

# Latino Voters in Battleground States Survey Results

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Principal  
Latino Decisions

# The Research

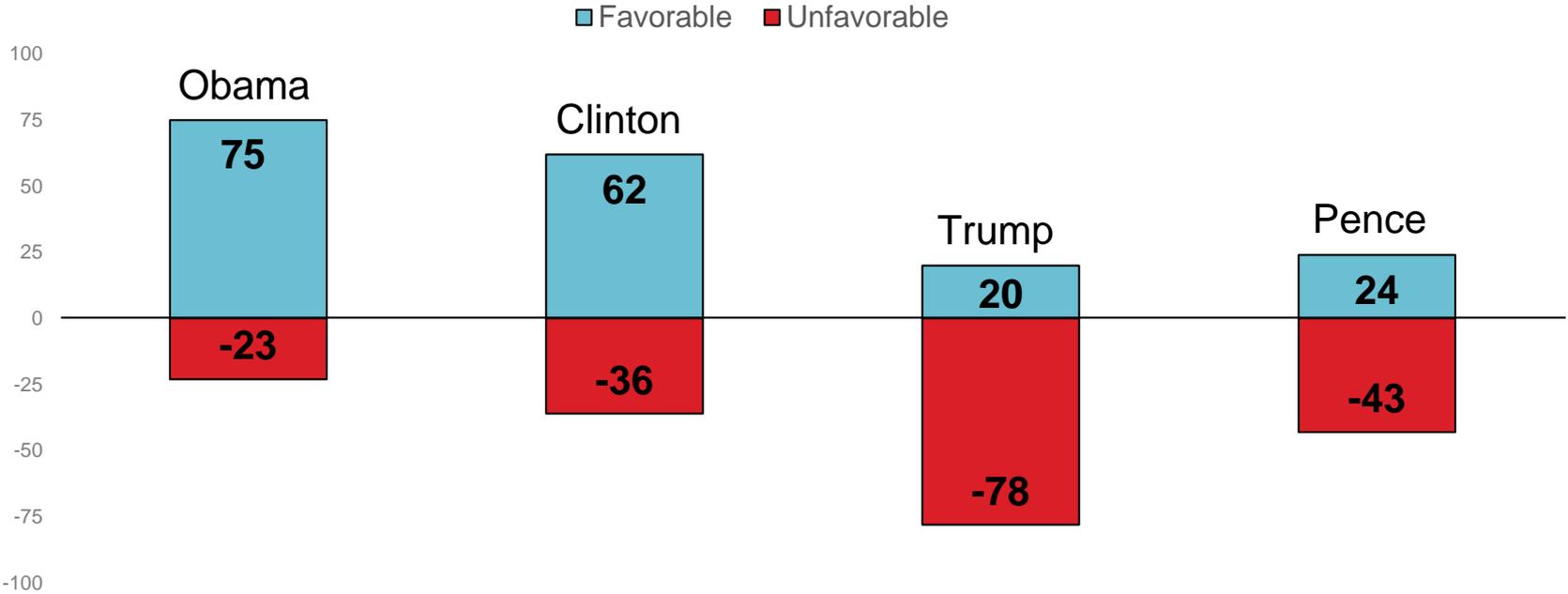
Sponsored by



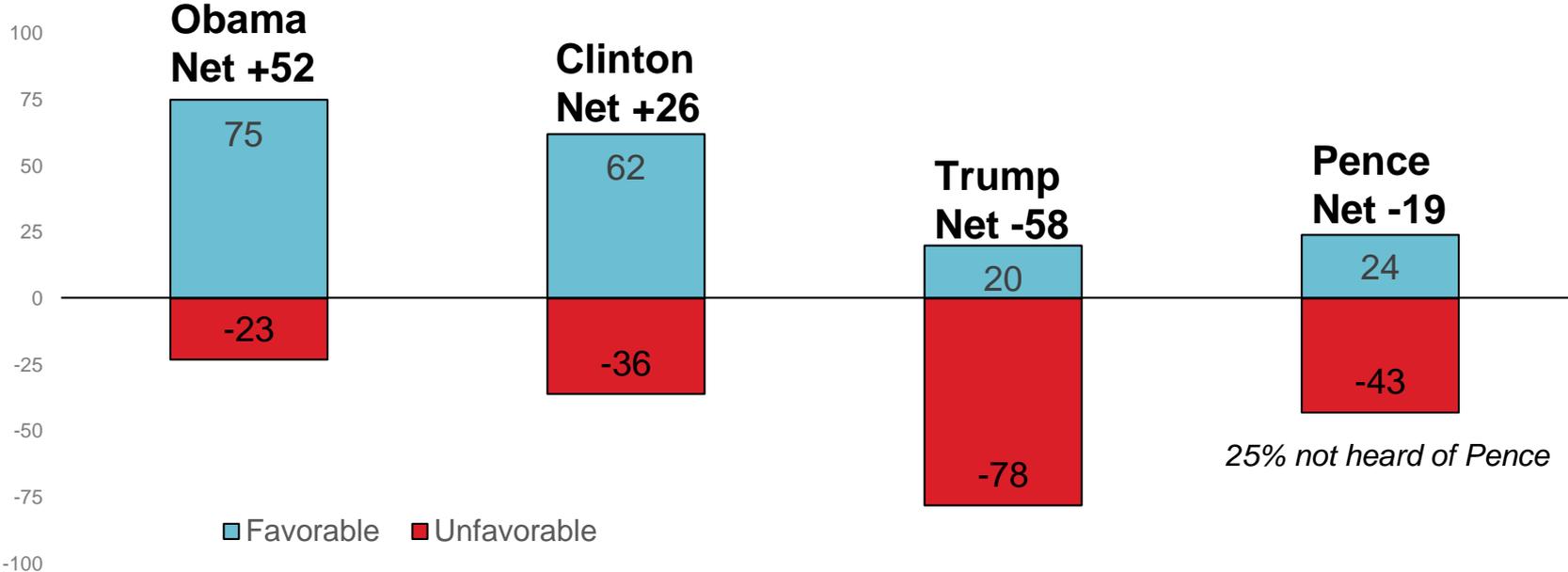
Implemented  
by Latino  
Decisions

- N= 800 Latino registered voters across 12 Battleground States
- States Included: AZ, CO, FL, GA, IA, MI, NC, NV, OH, PA, VA, WI
- Conducted July 18 – July 22, 2016
- Landline, cell and online blended sample
- Margin of error is +/- 3.5%
- Spanish or English at subject's discretion

