

Comprehensive Immigration Reform and Winning the Latino Vote

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Latino  **Decisions**
Everything Latino Politics

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National support for CIR

- Many national surveys show strong support for CIR
- 2012 National Exit Poll found 65% support
- AP/GfK Jan 2013 poll found 62% support
- Washington Post Feb 2013 poll found 70% support

Latinos are the key electorate

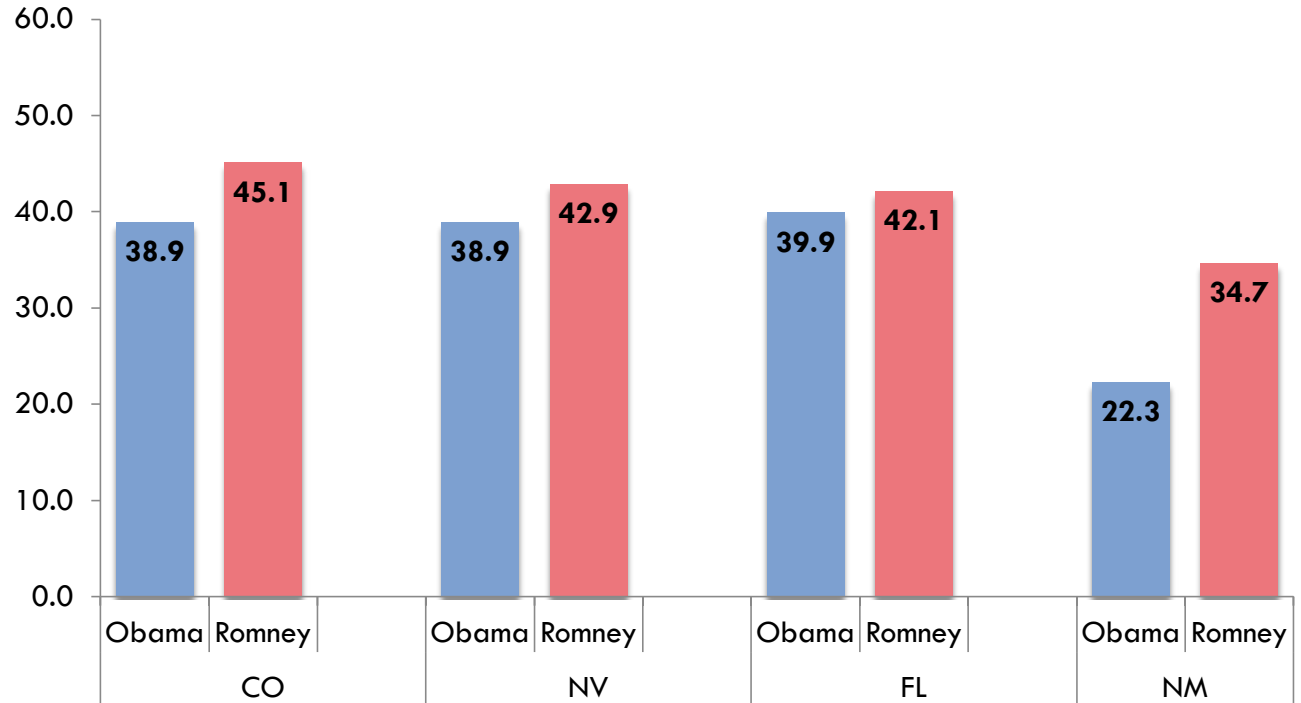
- Both parties stand to gain or lose in terms of Latino viewpoints towards Immigration Reform
- Obama addressed this in Nov 14 press conference
“I think what was incredibly encouraging was to see a significant increase in Latino turnout... And it is why I am confident that we can get immigration reform done.”

