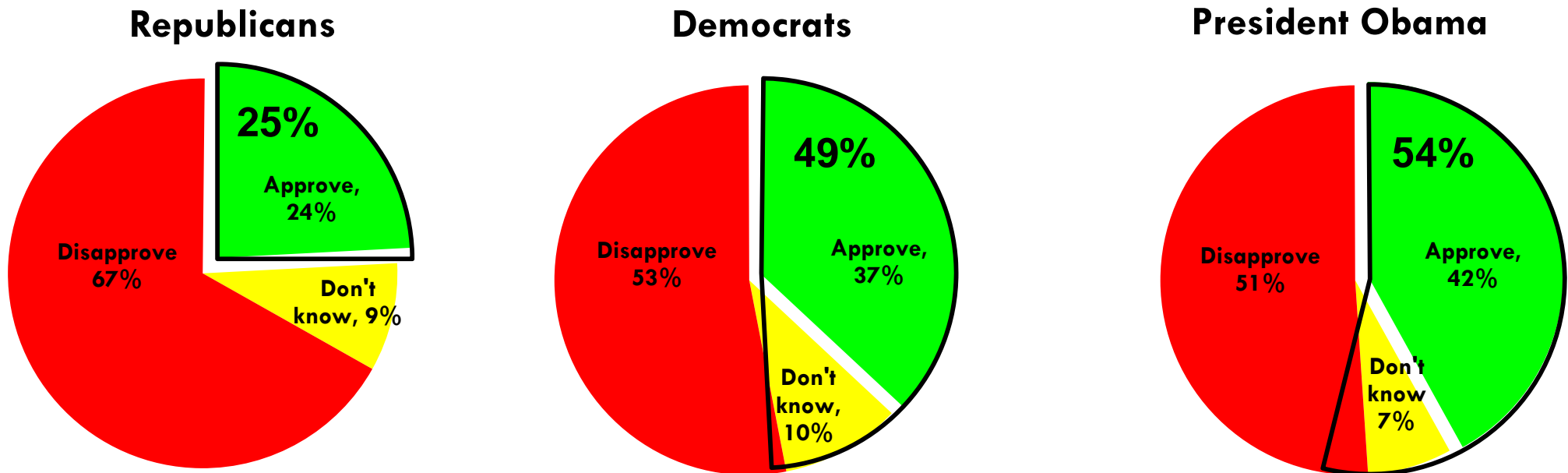
President Obama



Source: Latino Decisions/America's Voice national survey of Latino registered voters, October 20, 2014

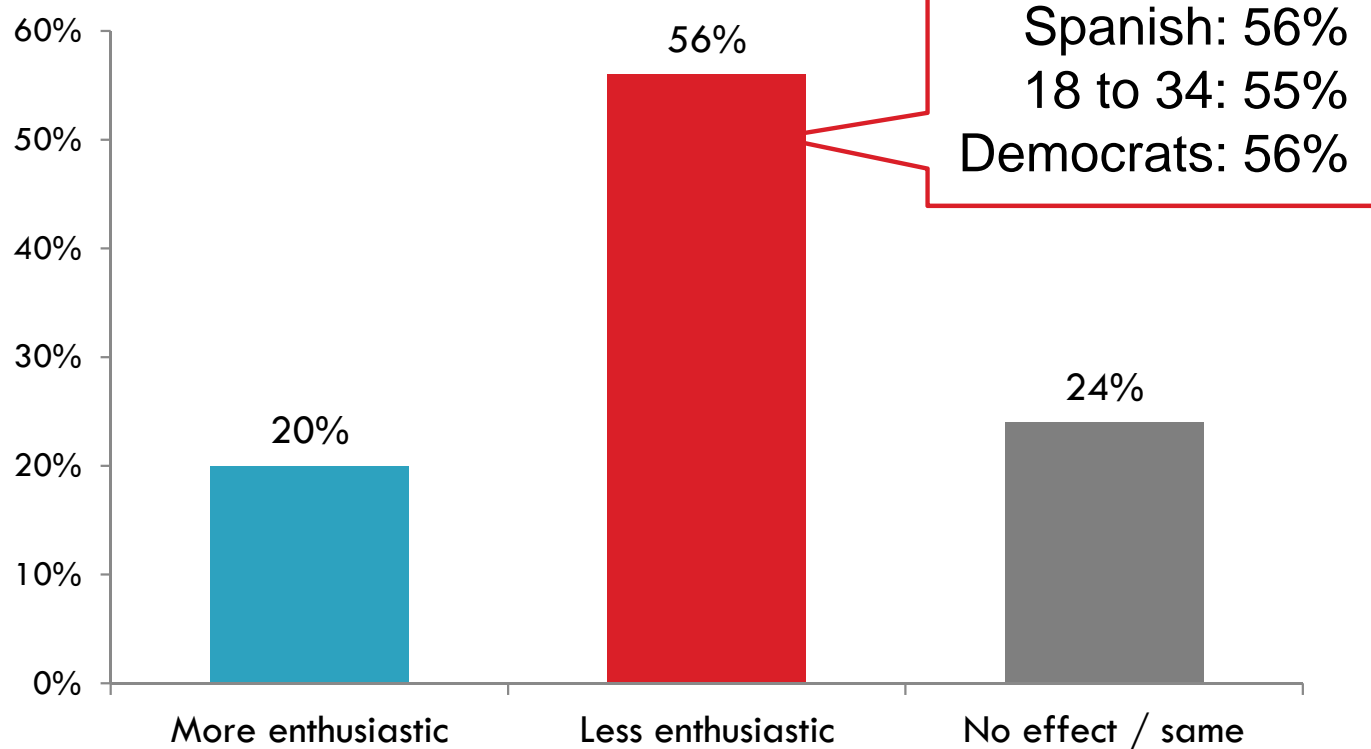
Latino voters frustrated with DC politics