# Favorability



# Favorability



# Presidential Vote Choice

## Clinton

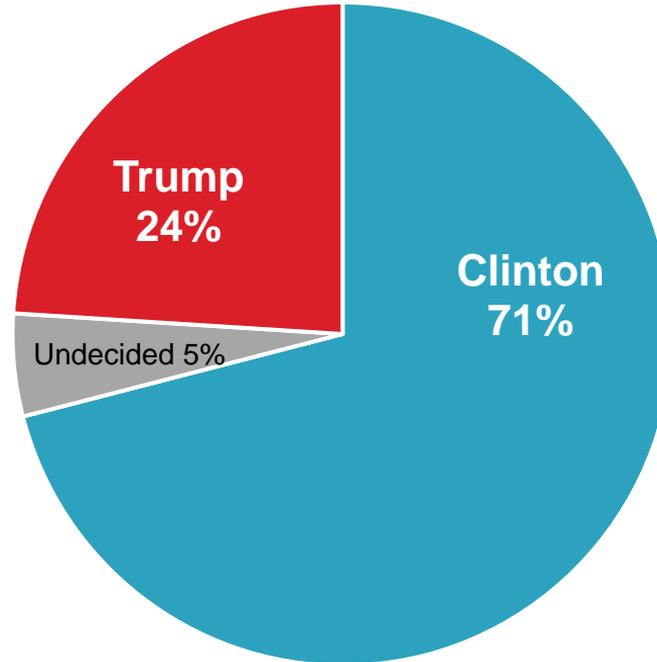
56% Certain

15% Lean

## Trump

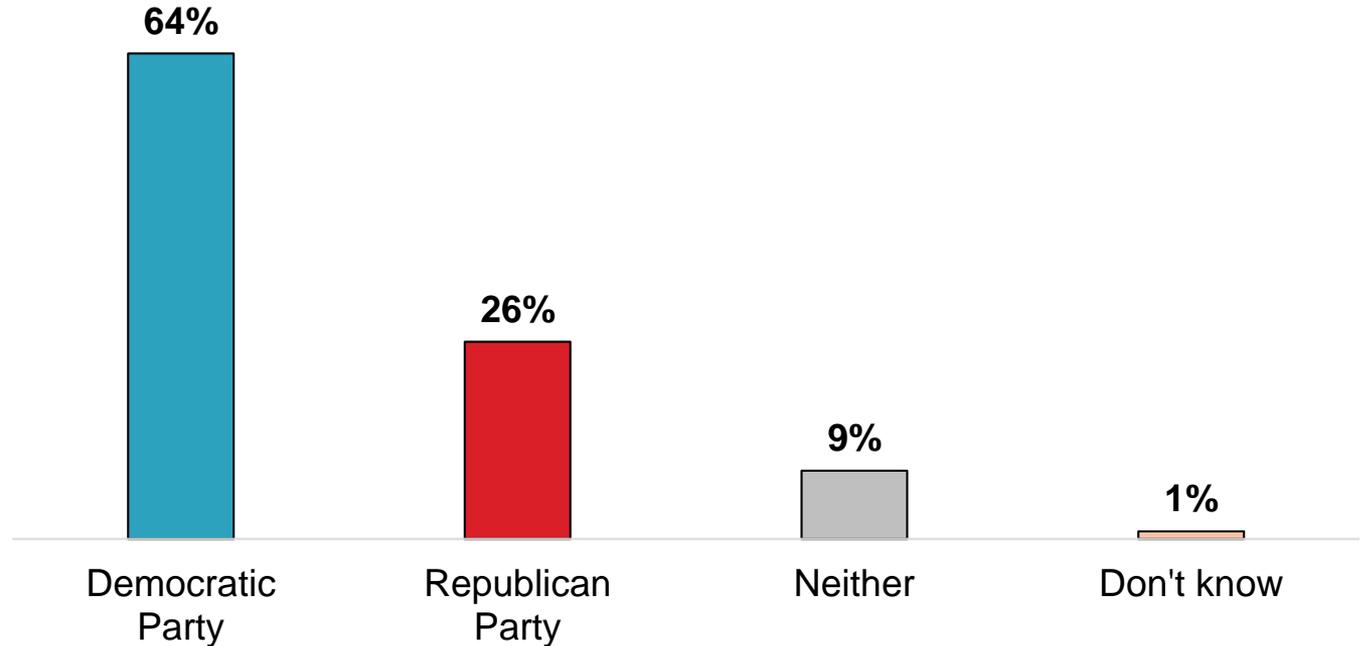
16% Certain

8% Lean

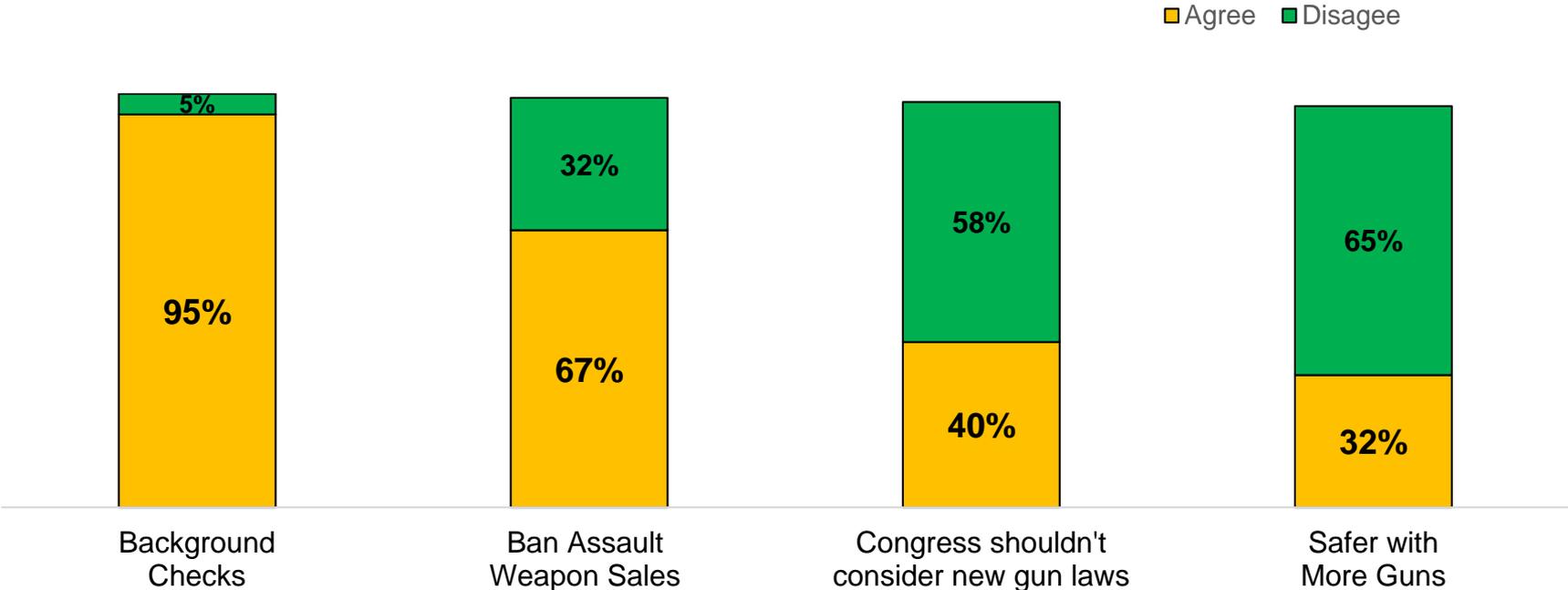