Latinos are the key electorate

- Both parties stand to gain or lose in terms of Latino viewpoints towards Immigration Reform
- John McCain on CNN day of Senate announcement:
“If we continue to polarize the Latino/Hispanic vote our chances for being in the majority are minimal. This issue of illegal immigration has obviously been a major driving factor in the decision making of the Hispanic voter”

Latinos Pivotal to Election Outcomes

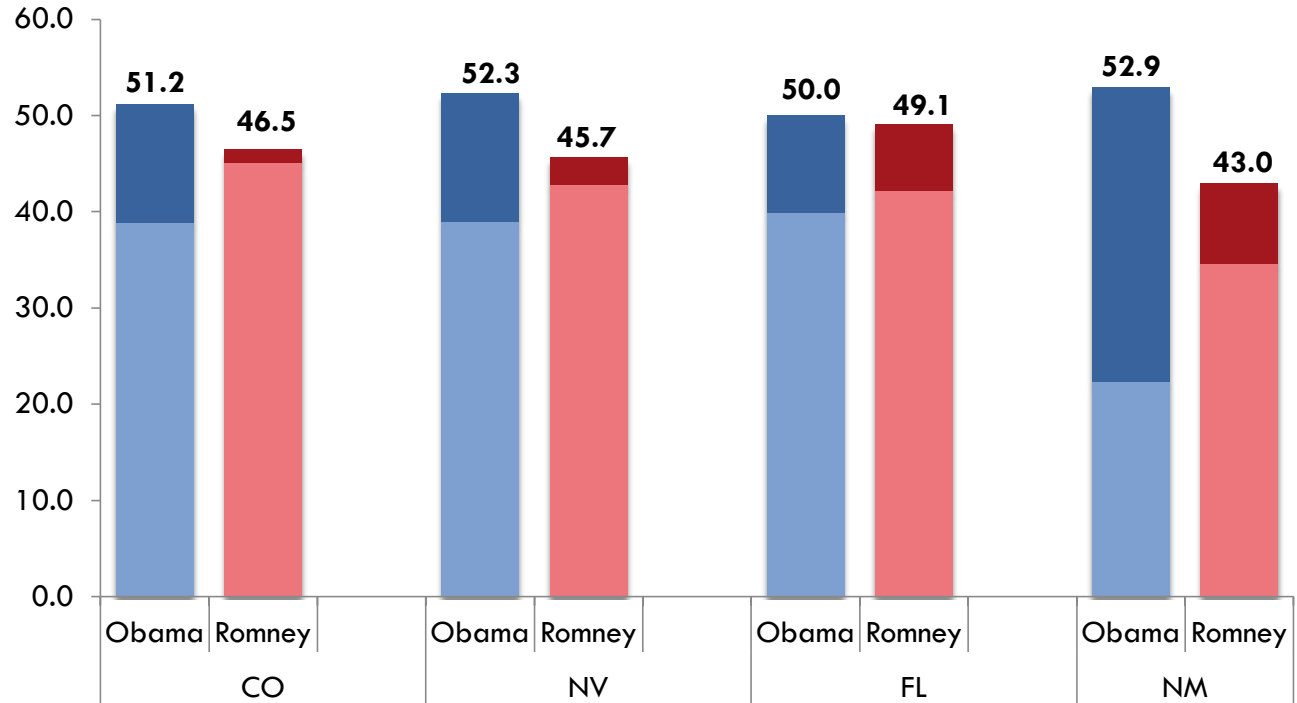
In 4 states,
Romney was
ahead of
Obama
without the
Latino vote
factored in



Latinos Pivotal to Election Outcomes

Latino vote
put Obama
over the top

In OH, VA, PA
Latino/Black
vote provided
the margin



Most Important Issues

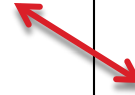
What are the most important issues that the President and Congress should address?

