



Latino  **Decisions**
Everything Latino Politics

EL VOTO ★ **LATINO**

DESTINO  **2012**



National survey of American electorate, $n=1000$, 3.1% margin of error

National survey of Latino electorate, $n=1000$, 3.1% margin of error

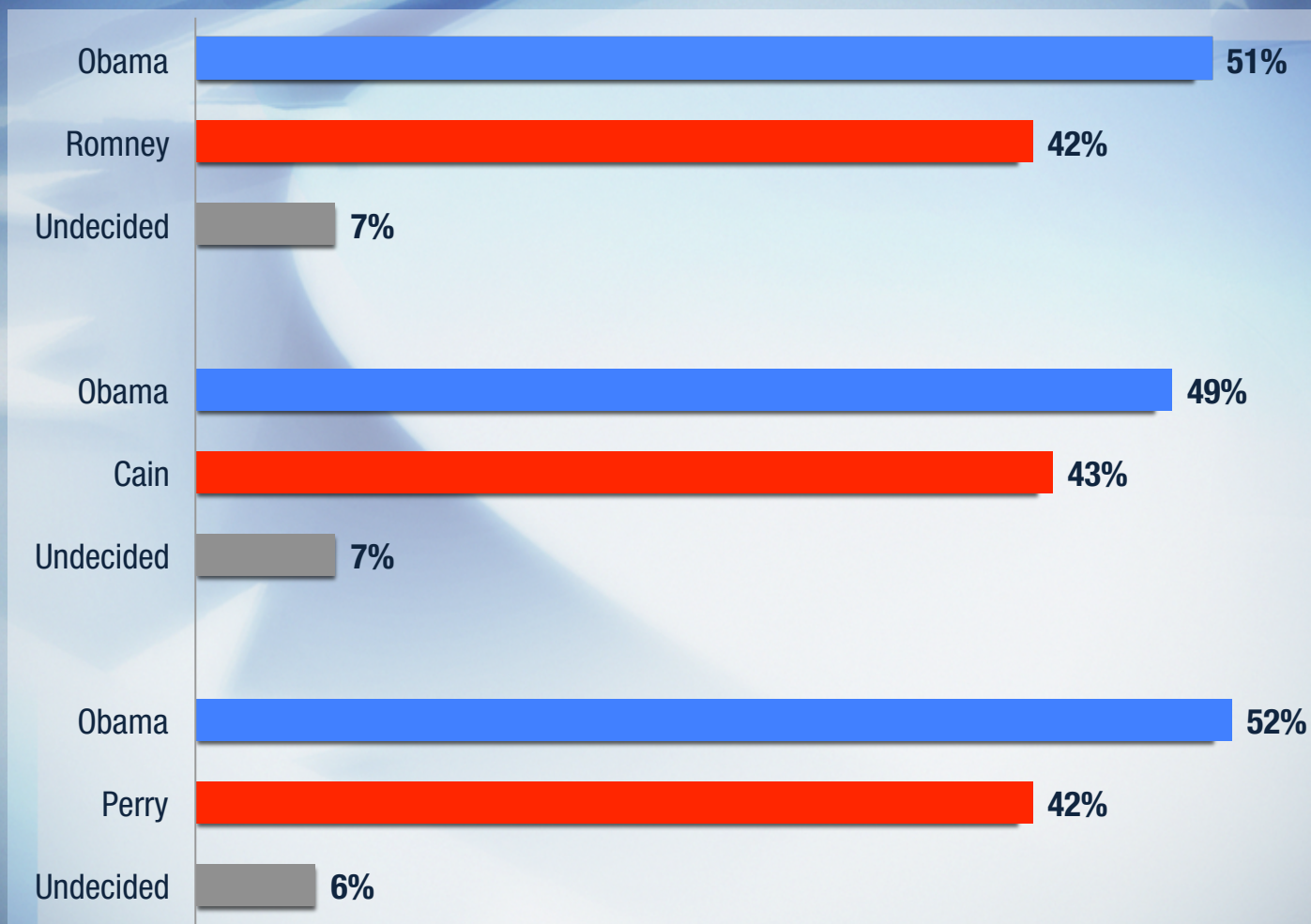
MOE 4.4% on split-sampled questions.

