Decisión 2012

Latino voters, immigration policy and the 2012 election

Wednesday, Oct. 17th

Dane Smith Hall, UNM
America’s Voice/Latino Decisions

New Mexico Latino Voter Survey

Gabriel R Sanchez, Ph.D.
Associate Professor of Political Science
Assistant Director, RWJF Center for Health Policy
University of New Mexico

Director of Research
Latino Decisions
Poll Details

• Poll Sponsored by America’s Voice and conducted by Latino Decisions

• Random Sample of 400 Latino Registered Voters in New Mexico

• Fielded October 3-10, 2012

• Conducted in English or Spanish (Fully Bilingual Interviewers)

• Maximum Margin of Error: 4.9%, and surveys were approximately 12 minutes long
Hispanic Voters Drive New Mexico Elections

<table>
<thead>
<tr>
<th>State</th>
<th>% Latino among eligible voters</th>
<th>Recent close elections</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Mexico</td>
<td>37.9%</td>
<td>Prez 0.8 margin in 2004</td>
</tr>
<tr>
<td>Texas</td>
<td>28.4%</td>
<td>Gov 9.6 margin in 2006</td>
</tr>
<tr>
<td>California</td>
<td>25.5%</td>
<td>AG 1.2 margin in 2010</td>
</tr>
<tr>
<td>Arizona</td>
<td>23.9%</td>
<td>AG 3.8 margin in 2010</td>
</tr>
<tr>
<td>Florida</td>
<td>16.5%</td>
<td>Gov 1.2 margin in 2010</td>
</tr>
<tr>
<td>Nevada</td>
<td>14.2%</td>
<td>Prez 2.6 margin in 2004</td>
</tr>
<tr>
<td>Colorado</td>
<td>13.1%</td>
<td>Sen 1.7 margin in 2010</td>
</tr>
<tr>
<td>New York</td>
<td>12.2%</td>
<td>Compt 4.0 margin in 2010</td>
</tr>
<tr>
<td>New Jersey</td>
<td>11.0%</td>
<td>Gov 3.6 margin in 2009</td>
</tr>
<tr>
<td>Illinois</td>
<td>8.5%</td>
<td>Sen 1.6 margin in 2010</td>
</tr>
<tr>
<td>Connecticut</td>
<td>8.0%</td>
<td>Gov 0.5 margin in 2010</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>7.4%</td>
<td>Sen 4.8 margin in 2010</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>7.1%</td>
<td>Gov 2.5 margin in 2010</td>
</tr>
<tr>
<td>Washington</td>
<td>5.6%</td>
<td>Gov 0.1 margin in 2004</td>
</tr>
<tr>
<td>Virginia</td>
<td>4.6%</td>
<td>AG 0.1 margin in 2005</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>3.5%</td>
<td>Sen 2.0 margin in 2010</td>
</tr>
</tbody>
</table>

Growth in Latino Population in NM Over Time

- New Mexico: 46.30% (2010), 42.10% (2000), 38.20% (1990)

- States with Latino voter percentages and recent election margins.
Economy and Immigration Top Priorities

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

- Economy: 47%
- Immigration: 30%
- Education: 13%
- Health Care: 18%
Immigration Impacts Voting Decisions

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

- The Most Important Issue: 24%
- One of the Most Important Issues: 28%
- Somewhat Important: 27%
- Not Really Important: 18%
Candidates’ Immigration Policies Affect Latino Support

Bar chart showing the percentage of Latino support for candidates with different immigration policies:
- More Enthusiastic: 46% Obama, 8% Romney
- No Effect: 45% Obama, 41% Romney
- Less Enthusiastic: 7% Obama, 46% Romney
70% Support Access to Driver’s License for Undocumented Immigrants

- Allow licenses with added restrictions: 70%
- Oppose licenses: 21%
- Undecided: 9%
- Don’t know/Did not respond: 9%
Support for License With Added Restrictions

There is a driver’s license reform proposal being considered here in New Mexico that would subject undocumented immigrant drivers to stricter identity and residency requirements, more frequent renewals, and tougher penalties for fraud. Would you support this proposal being implemented by state government?

Combined Support 63%
Combined Oppose 27%

- StrONGLy Support: 37%
- Somewhat Support: 26%
- Somewhat Oppose: 15%
- Oppose Strongly: 12%
- Don’t Know: 10%
Changing NM Demography Helps Explain Policy Attitudes

NM Foreign Born Population 1990-2010

- New Mexico
- Albuquerque
- National

1990:
- New Mexico: 5.3%
- Albuquerque: 5.3%
- National: 7.9%

2000:
- New Mexico: 8.2%
- Albuquerque: 8.9%
- National: 11.1%

2010:
- New Mexico: 9.8%
- Albuquerque: 11.2%
- National: 12.8%
Now take a moment to think about all the people in your family, your friends, co-workers, and other people you know. Do you happen to know somebody who is an undocumented immigrant?