Today (February 2013)

1. Immigration reform (58%)
2. Economy/Jobs (38%)
3. Education (19%)
4. Health care (15%)

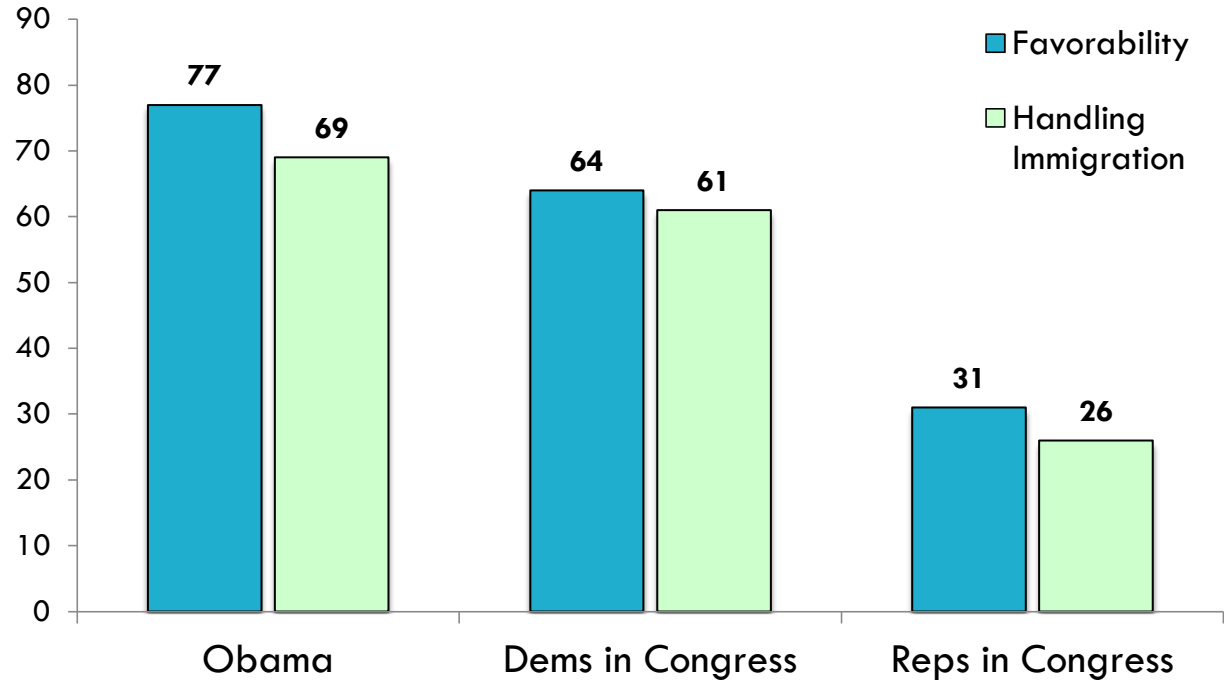
November 2012

1. Economy/Jobs (53%)
2. Immigration reform (35%)
3. Education (20%)
4. Health care (14%)



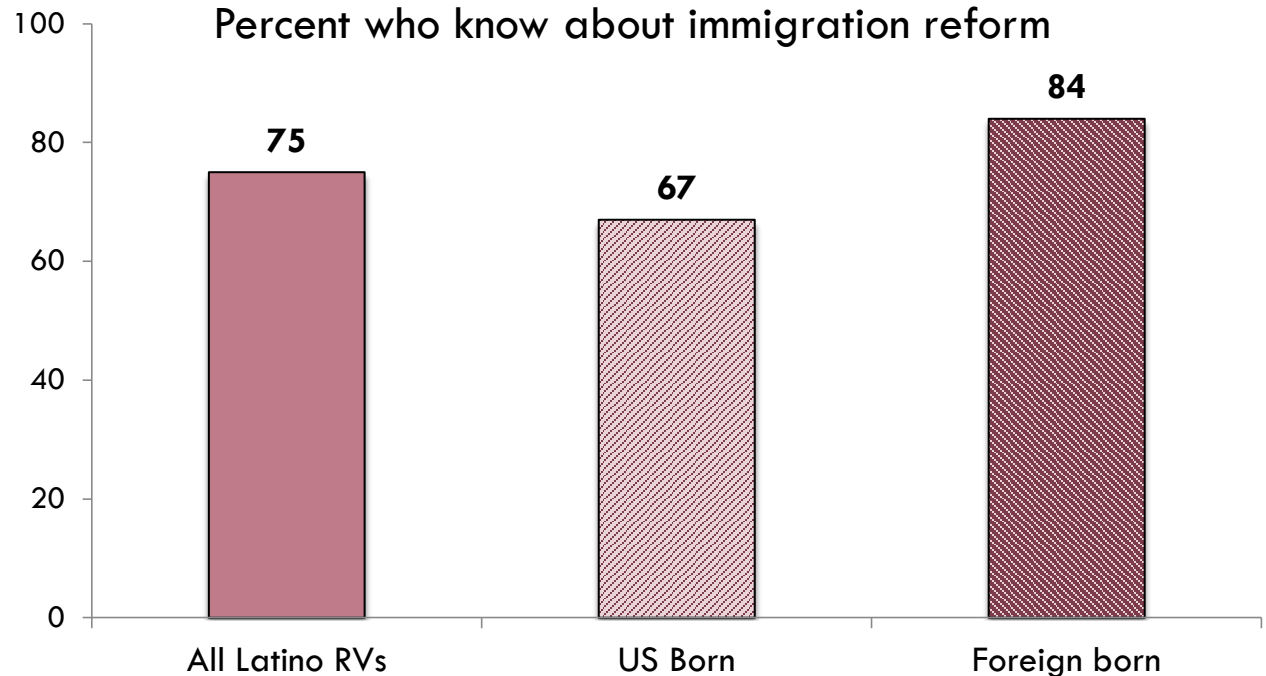
Favorability & Immigration approval

Favorability and immigration policy track closely



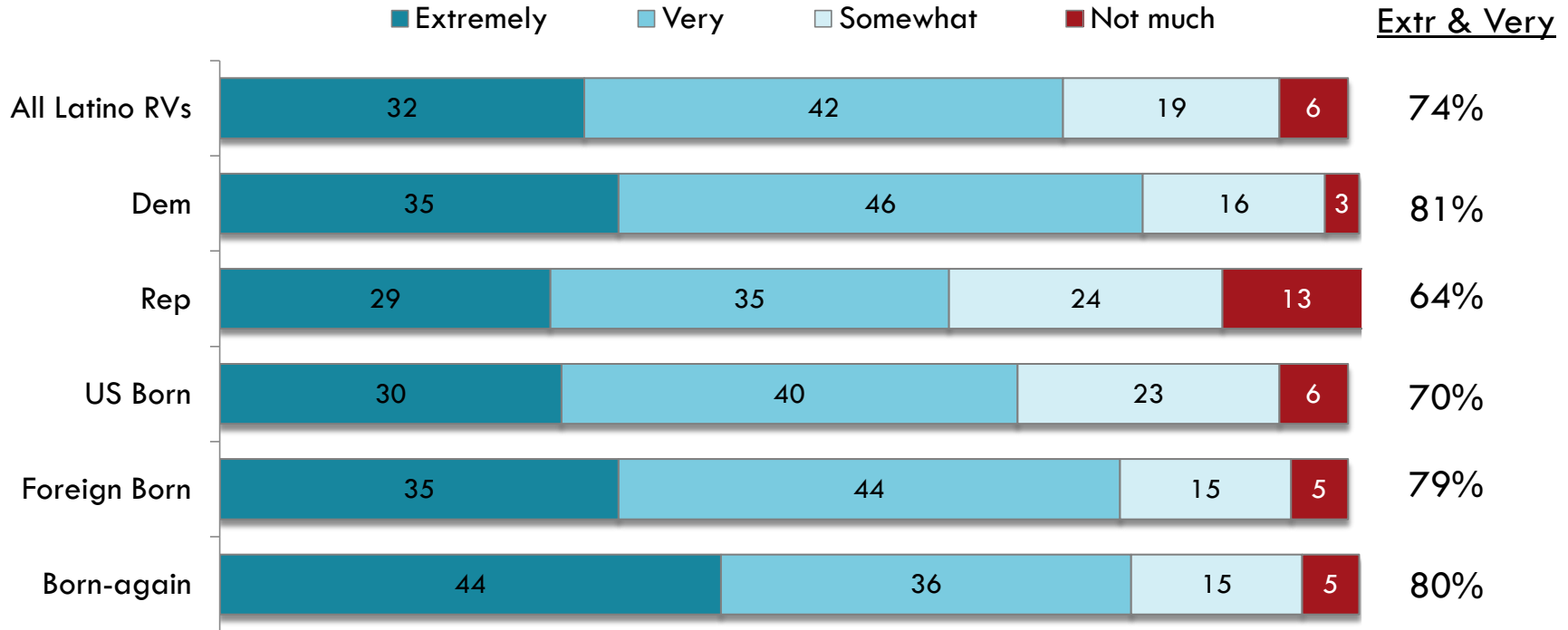
Voters are watching Congress closely