Field dates, October 21 – November 1, 2011

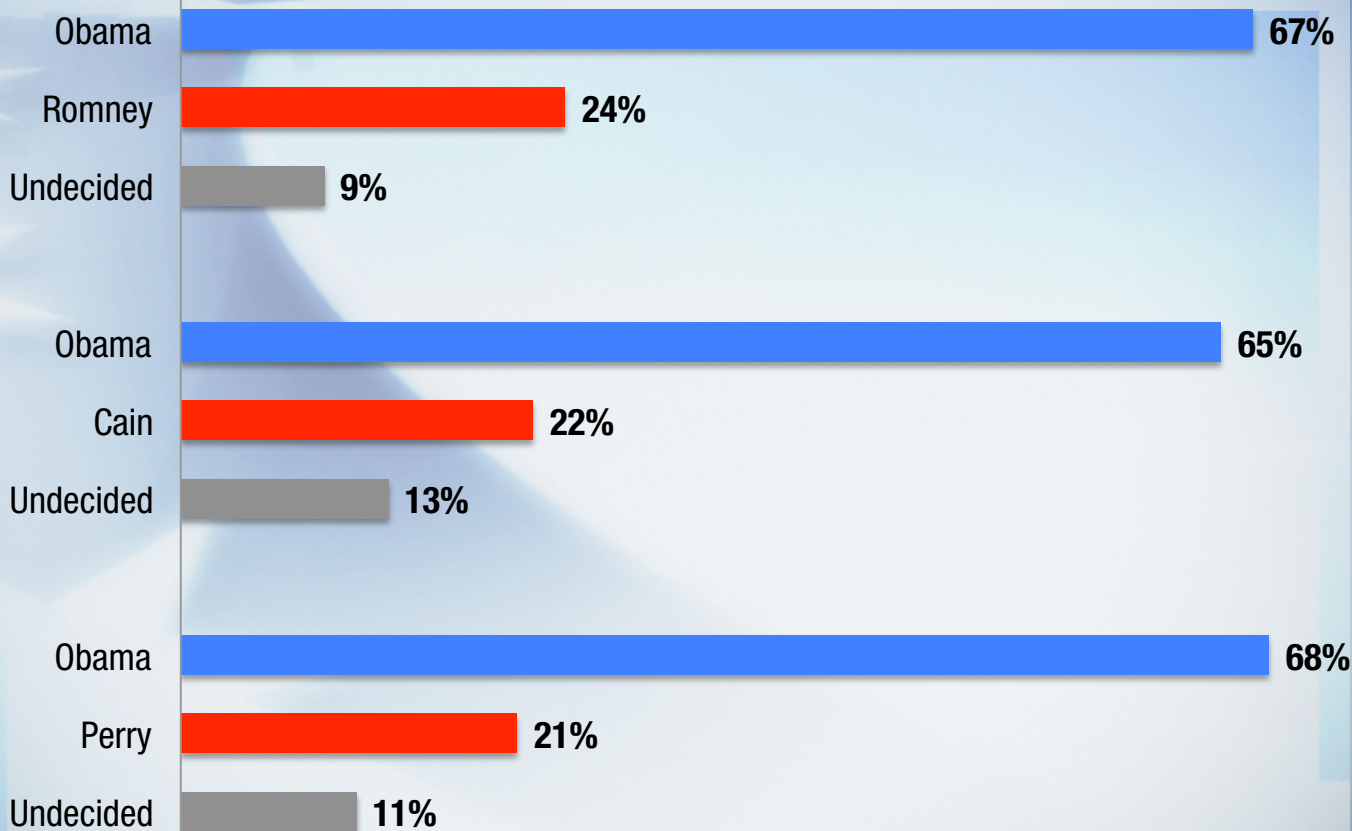
Telephone survey of registered voters, land lines and cell phones

Survey designed and implemented by Latino Decisions

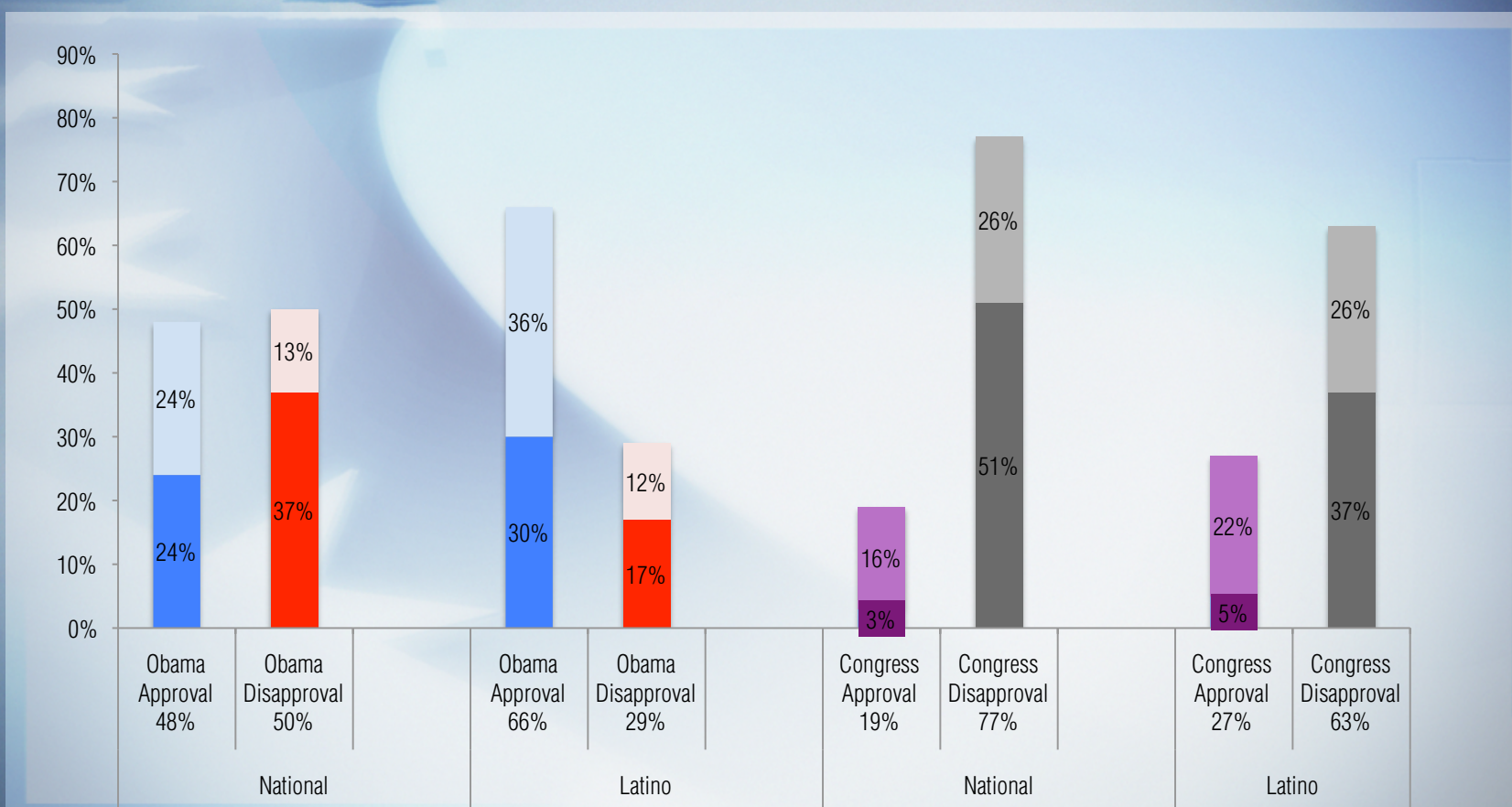
Nationally Representative Sample of Registered Voters