# Issues and Party Orientation

On the issues that are most important to me, I agree most with:  
Democratic/  
Republican  
Party.

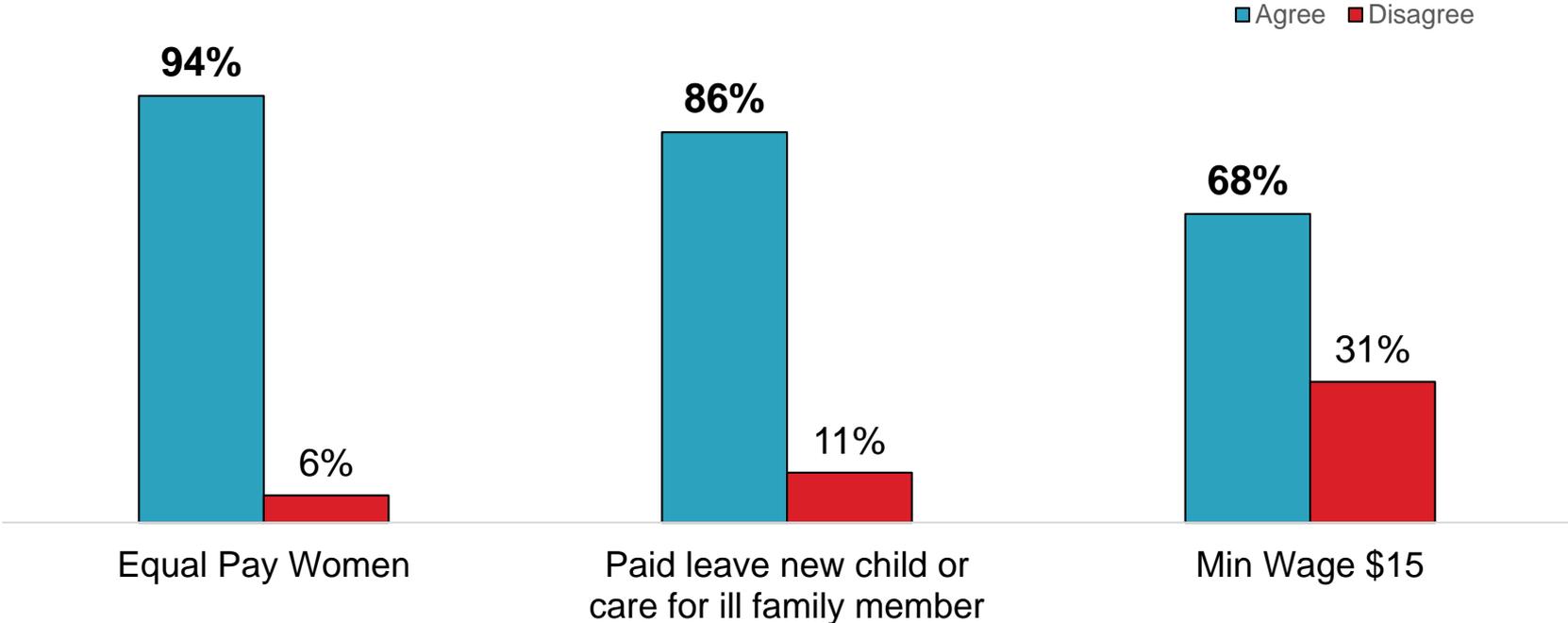


# Issues: Guns



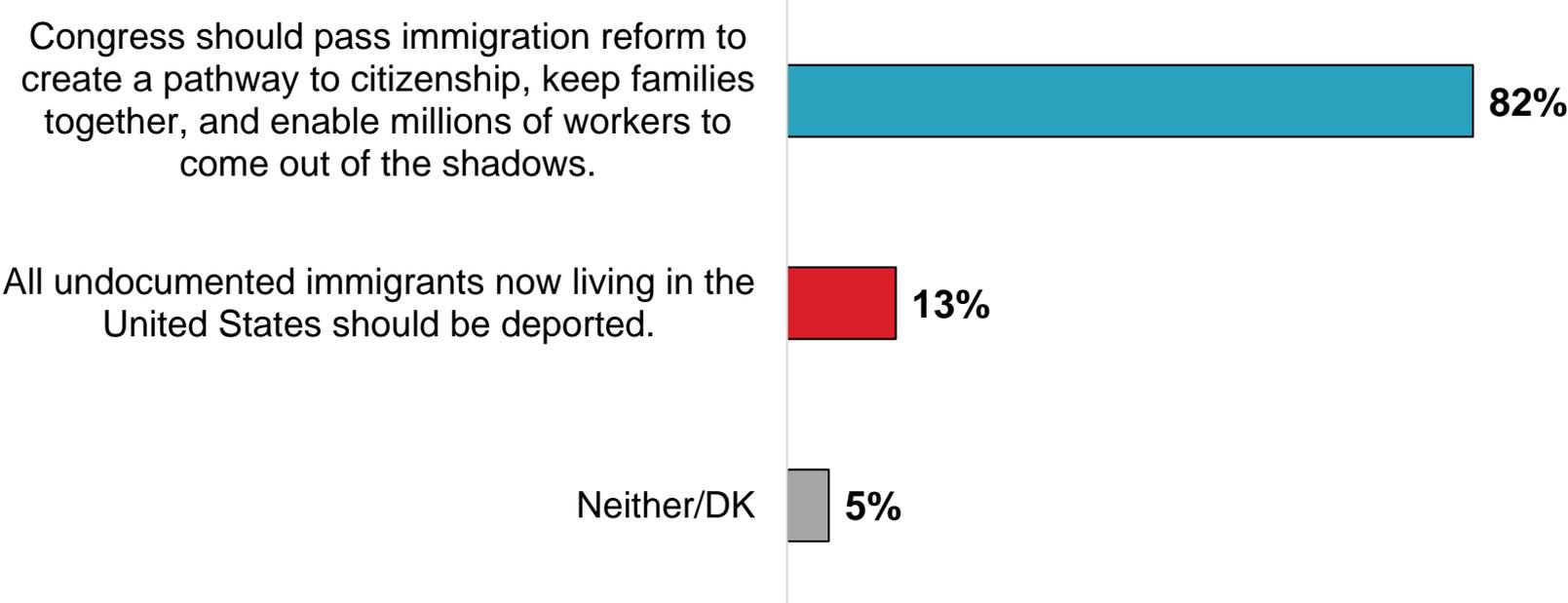
Source: LVP Latino Battleground Poll July 2016 (N=800)