Have you heard or read anything in the news about the immigration reforms Congress is considering?



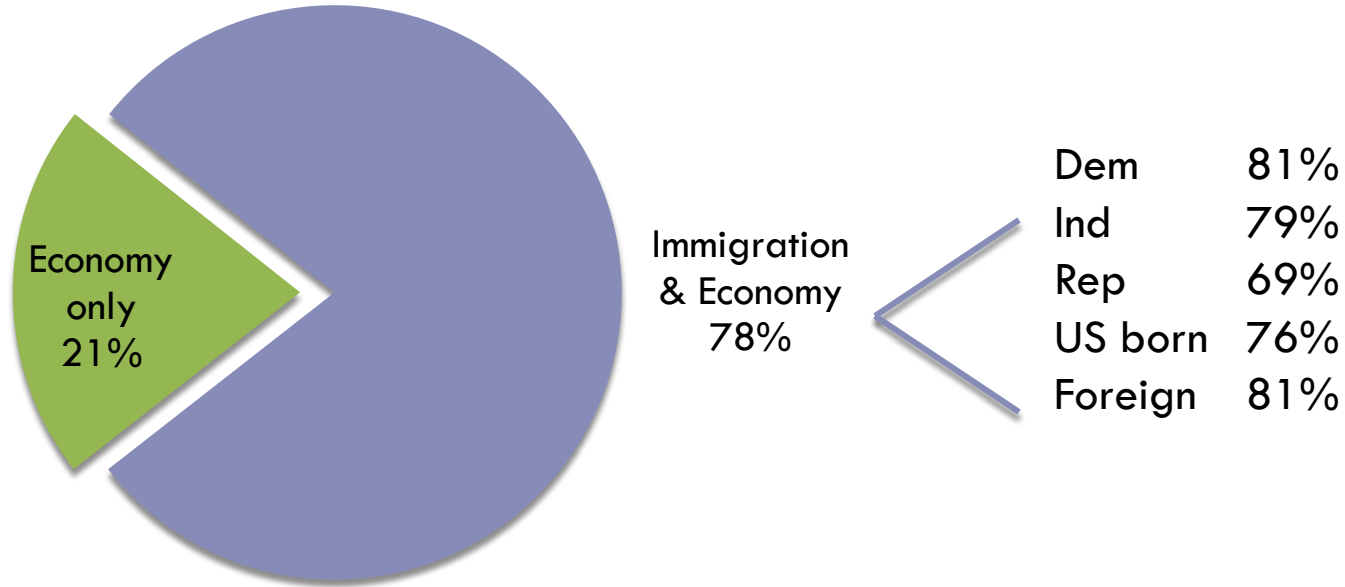
Immigration reform is a priority

With all the different issues Congress must address,
how important is immigration reform THIS YEAR?



Immigration reform is a priority

Some say Congress should put all their focus on fixing the economy, and address immigration later. Others say immigration is just as important and Congress should address both issues this year...



Implications for the Latino vote...

More or less likely to vote Republican if the GOP takes leadership role in **PASSING** immigration reform with path to citizenship

	Feb 2013	Nov 2012
More likely vote GOP	44%	31%
Less likely to vote GOP	8%	11%
No effect	42%	48%

Obama voters: **43% more likely**

Independents: **49% more likely**

18-39yr olds: **50% more likely**

Implications for the Latino vote...