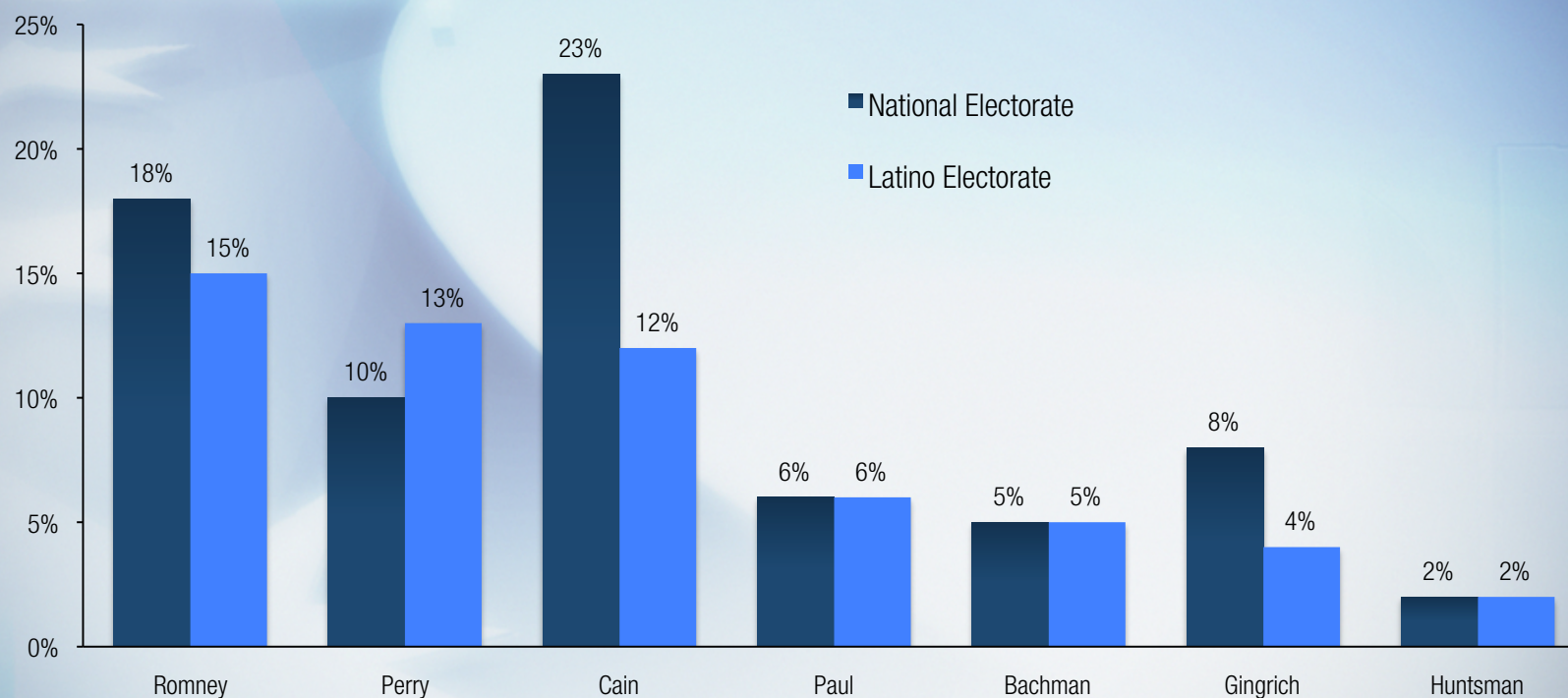
Representative Sample of Latino Registered Voters in 21 Largest Latino States (95%)



Approval and Disapproval of the President and Congress: National Sample and Latino Sample