# Issues: Workplace Policies



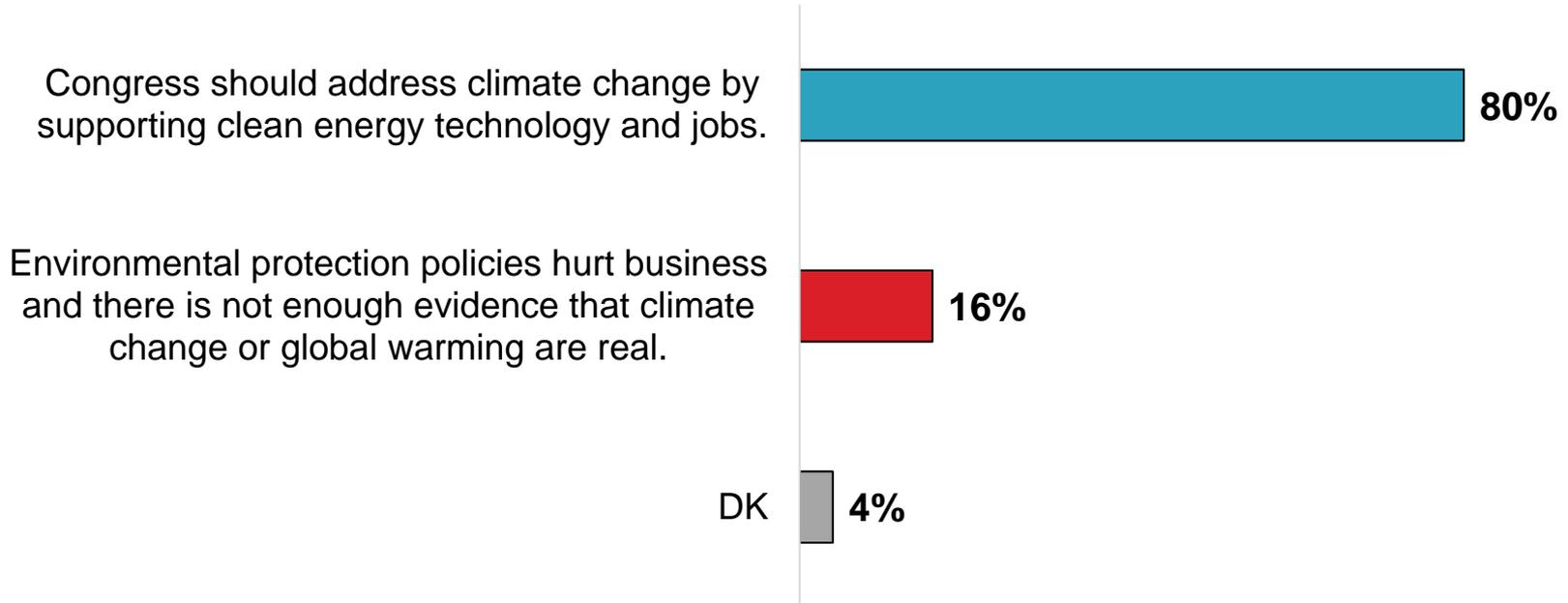
Source: LVP Latino Battleground Poll July 2016 (N=800)

# Issues: Immigration

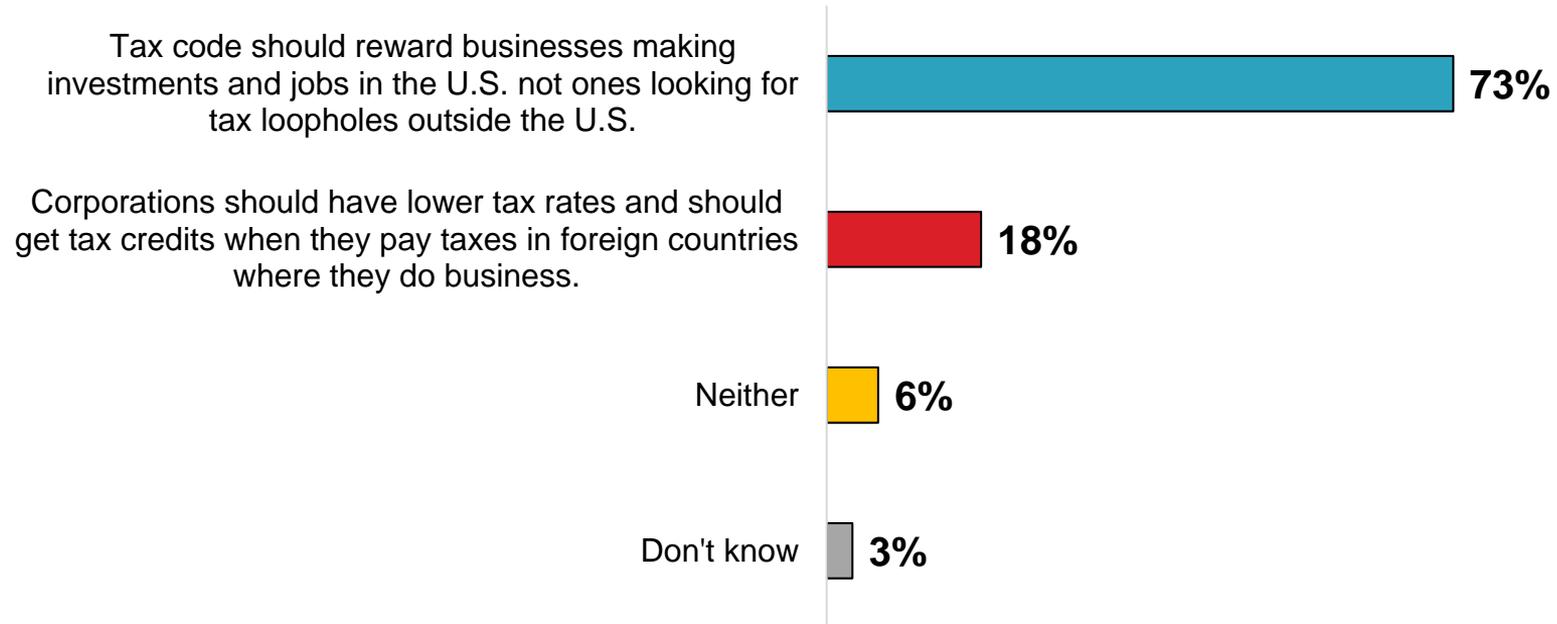


Source: LVP Latino Battleground Poll July 2016 (N=800)