More or less likely to vote Republican if the GOP takes a lead role in **BLOCKING** immigration reform with path to citizenship

	Feb 2013
More likely to vote GOP	14%
Less likely to vote GOP	42%
No effect	37%



Republicans: - **33%**
Independents: - **29%**
Age 18-39: - **47%**

Implications on the Latino vote...

More or less likely to vote Democrat if Dems take lead role in *passing v. blocking* immigration reform with path to citizenship

	Passing	Blocking
More likely vote Dem	61%	19%
Less likely to vote Dem	6%	35%
No effect	30%	39%

Republicans 32% more likely Democrats 41% less likely

Pro-CIR candidates strongly favored

Okay, now let's say it's the general election and the contest is between a Democrat and a Republican.

The **Democrat** says we are a nation of immigrants, and we can't just deport 11 million people. Let's work together to find a way to provide a pathway to citizenship for undocumented immigrants

72%

The **Republican** says we are nation of legal immigrants. Those who came here illegally have broken the law and we are not going to reward them with citizenship

18%

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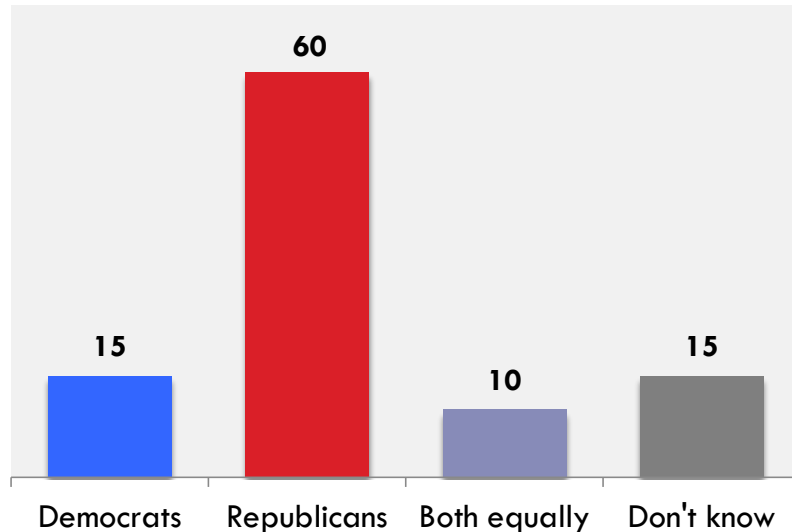
63%

The **Democrat** says we are nation of legal immigrants. Those who came here illegally have broken the law and we are not going to reward them with citizenship

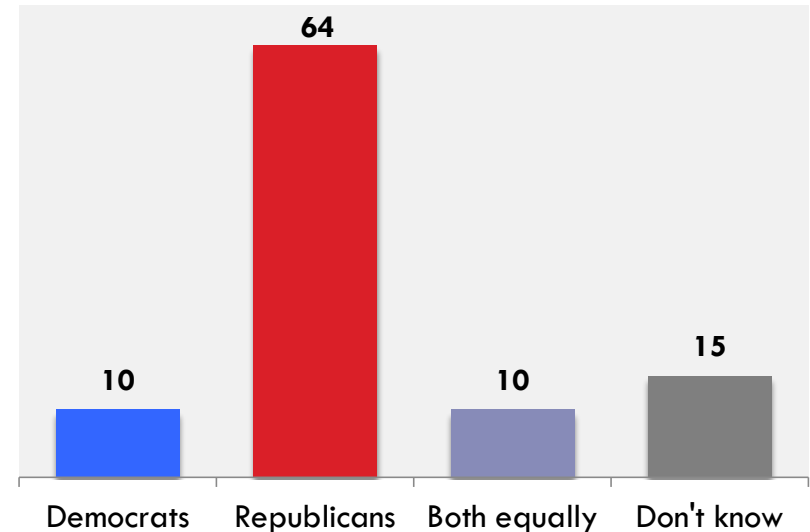
28%

Returning to reality: Who is to blame?