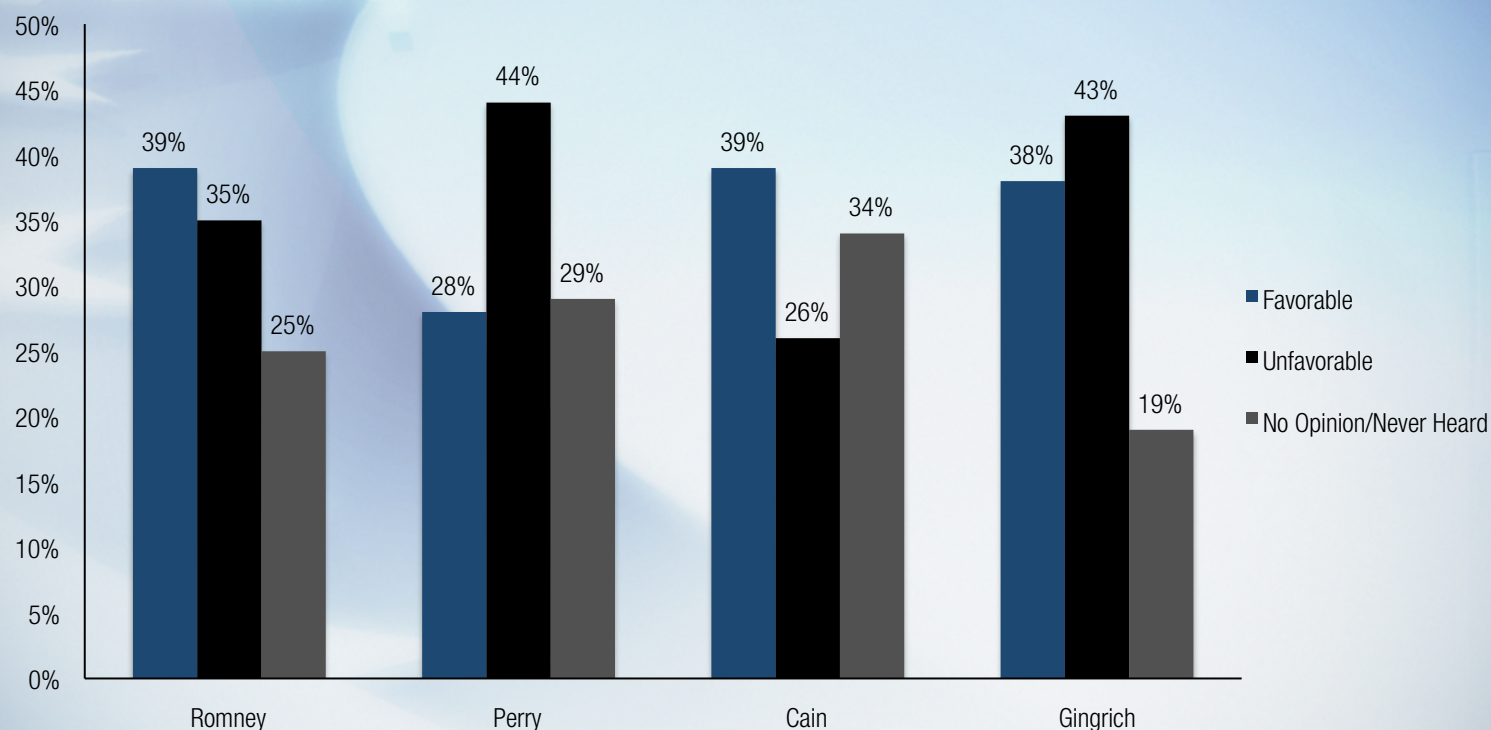


GOP Primary Preference Among Those Intending to Vote



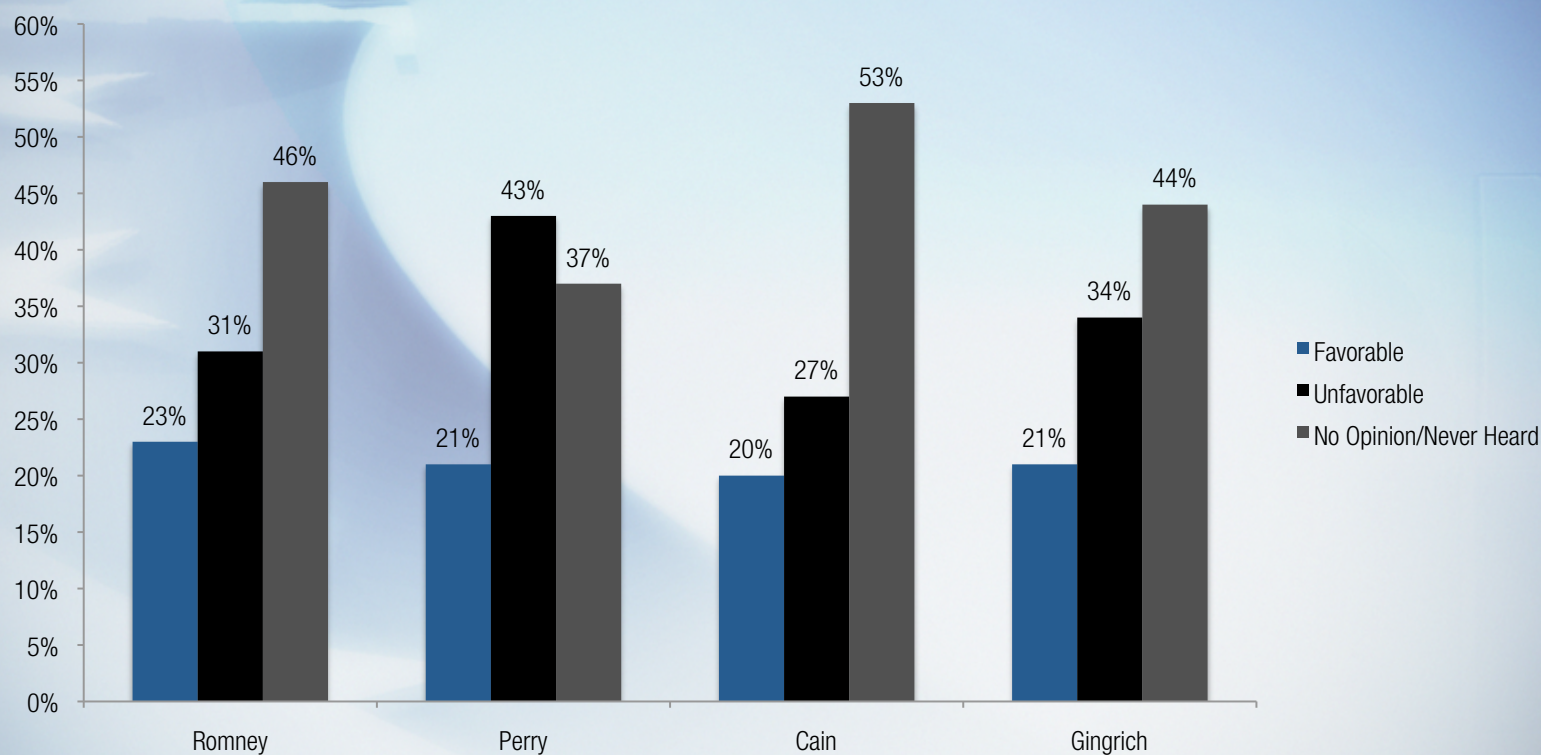
■ **Still a three-man race among Republicans with Gingrich showing signs of life**

Evaluation/Recognition of GOP Primary Leaders, National Sample



- **Perry and Gingrich have net negatives in national favorability, Romney and Cain net positives.**