Approve or disapprove of handling of immigration policy: June 2014



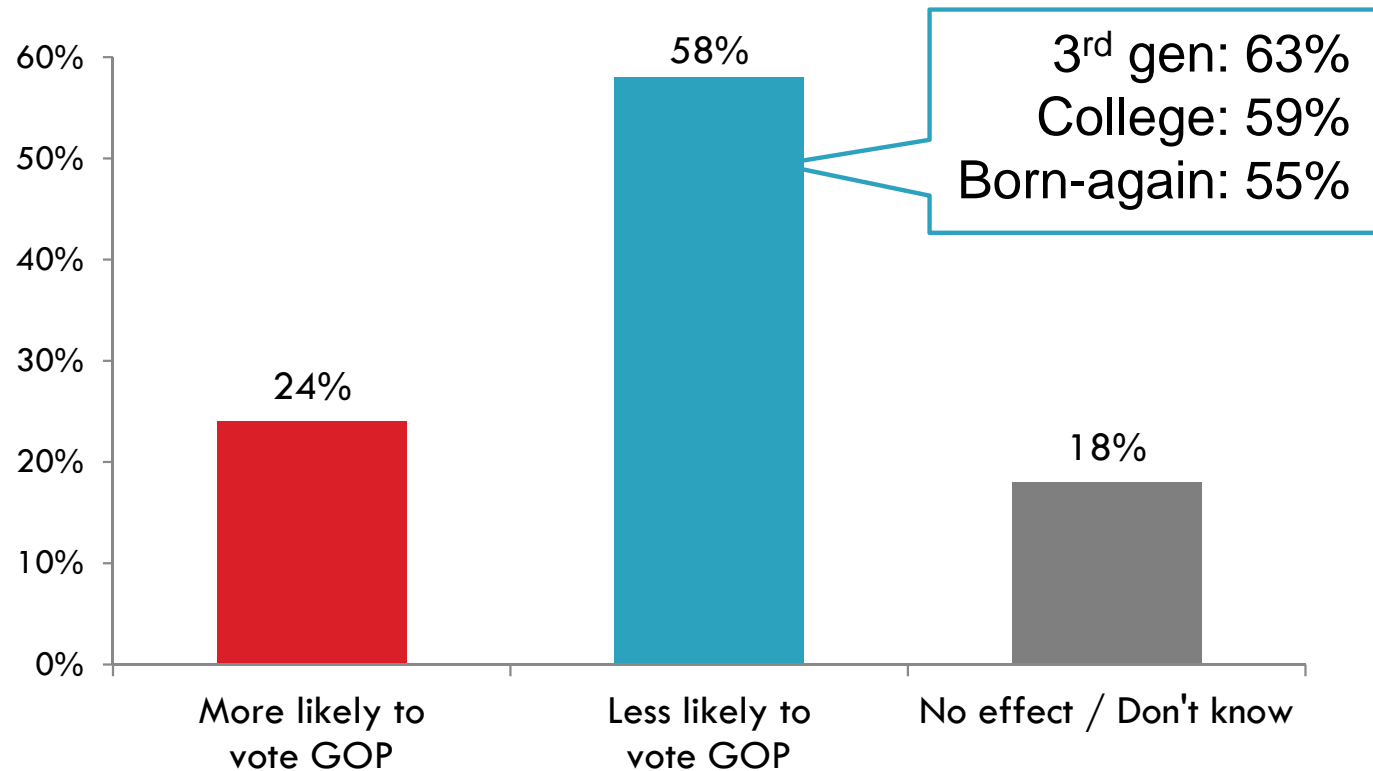
Latino enthusiasm towards Obama

The federal government has deported 2.1 million immigrants under the presidency of Barack Obama. The number of people deported under Obama is higher than the number deported by any other President. Does this information make you more enthusiastic or less enthusiastic about Obama and what he has accomplished?