If CIR is not passed this year, who will be most to blame?



For more than 10 years, different plans for CIR have failed – who has been the most to blame for this?

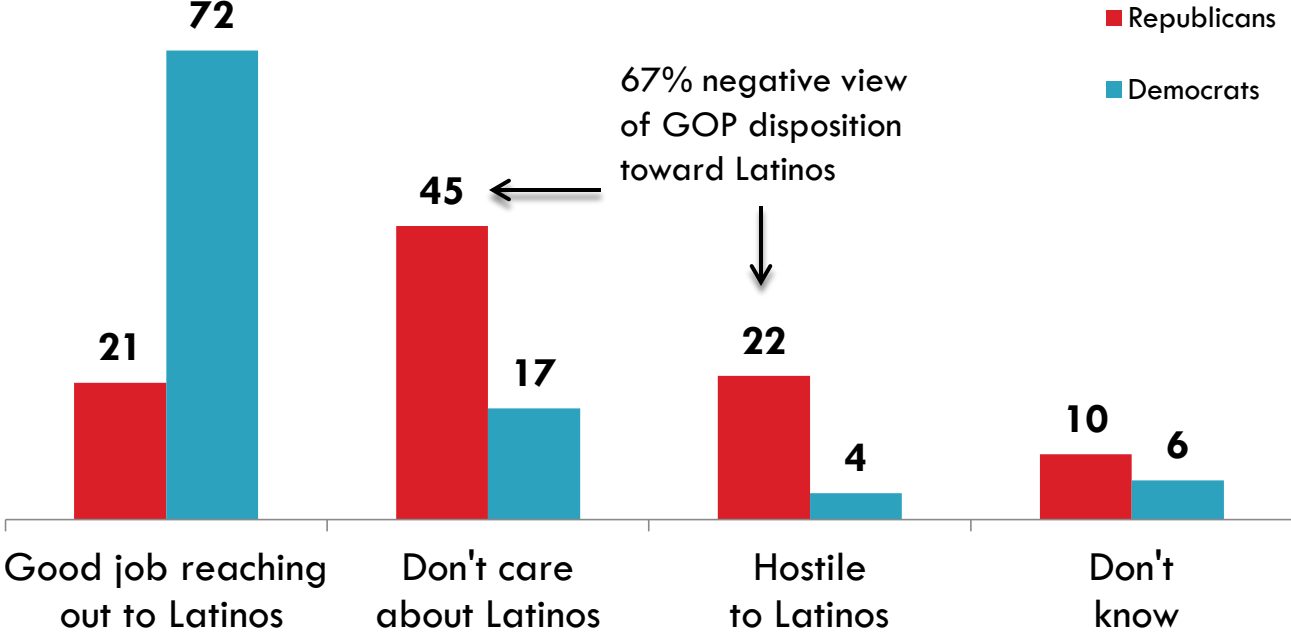


Party Outreach Gap

Perception gap persists.

72% say Dems doing good job reaching out to them.

67% say GOP is indifferent or hostile to them.