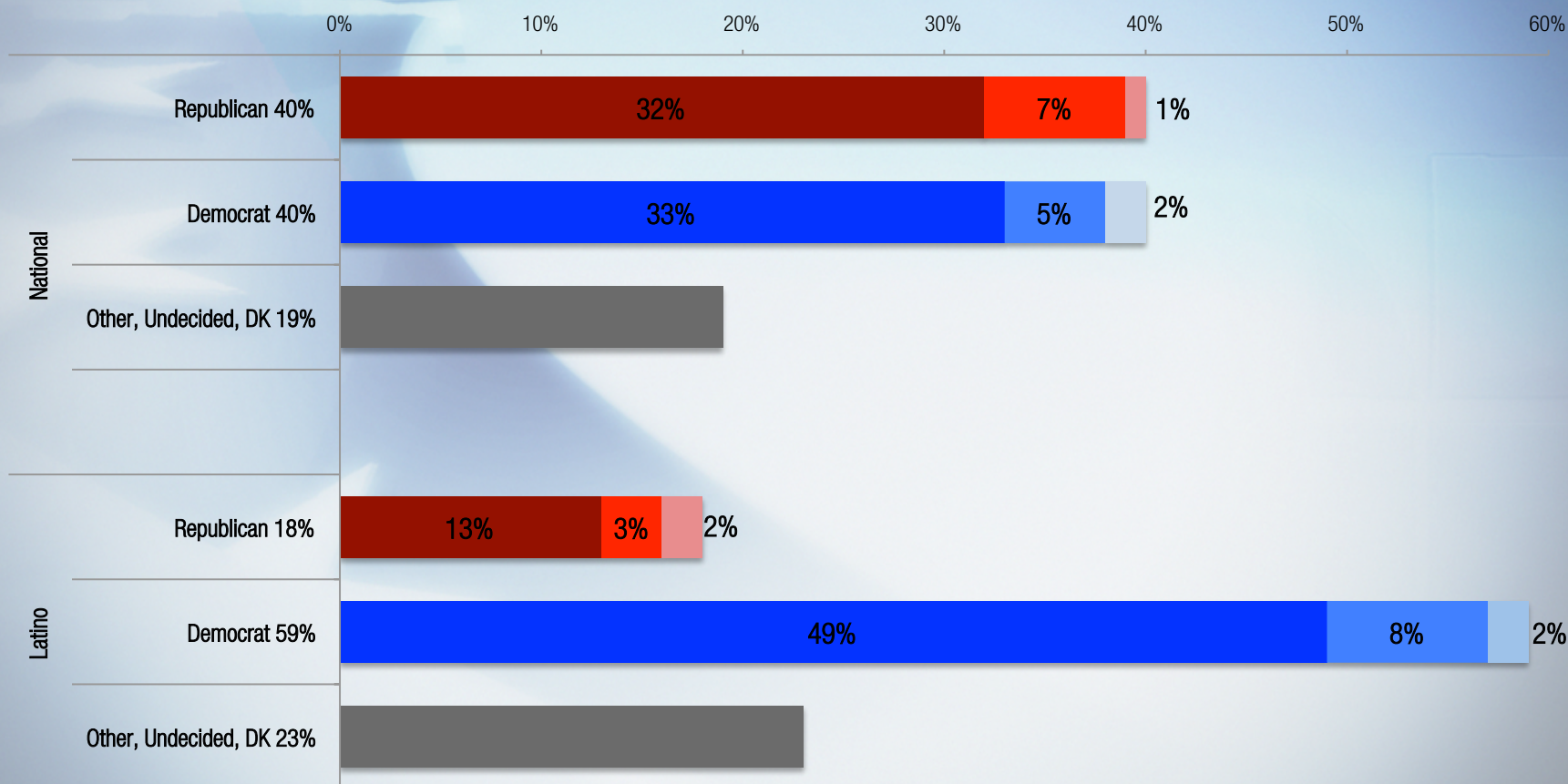
Evaluation/Recognition of GOP Primary Leaders, Latino Sample



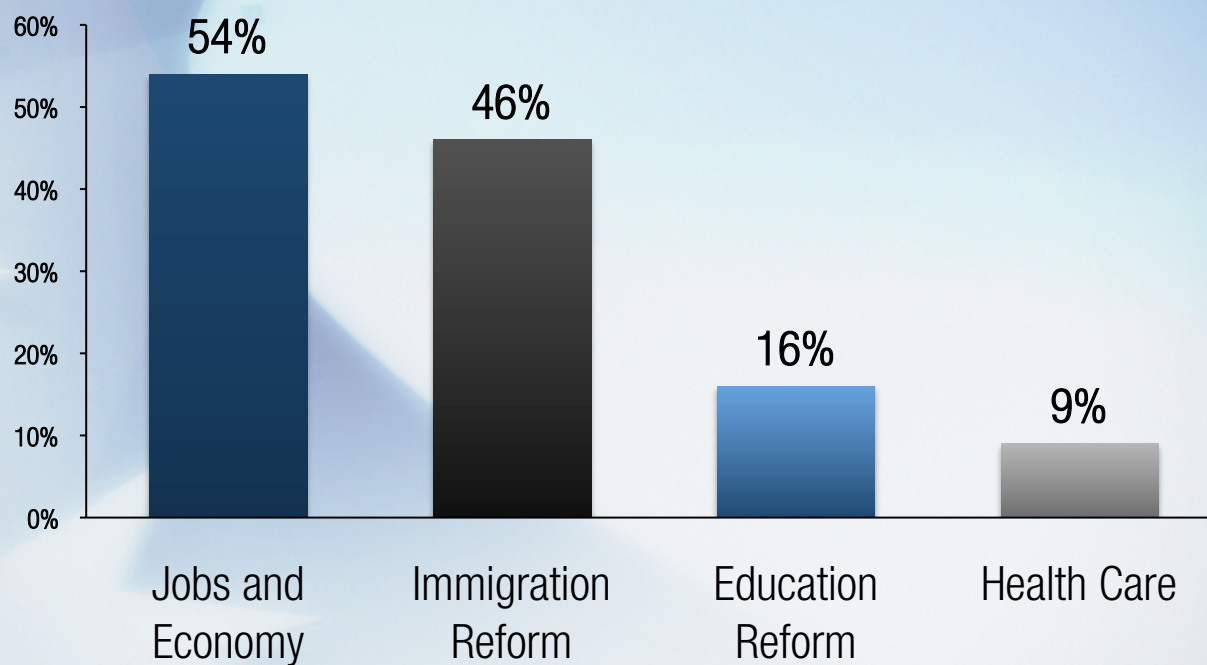
- Among Latinos, name recognition is low, and all four leading candidates are net negative on favorability.