Latino enthusiasm towards the GOP

House speaker John Boehner claimed he was ready to move forward on immigration in January 2014. Even though the Senate passed an immigration bill, House Republicans never allowed the bill to come up for a vote



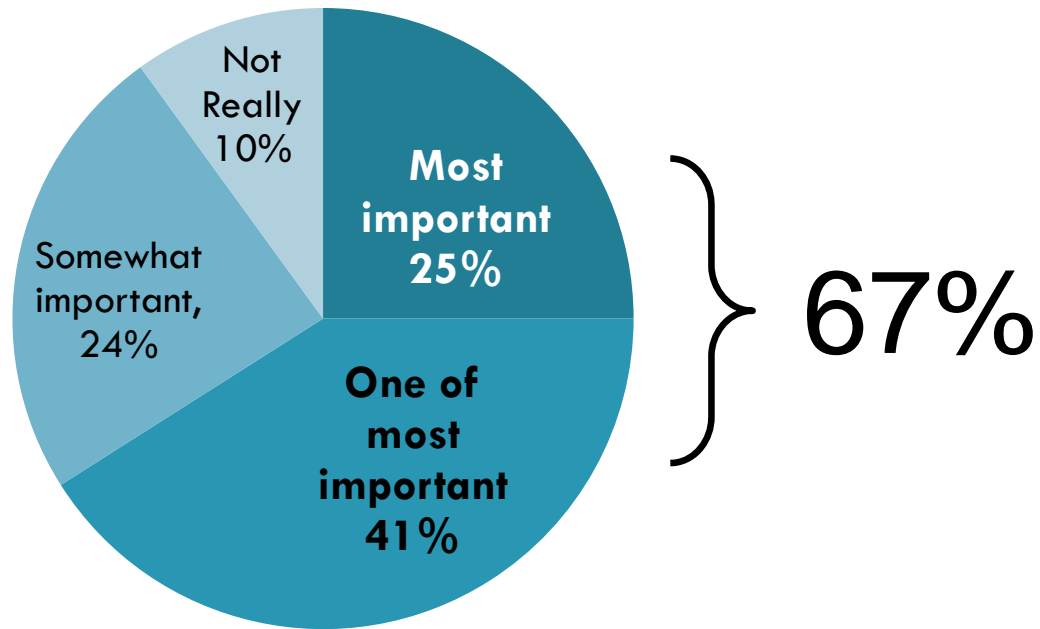
Do Latinos Believe in the Democrats?

Which statement do you agree with more?

- The Democratic Party is truly committed to immigrant rights and treats the Latino community like a priority 28%
- The Democratic Party expects Latinos to vote for them, but is unwilling to take political risks or take a stand on behalf of immigrants 53%

Immigration as a 2014 theme

How important is the issue of immigration in your decision to vote, and who to vote for in this election?

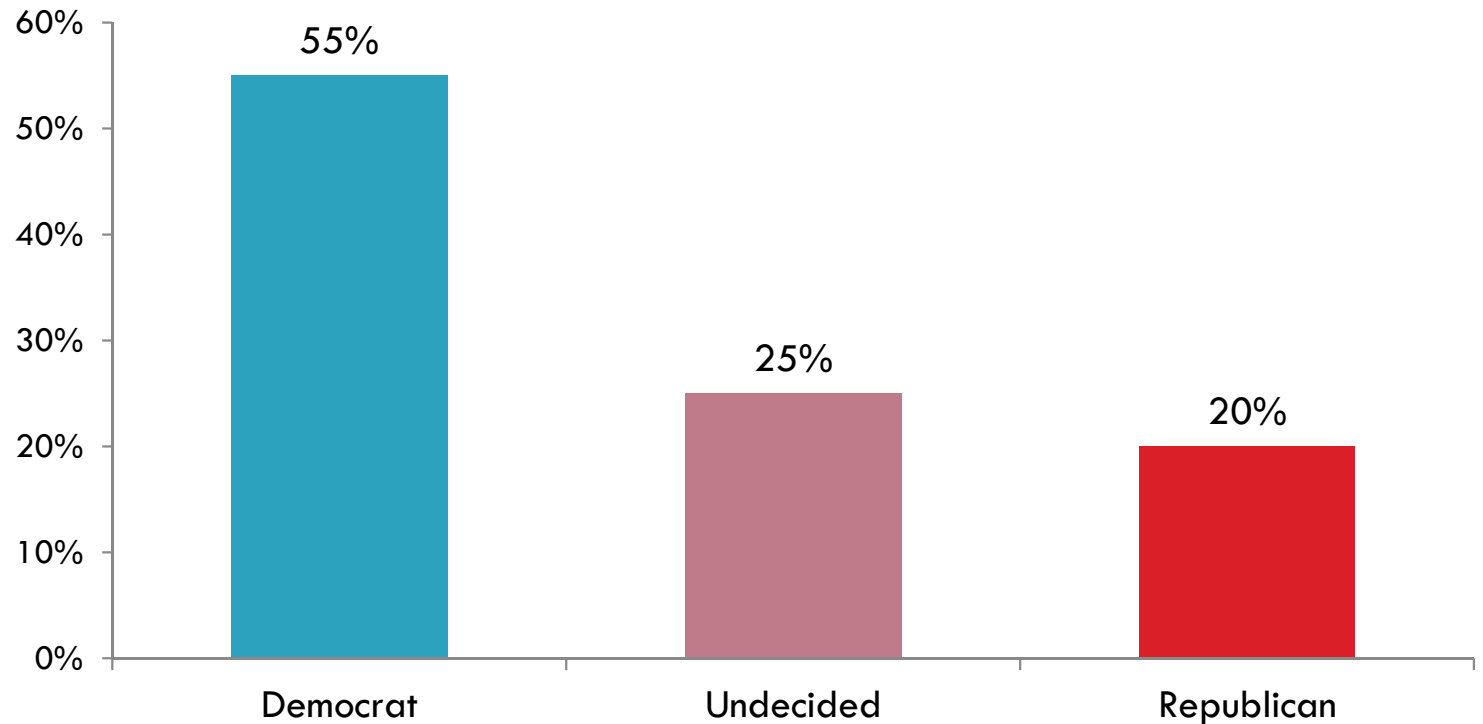


LOOMING IMPLICATIONS FOR 2016 CANDIDATES

The Latino Vote in 2016

If the 2016 Presidential election were held today, would you vote for the Democratic candidate or Republican candidate?