# Issues: Climate Change/Environment



# Issues: Corporate Taxes



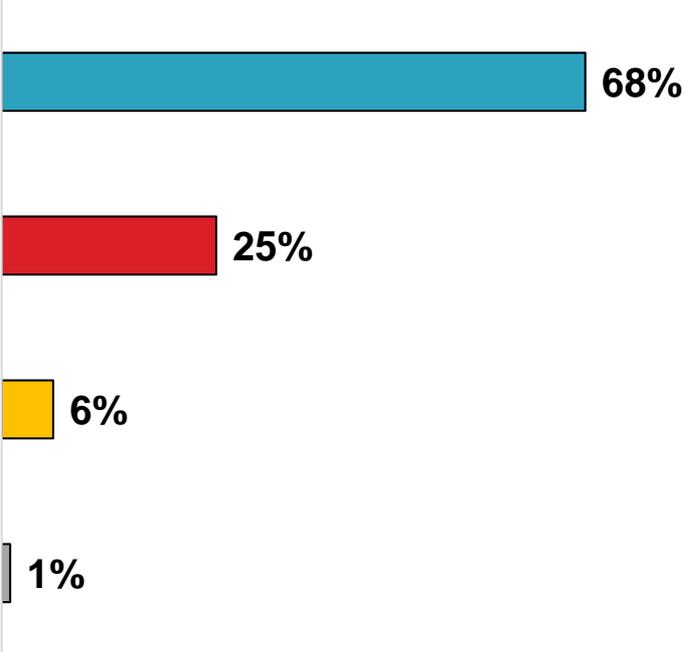
# Issues: Reproductive Rights

Laws should not interfere with women's access to reproductive health care, including contraception and safe, legal abortion.

Abortion should be illegal in all cases, and providers like Planned Parenthood should not be funded.

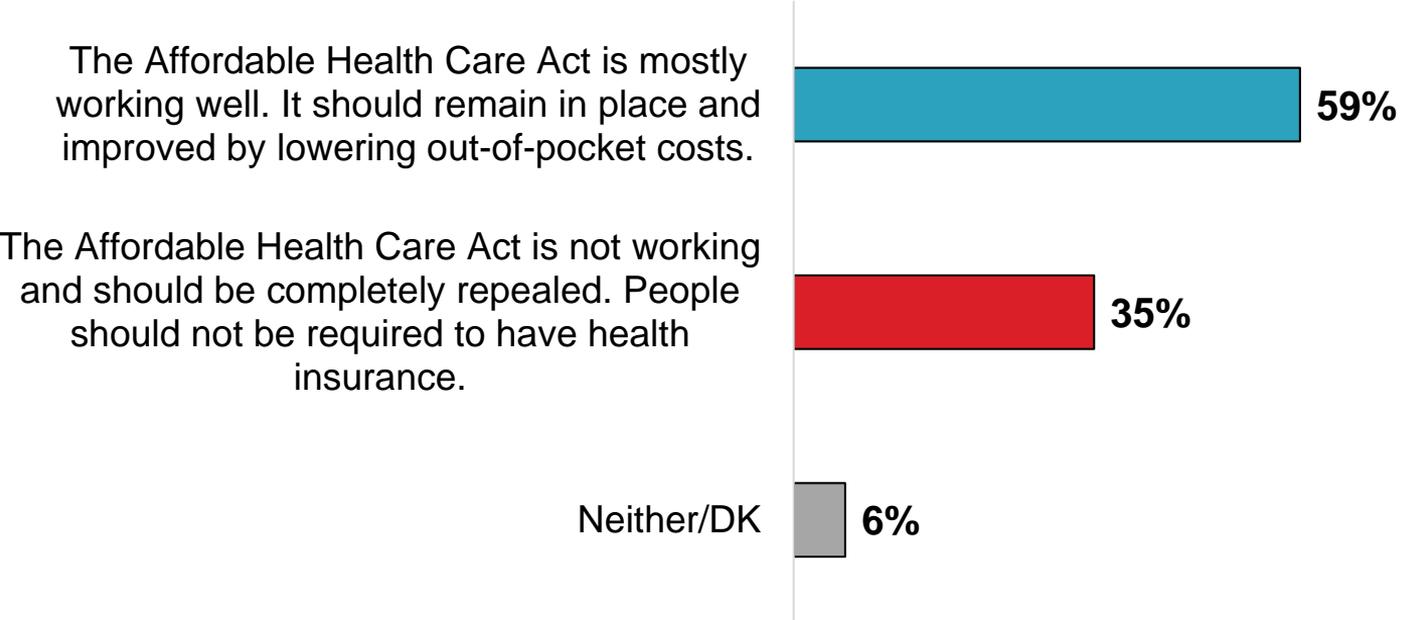
Neither

DK



Source: LVP Latino Battleground Poll July 2016 (N=800)