- Yes: 58%
- No: 37%
- DK: 5%
Immigration Personal to Hispanic Voters in NM

Do you know a person between the ages of 5 – 31 who is an undocumented immigrant, sometimes referred to as Dreamers?

- Yes: 47%
- No: 49%
- DK: 4%
Obama Support Remains High in NM

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

- Romney: 24%
- Undecided: 7%
- Obama: 69%
57% of Latinos Support Heinrich

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

- Wilson
- Undecided
- Heinrich
Congressional Advantage to Dems in NM

Now thinking about the upcoming elections for U.S. Congress in November, do you plan to vote for the Democratic or Republican candidate in your district?

- Will Vote Democrat: 60%
- Lean Democrat: 3%
- Undecided: 12%
- Lean Republican: 5%
- Will Vote Republican: 20%
Increasing Enthusiasm for the Election

- Very Enthusiastic About Voting in 2012: 64%
- More Enthusiastic 2012 than 2008: 59%
Key Findings from New Mexico

• Immigration Salient to voters in New Mexico

• Strong Support for Driver’s License With Stricter Requirements for Undocumented Immigrants

• Support for Obama Remains High, and rise in Hispanic population in NM moving state in Dems favor

• Enthusiasm Is High But Somewhat Fragile among Latino voters
LATINO VOTE IN THE 2012 NATIONAL ELECTION
A NATIONAL/BATTLEGROUNDS STATE PERSPECTIVE
HOW DOES NM COMPARE WITH OTHER STATES?

POLL SPONSORED BY AMERICA’S VOICE AND CONDUCTED BY LATINO DECISIONS
Latino Vote Projection in the
ImpreMedia-Latino Decisions Tracker

Source: Impremedia/Latino Decisions Weekly Tracker, 2012

NB: LD polls include only registered voters
Two-Party Generic House Vote, 2012

Source: Impremedia/Latino Decisions Weekly Tracker, 2012
Battlegrounds differ from overall Latino electorate

*Note enthusiasm difference

<table>
<thead>
<tr>
<th></th>
<th>Arizona</th>
<th>Florida</th>
<th>Nevada</th>
<th>Colorado</th>
<th>Virginia</th>
<th>New Mexico</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obama</td>
<td>80</td>
<td>61</td>
<td>78</td>
<td>74</td>
<td>66</td>
<td>69</td>
<td>67</td>
</tr>
<tr>
<td>Romney</td>
<td>14</td>
<td>31</td>
<td>17</td>
<td>20</td>
<td>22</td>
<td>24</td>
<td>23</td>
</tr>
<tr>
<td>DEM</td>
<td>71</td>
<td>52</td>
<td>68</td>
<td>66</td>
<td>58</td>
<td>60</td>
<td>67</td>
</tr>
<tr>
<td>REP</td>
<td>14</td>
<td>31</td>
<td>18</td>
<td>19</td>
<td>17</td>
<td>20</td>
<td>19</td>
</tr>
<tr>
<td>Very Enthused</td>
<td>69</td>
<td>70</td>
<td>68</td>
<td>69</td>
<td>73</td>
<td>64</td>
<td>51</td>
</tr>
<tr>
<td>Know Undoc</td>
<td>66</td>
<td>49</td>
<td>69</td>
<td>69</td>
<td>66</td>
<td>58</td>
<td>55</td>
</tr>
</tbody>
</table>
THANK YOU

FOR MORE INFORMATION:
WWW.LATINODECISIONS.COM

@LATINODECISIONS ON TWITTER

GABE—505-277-3337 SANCHEZG@UNM.EDU
GARY—206-280-5069
MATT—909-489-2955
Lets Meet Our Amazing Panel

Patty Kupfer, Managing Director, America’s Voice

Gabriel Sanchez, Associate Professor of Political Science, University of New Mexico, Director of Research, Latino Decisions, Assistant Director, RWJF Center for Health Policy

Christine Sierra, Professor of Political Science, University of New Mexico, Director of Southwest Hispanic Research Institute

Lucia Fraire, Field Director of Voter Program, Ole New Mexico

Rafael Martinez, DREAMer and MA student in American Studies
High Levels of Obama Support and Enthusiasm Among those Concerned about Immigration

Among respondents indicating immigration is the most important issue, percentage supporting Obama, being very enthusiastic and more enthusiastic in 2012.
Persistent Enthusiasm Problem

Source: Impremedia/Latino Decisions Weekly Tracker, 2012

The graph shows the percentage of people more enthusiastic about 2012 compared to 2008 and those very enthusiastic. The data is presented weekly from November 2011 to January 2012 for Univision and ABC networks.