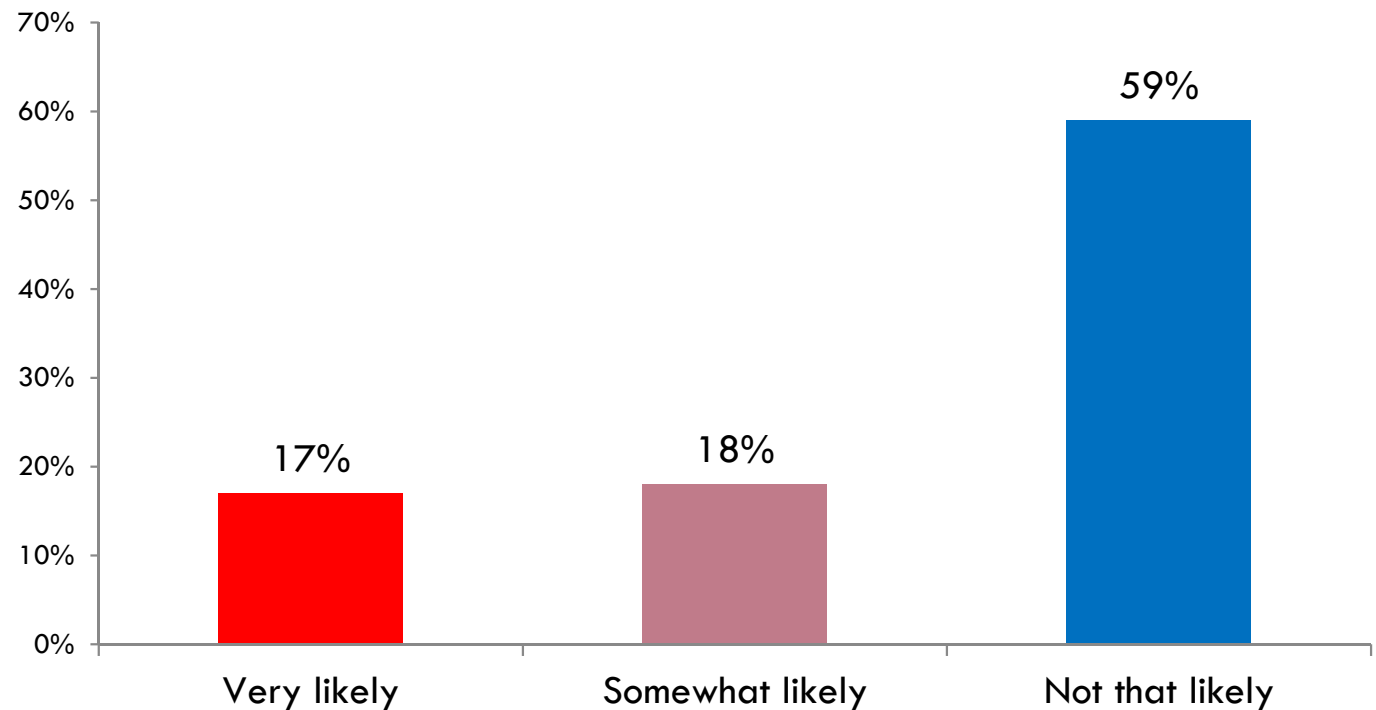
Latino Vote 2016 Generic Presidential Ballot



The Latino Vote in 2016: Marco Rubio

Rubio helped passed immigration reform in the Senate, but then changed his mind and did not support the House passing a bill and said we must focus on border security first and foremost