- While Romney (+4%) and Cain (+13%) are more liked than disliked, Governor Perry (-16%) has high negatives among the general electorate.
- Among Latinos, Perry's net favorable/unfavorable, -22%, is worst for these four candidates
- Latino familiarity with GOP primary candidates is generally low.
 - Fully 53% of Latino registered voters have no opinion, or have never heard of Herman Cain.

Generic Congressional Ballot by Strength of Preference

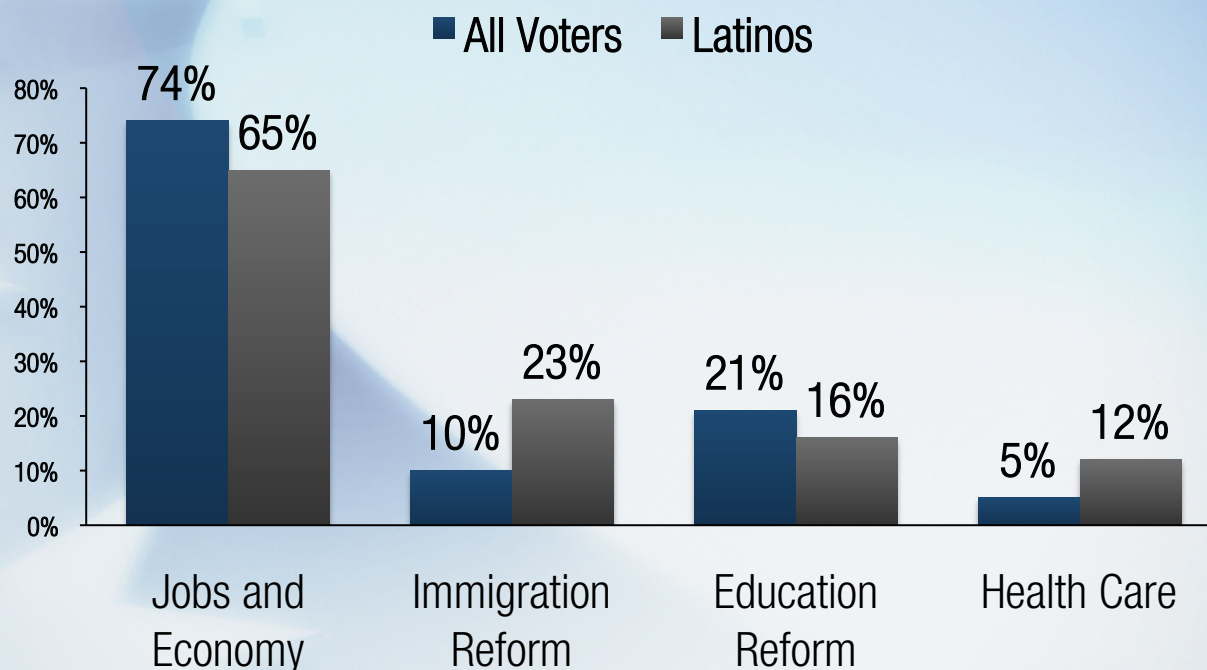


Most important issues facing the Latino community that you think Congress and the President should address



Respondents allowed up to two mentions.

Most important issues in how you evaluate the candidates and decide to vote



■ Respondents allowed up to two mentions.

The Economy and Immigration

Let's say one of the candidates had a plan to improve the economy that you supported, and on the immigration issue the candidate said, quote:

[half of sample receives each quote]

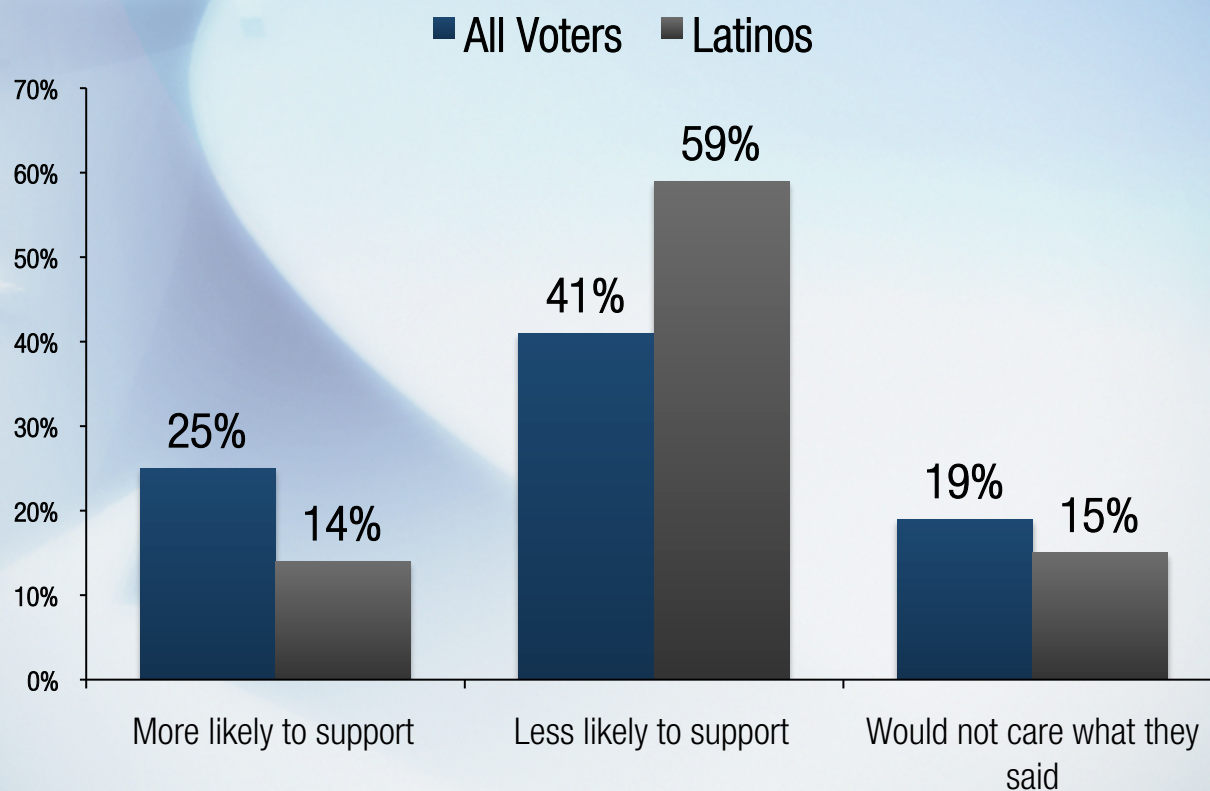
—“**illegal immigrants are a threat to America who have committed a crime, we can never support amnesty for illegals**”