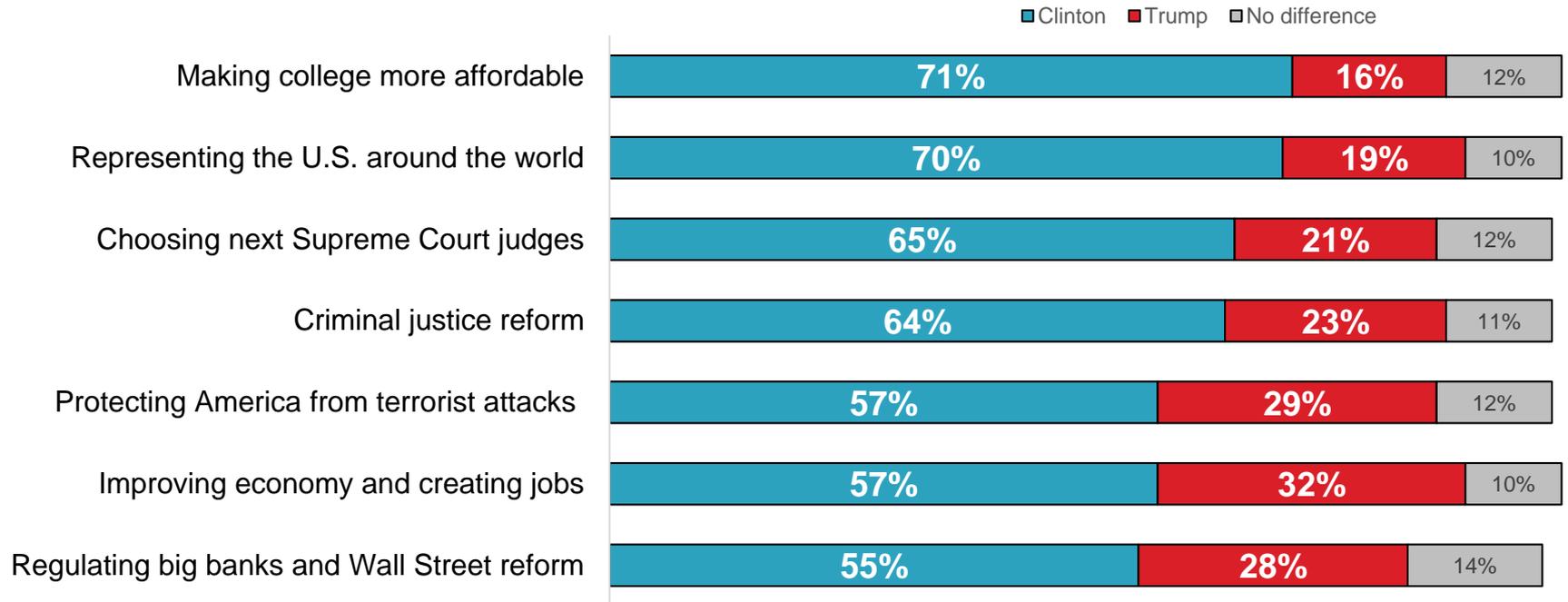
# Issues: Health Insurance



Source: LVP Latino Battleground Poll July 2016 (N=800)

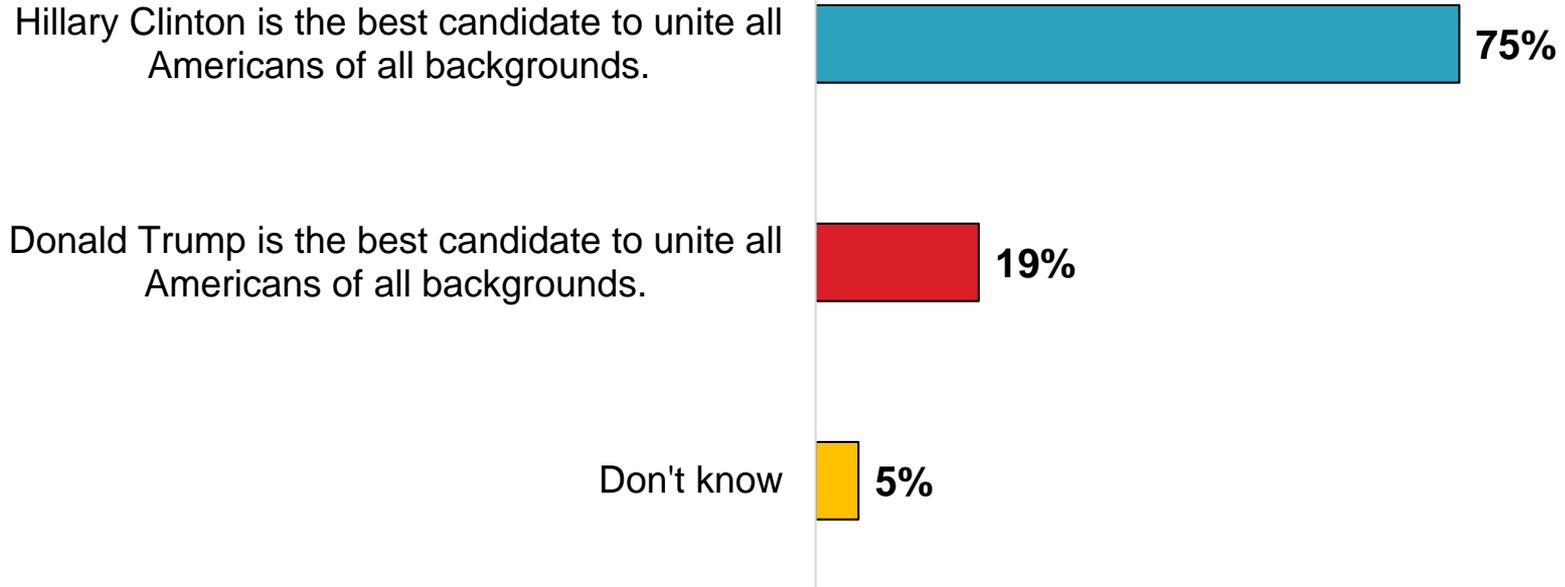
# Candidate Strengths

(Which candidate would be best at dealing with...)



Source: LVP Latino Battleground Poll July 2016 (N=800)