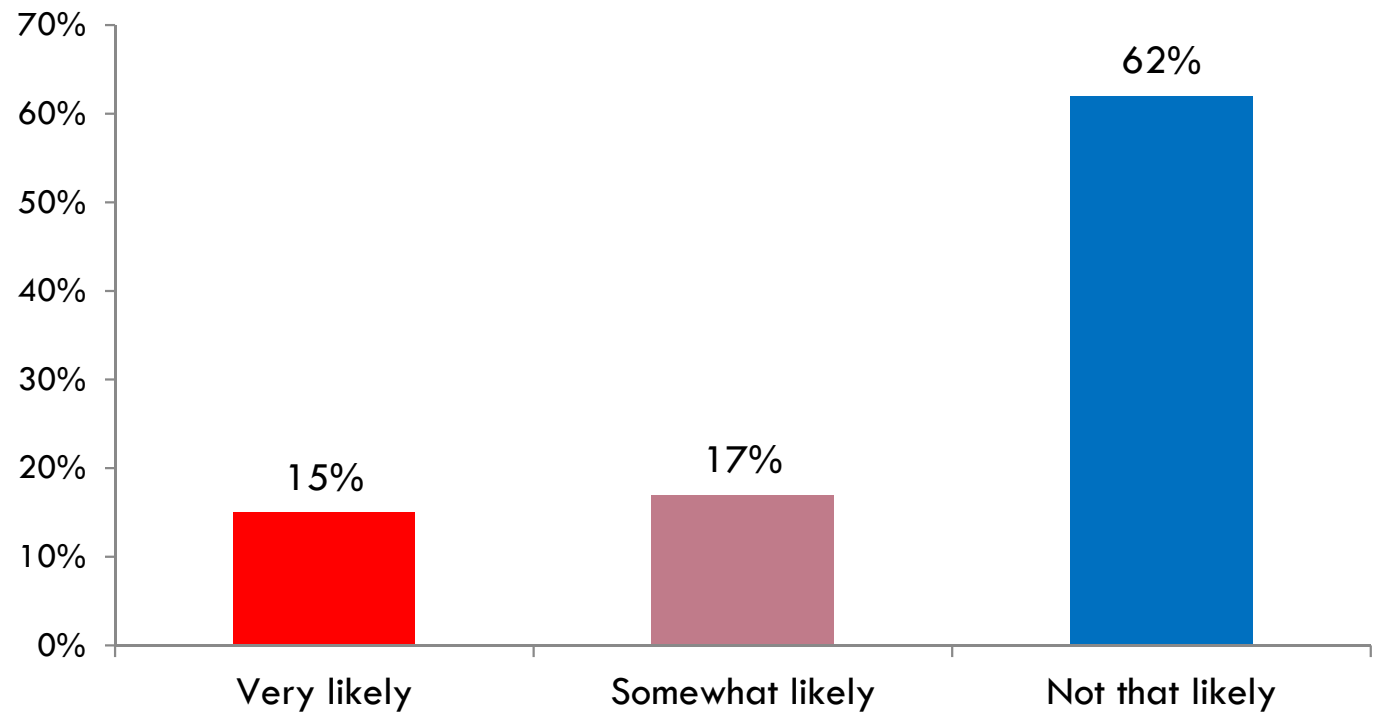
How likely consider a vote for Marco Rubio?



The Latino Vote in 2016: Jeb Bush

Bush wrote in his book, “A grant of citizenship is an undeserving reward for conduct we can not afford to encourage” but later took this back said he was wrong and he does support a path to citizenship

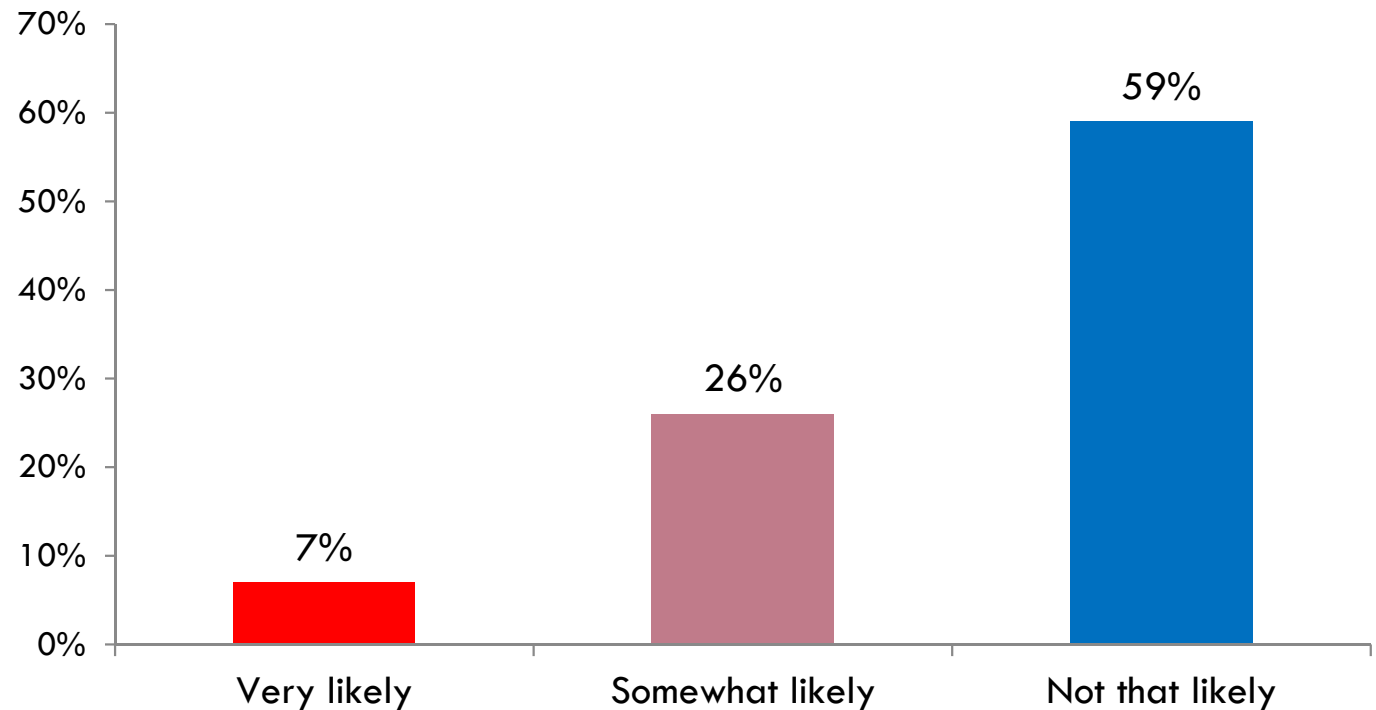
How likely consider a vote for Jeb Bush?