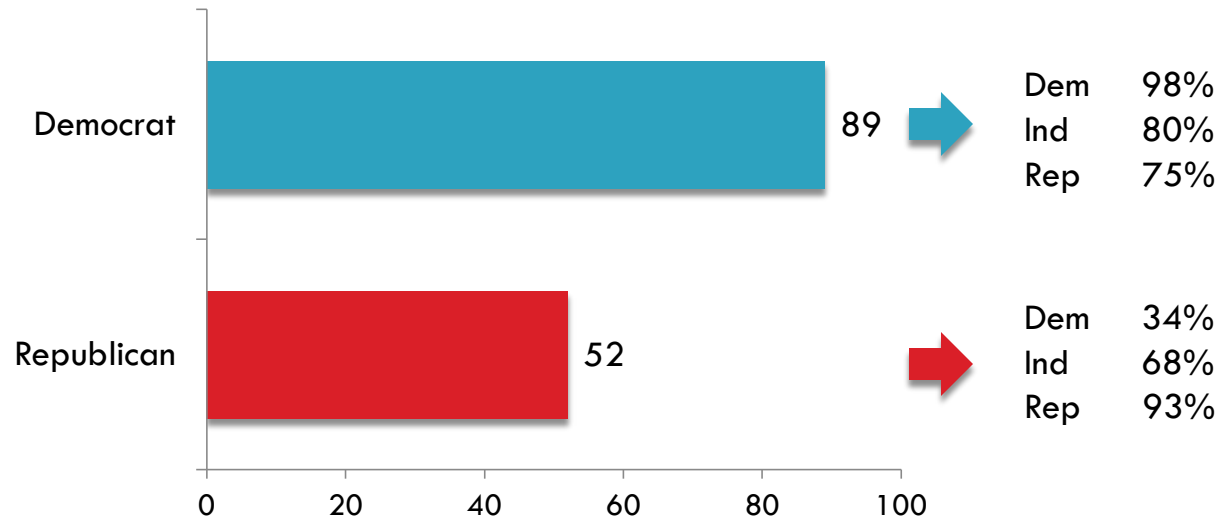


Implications for the Latino vote...

Democrats have had a historic advantage

Latinos have shown an openness to voting for both parties.

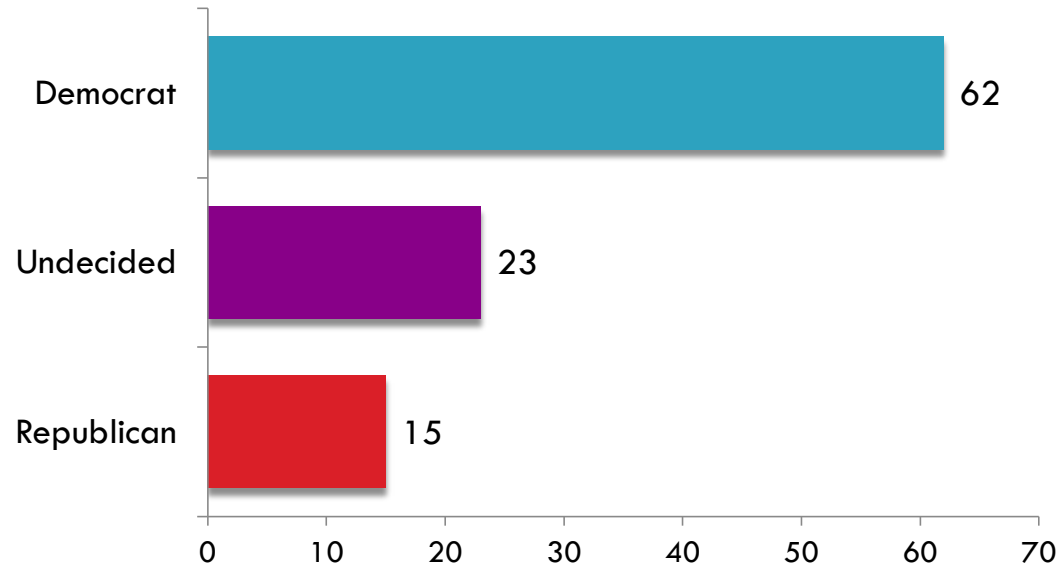
Thinking back over all the times you have voted, have you ever voted {Democrat / Republican} in any local, state or national elections?



The Latino vote in 2014

20 months out,
Democrats
currently hold a
4-to-1 edge
over Republicans
in the 2014
midterms

Thinking about the elections for U.S. Congress in November 2014, do you think you will vote for...



Concluding thoughts

- ❑ Building on 2012, Democrats have a large advantage
- ❑ Immigration reform is a very salient issue, Latino voters are paying close attention
- ❑ Positioning on immigration, especially a clear path to citizenship, will influence Latino electorate decisions
- ❑ Latino voters will support candidates who support comprehensive reform with a path to citizenship, and they will oppose candidates who oppose



Full toplines/results posted at our website: www.latinodecisions.com

Thank You!