—“**America is a nation of immigrants, we need to treat immigrants with respect and dignity and help them assimilate into America instead of attacking them**”

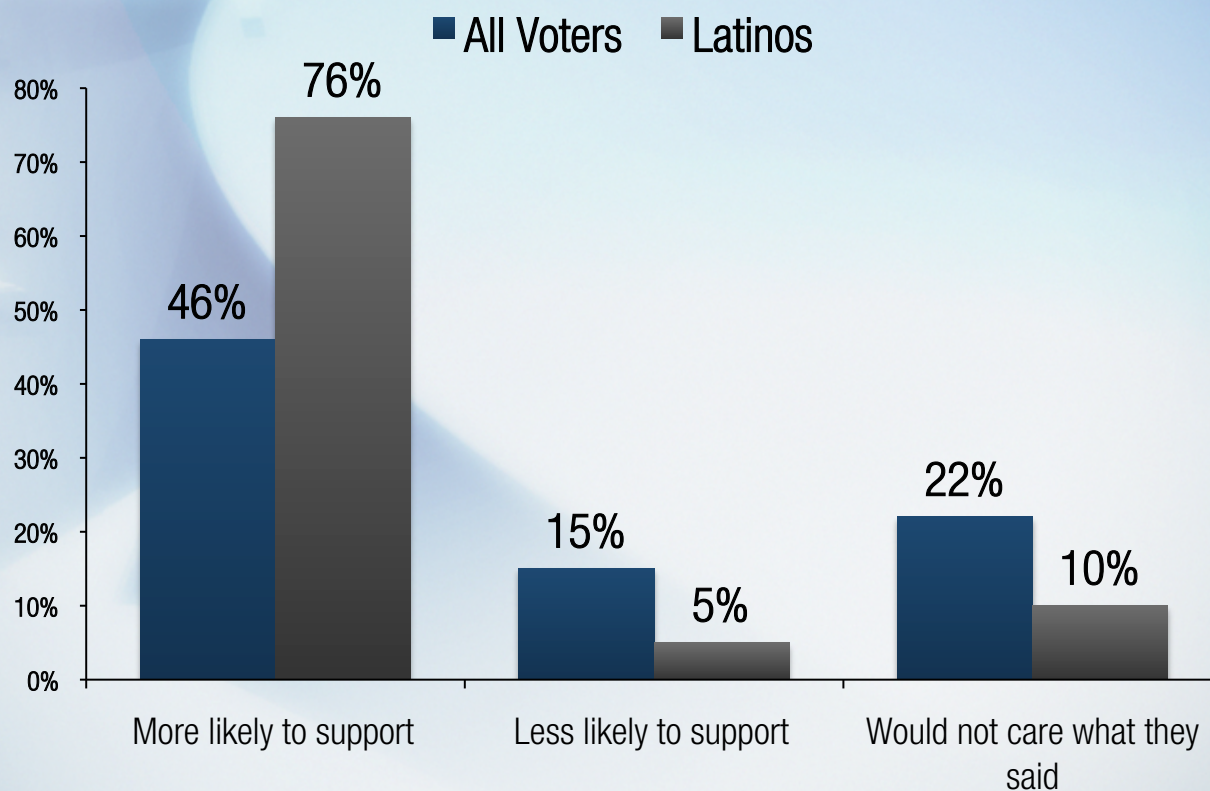
end quote.

Would that statement make you more likely to support the candidate, less likely to support the candidate, or would you not care what they said about immigration if you agreed with their plan for the economy?