The Latino Vote in 2016: Chris Christie

Christie supported state DREAM Act in New Jersey, but vetoed a measure that would allow DREAMers to access state financial aid for college and refused to say his position on national immigration reform

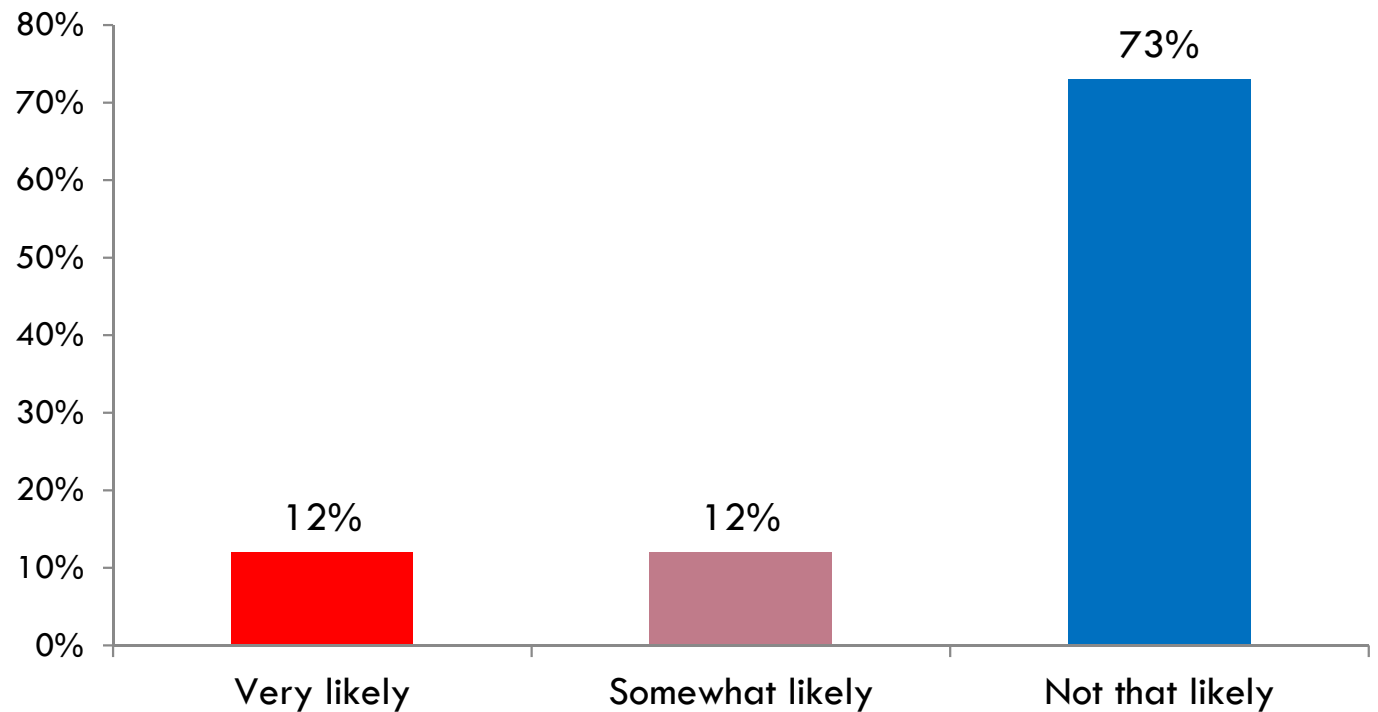
How likely consider a vote for Chris Christie?



The Latino Vote in 2016: Ted Cruz

Cruz said he opposes a path to citizenship for undocumented immigrants and instead wants to give local police more authority to stop and detain anyone they suspect is undocumented