# Candidate Strengths: Unity

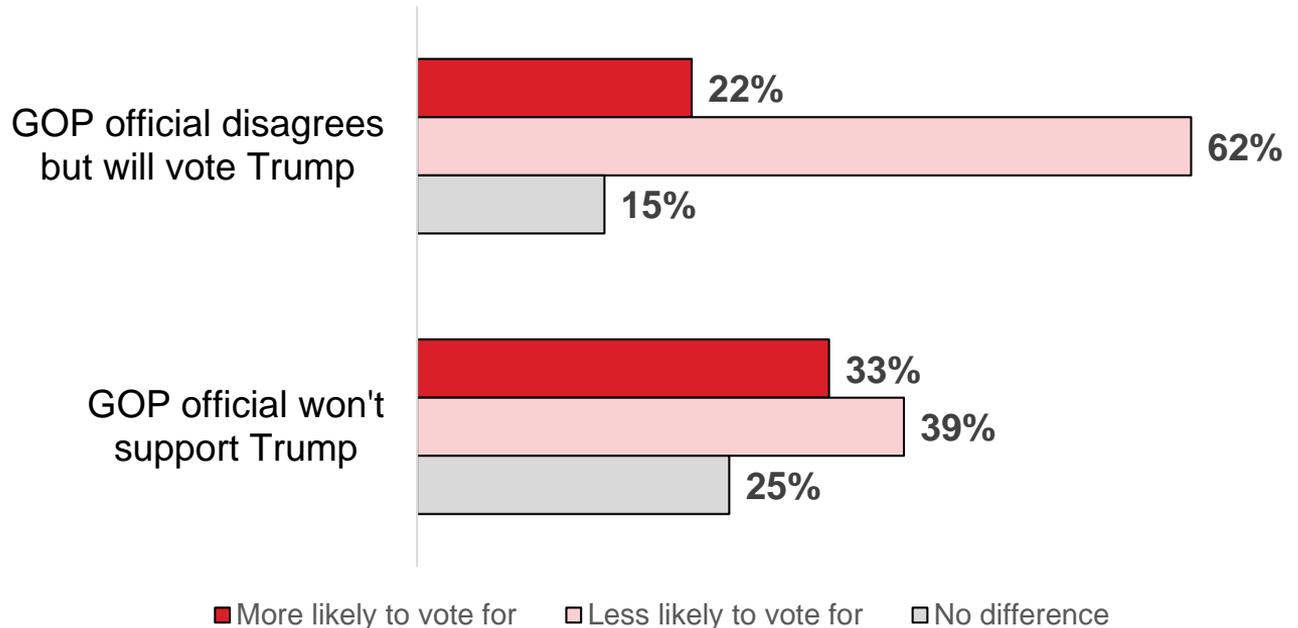


# GOP Officials and Trump Support

Republican candidate says they disagree with Donald Trump on many things but will still support and vote for Trump

GOP candidate says they refuse to support Trump.

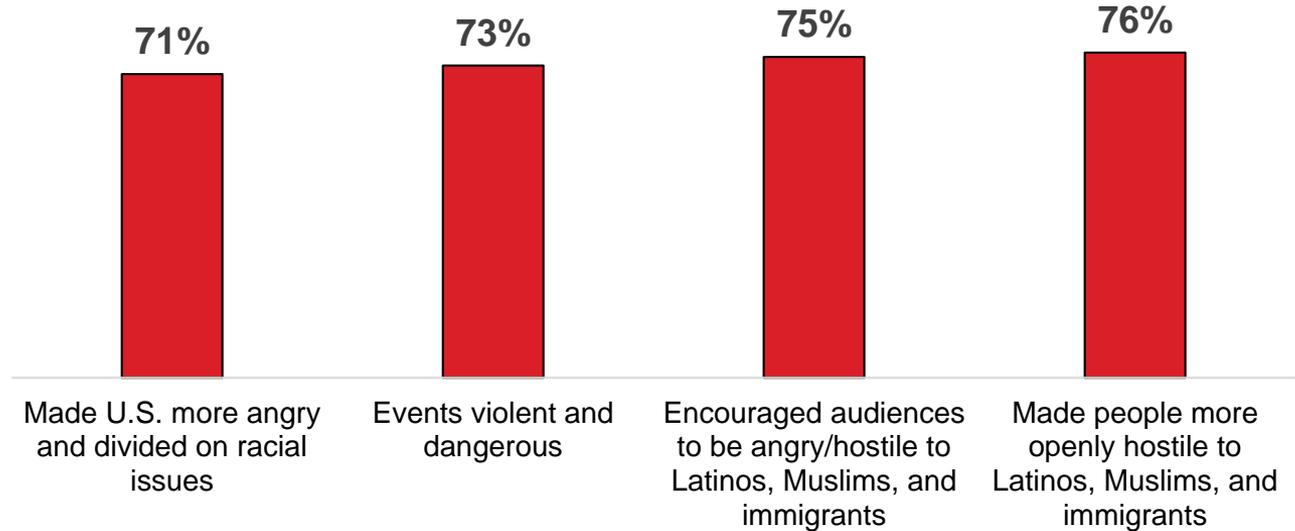
More/ less likely to vote for candidate?



# Trump Campaign Negative Effects

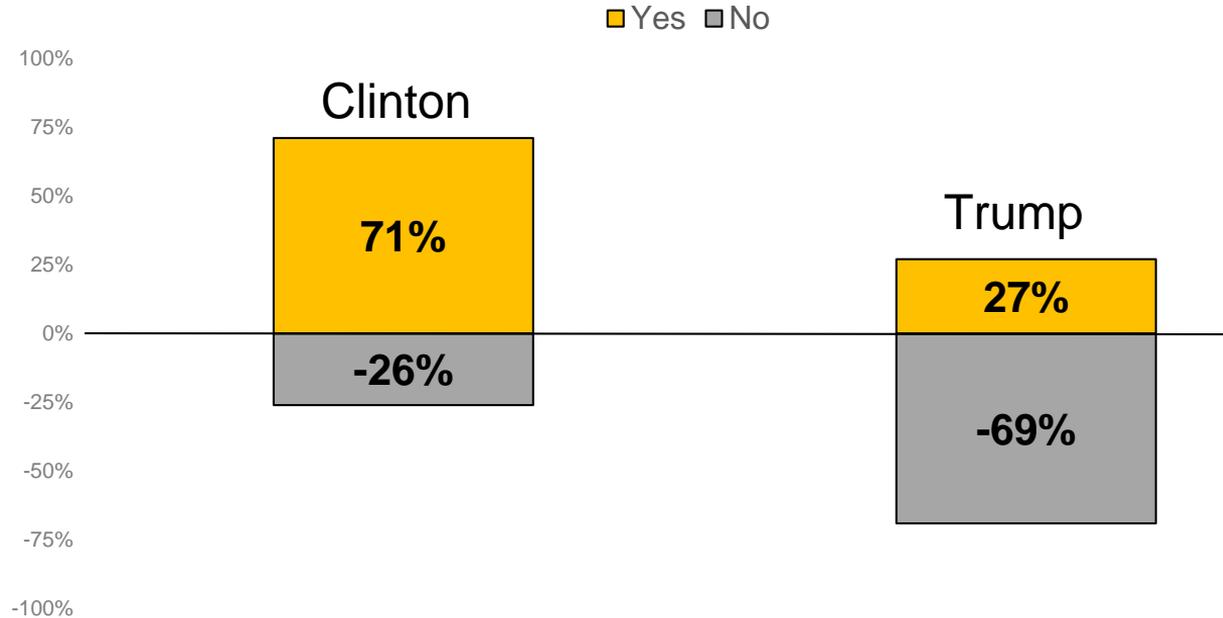
Donald Trump's campaign has...