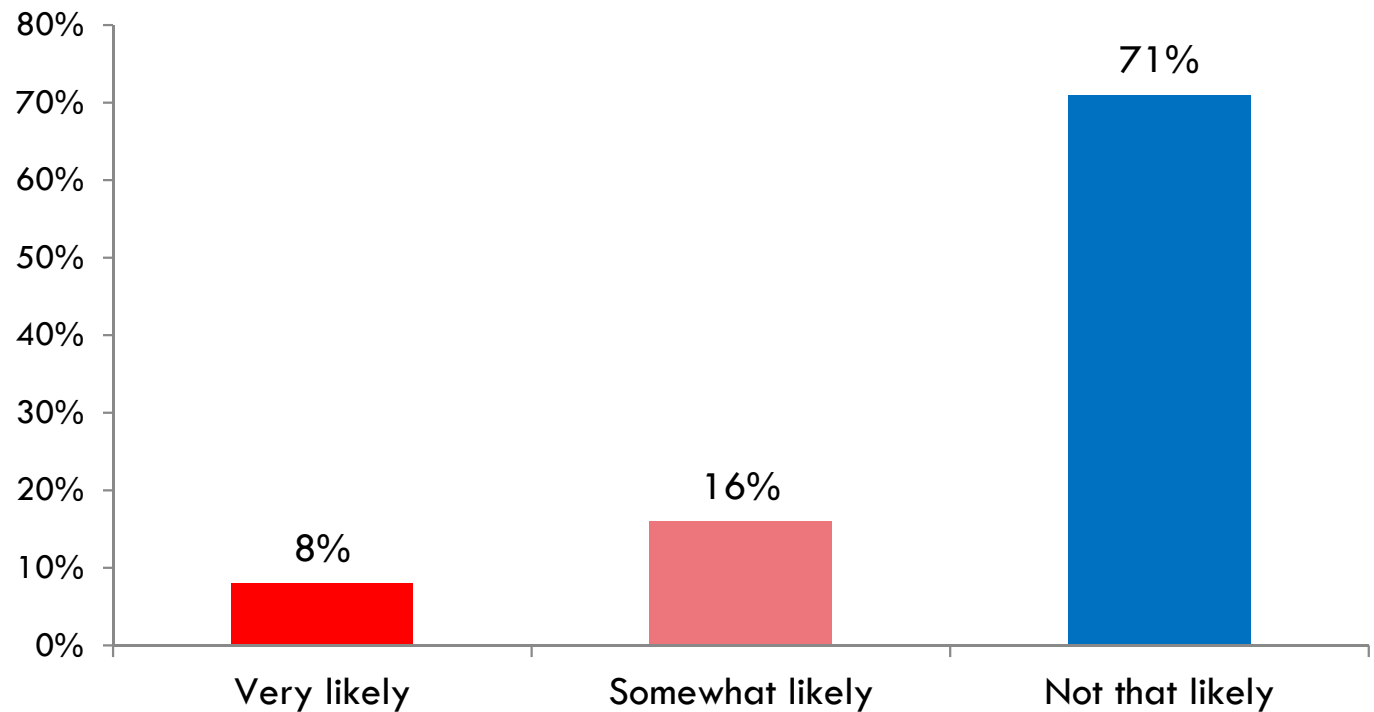
How likely consider a vote for Ted Cruz?



The Latino Vote in 2016: Rand Paul

He says we need to fix immigration system but Paul voted no on the comprehensive immigration reform bill in the Senate. Instead he says focus should be on border security first and foremost

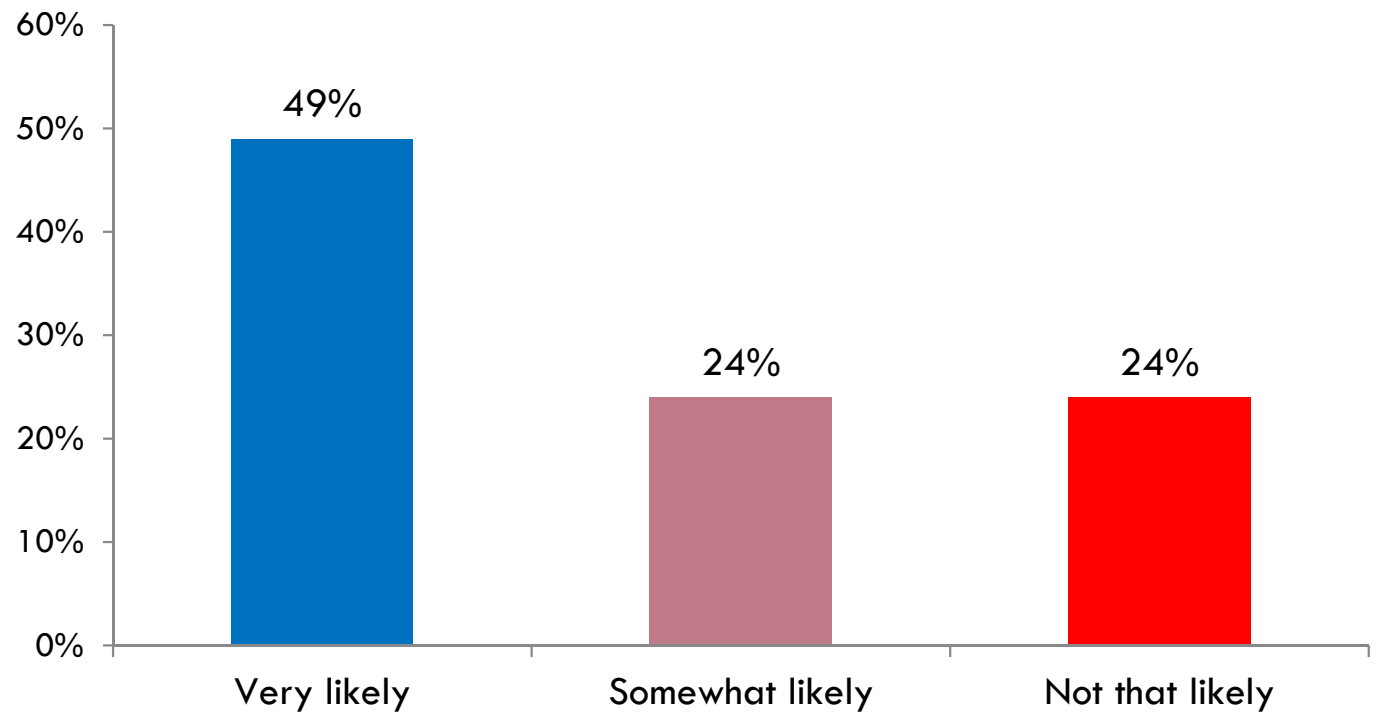
How likely consider a vote for Rand Paul?