*(percent agree reported)*



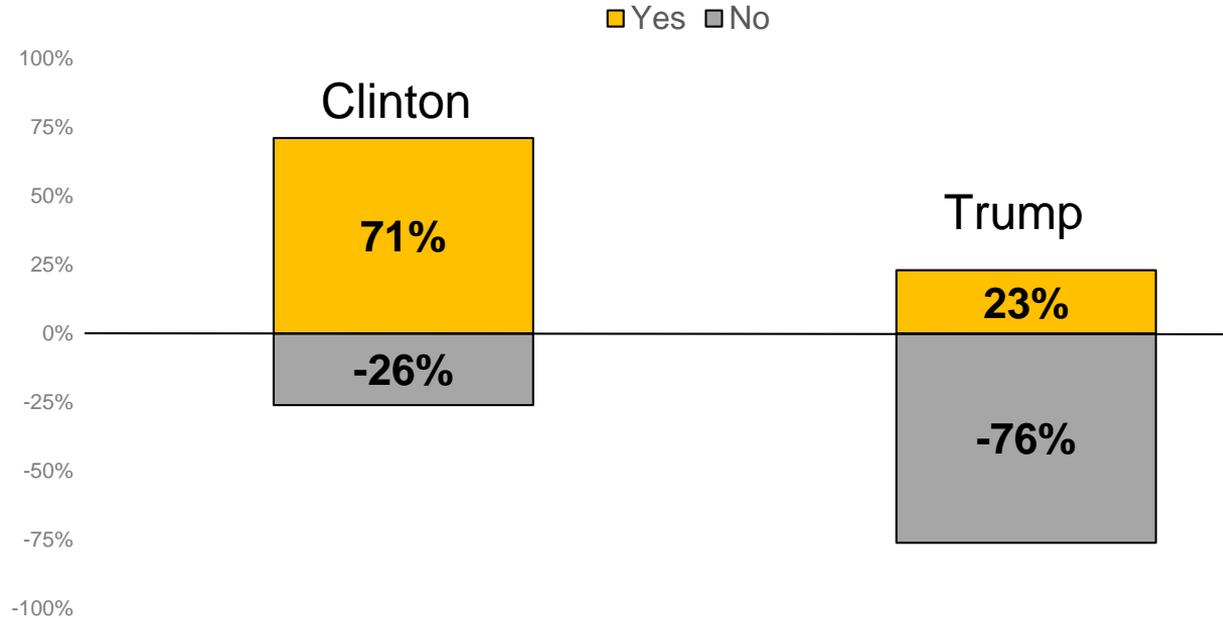
# Candidate Stands Up For You

If Clinton / Trump is elected president, will Clinton / Trump stand up for and support people like you?



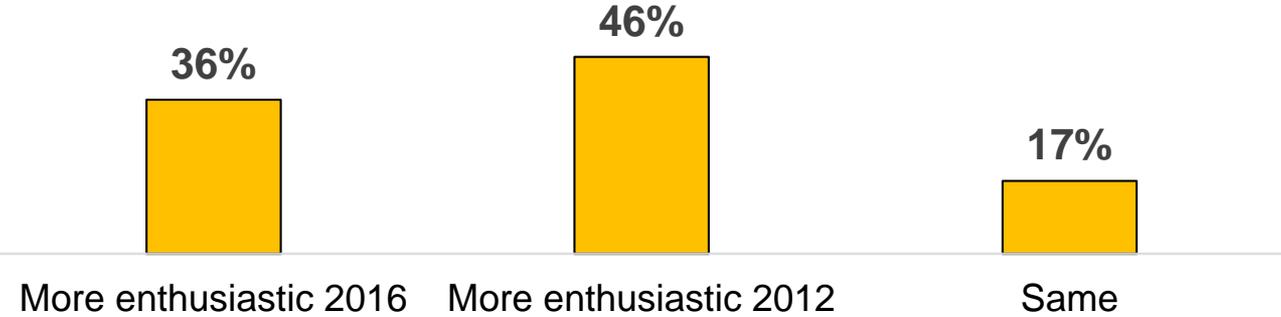
# Candidates Supporting Latinos

If Clinton / Trump is elected president, will Clinton / Trump stand up for and support the Latino community?



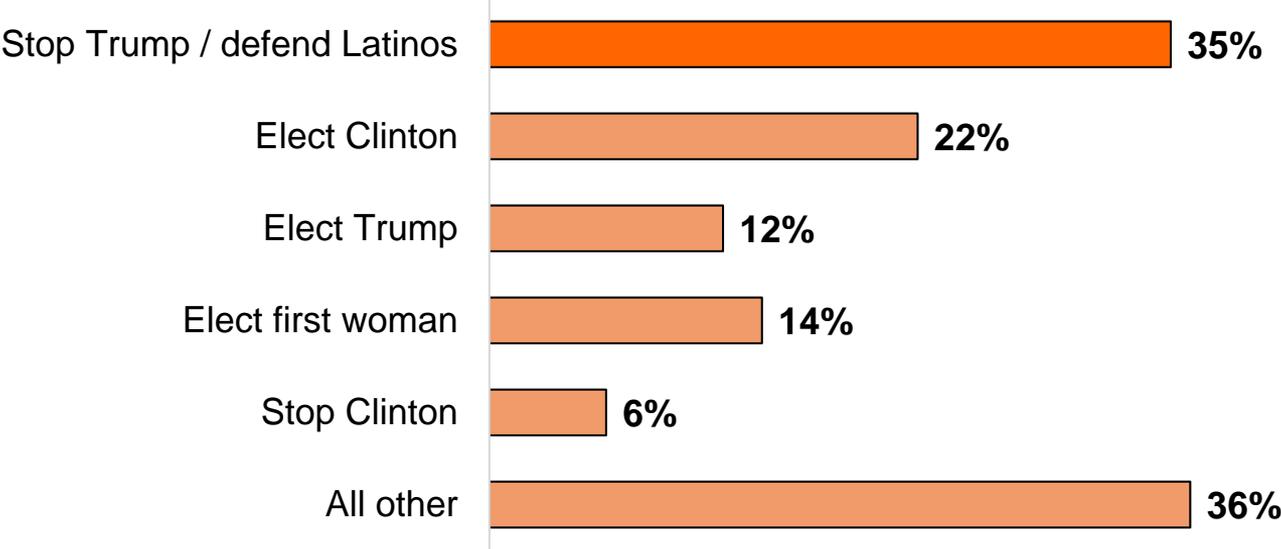
# Enthusiasm

Are you more enthusiastic about voting in 2016, or were you more enthusiastic about voting back in 2012?



# Reason for 2016 Enthusiasm

What is different about 2016 that makes you more enthusiastic to vote this time? (open-ended)



THANK YOU!

MORE FINDINGS AT  
[LATINODECISIONS.COM](http://LATINODECISIONS.COM)