The Latino Vote in 2016: Hillary Clinton

Clinton consistently voted yes on immigration reform as a US Senator, and said if elected President she would sign a bill with path to citizenship for millions of undocumented immigrants

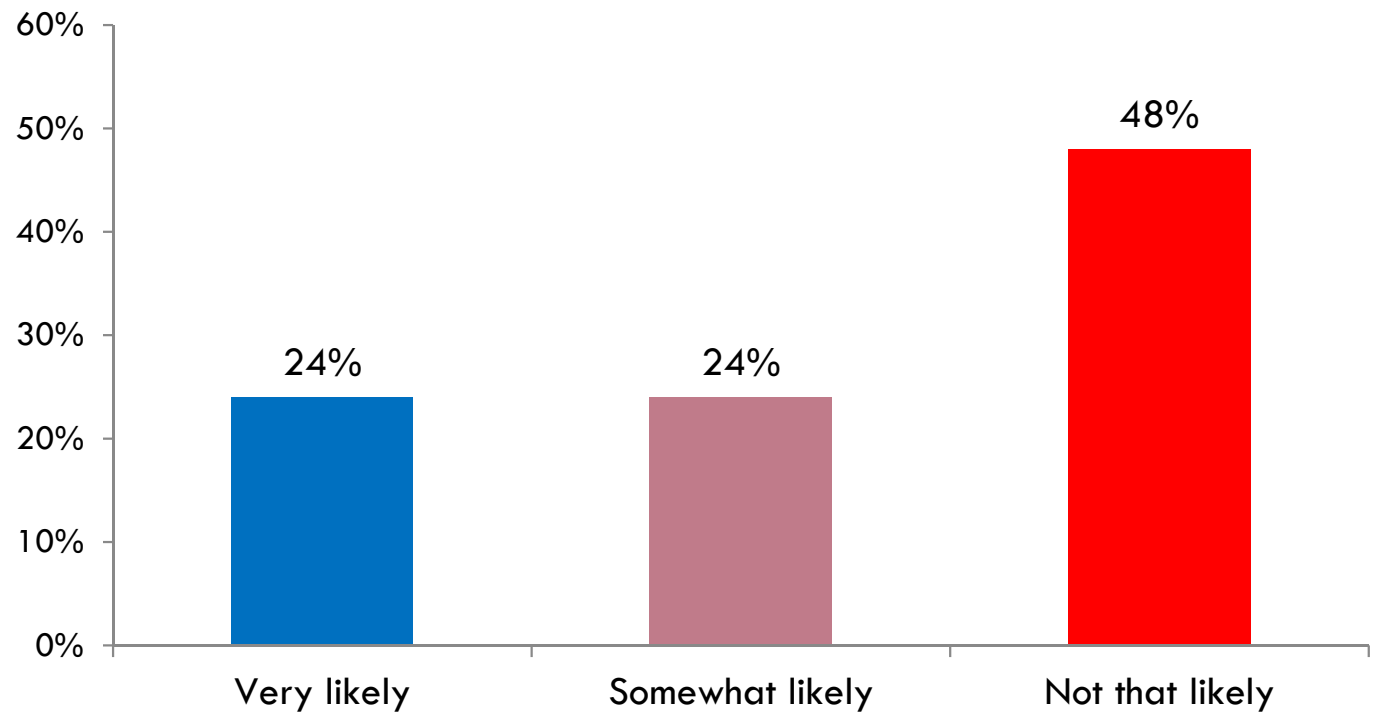
How likely consider a vote for Hillary Clinton?



The Latino Vote in 2016: Hillary Clinton

In 2008 Clinton said she opposes driver's licenses for anyone undocumented, and just recently said we need to send a clear message and deport the unaccompanied minors back to Central America

How likely consider a vote for Hillary Clinton?



The Latino vote in review

- Like all Americans, Latinos are frustrated with the lack of progress on immigration reform
- For Latinos, the issue is personal, symbolic and salient – a clear majority of Latino voters know an undocumented immigrant
- Both parties stand to lose support if they continue to take the Latino vote for granted

Thank you!

Full results posted online:

www.latinodecisions.com/recent-polls/

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Everything Latino Politics