Candidate who you agree with on the economy, and makes anti-immigrant statement



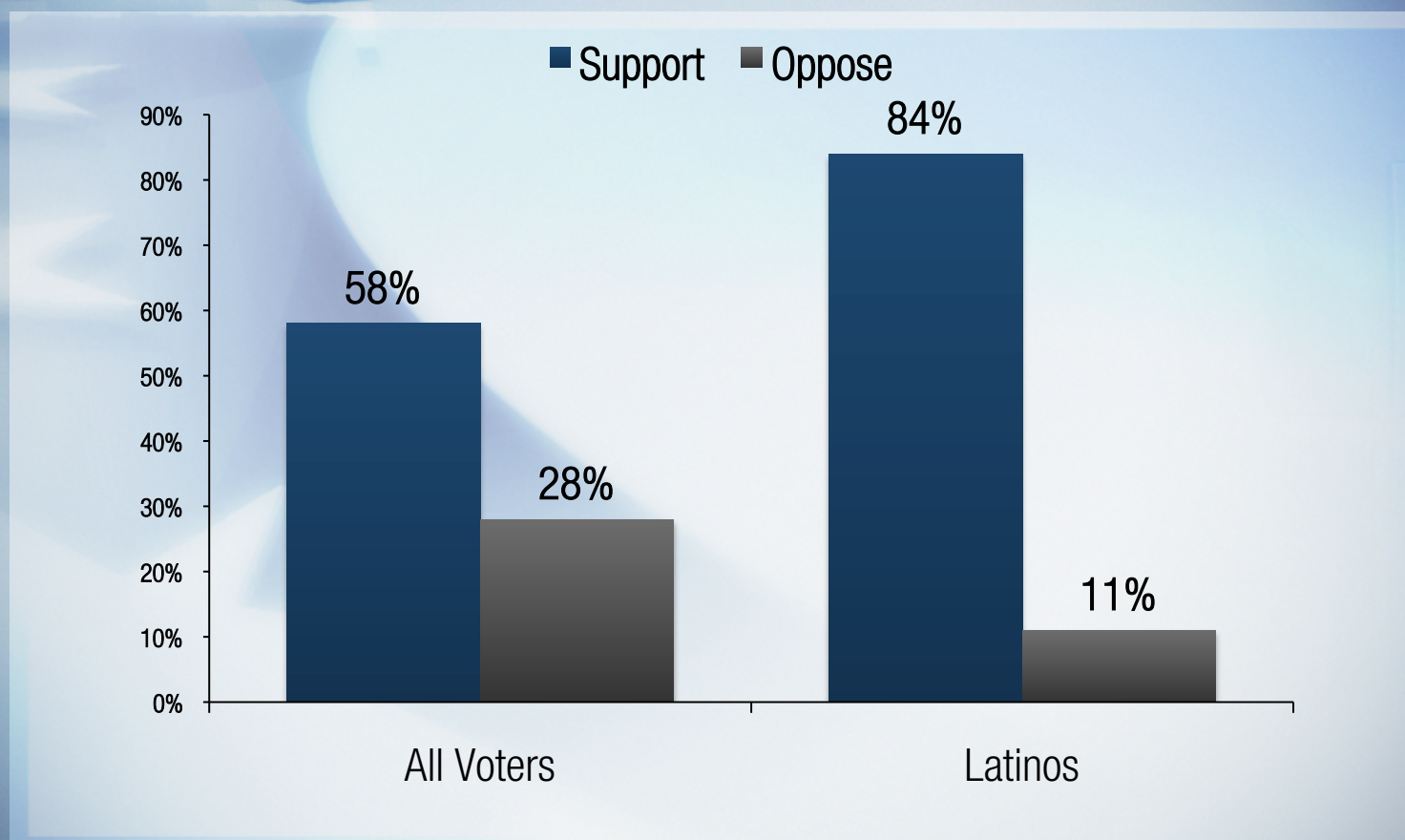
**Candidate who you agree with on the economy,
and makes positive statement about immigrants**



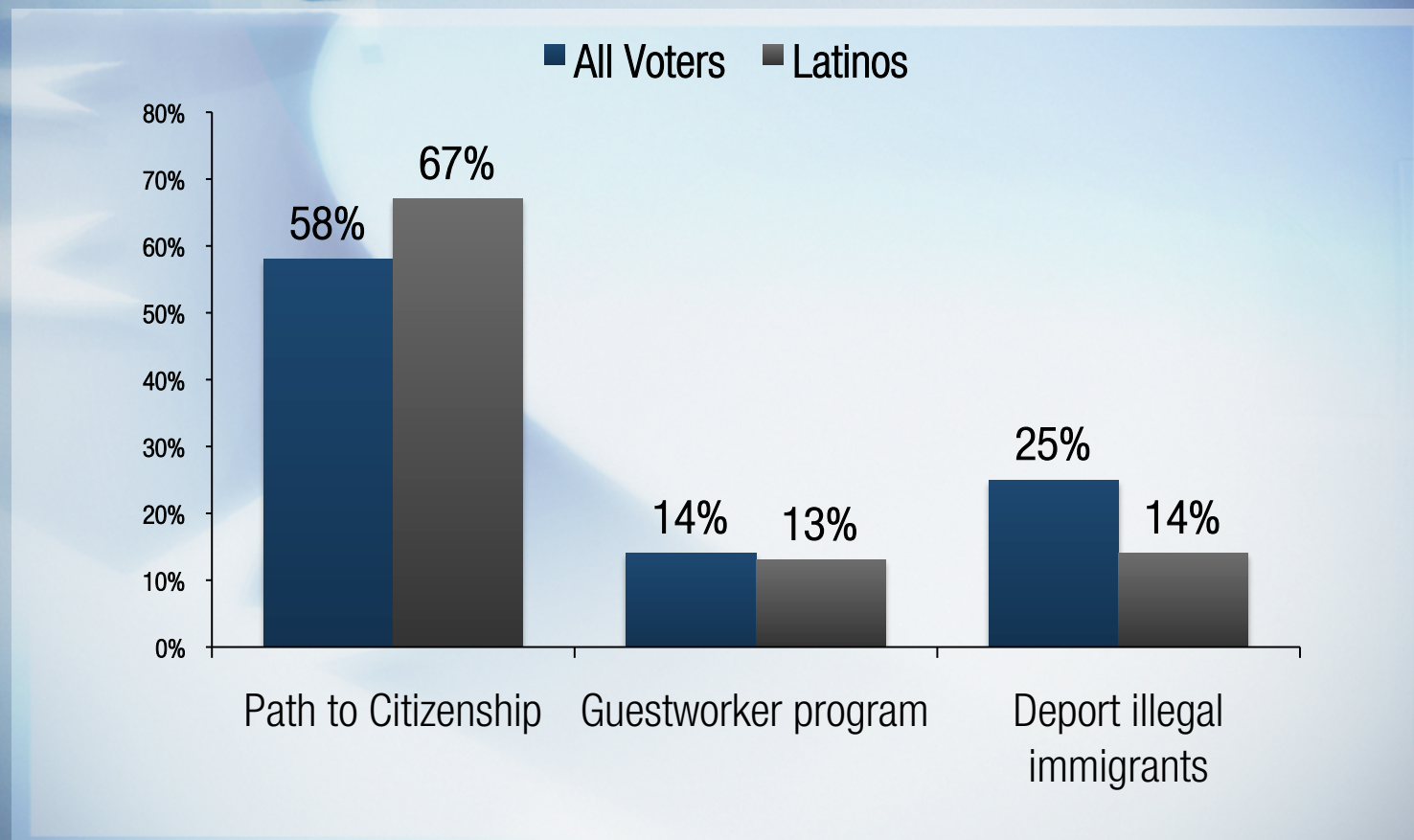
- **Accounting for Economic Views, hostile anti-immigrant statements lower support for a candidate;**
- **While larger for Hispanics, this effect is present even among the general electorate.**

Significant majorities of all voters support the Dream Act

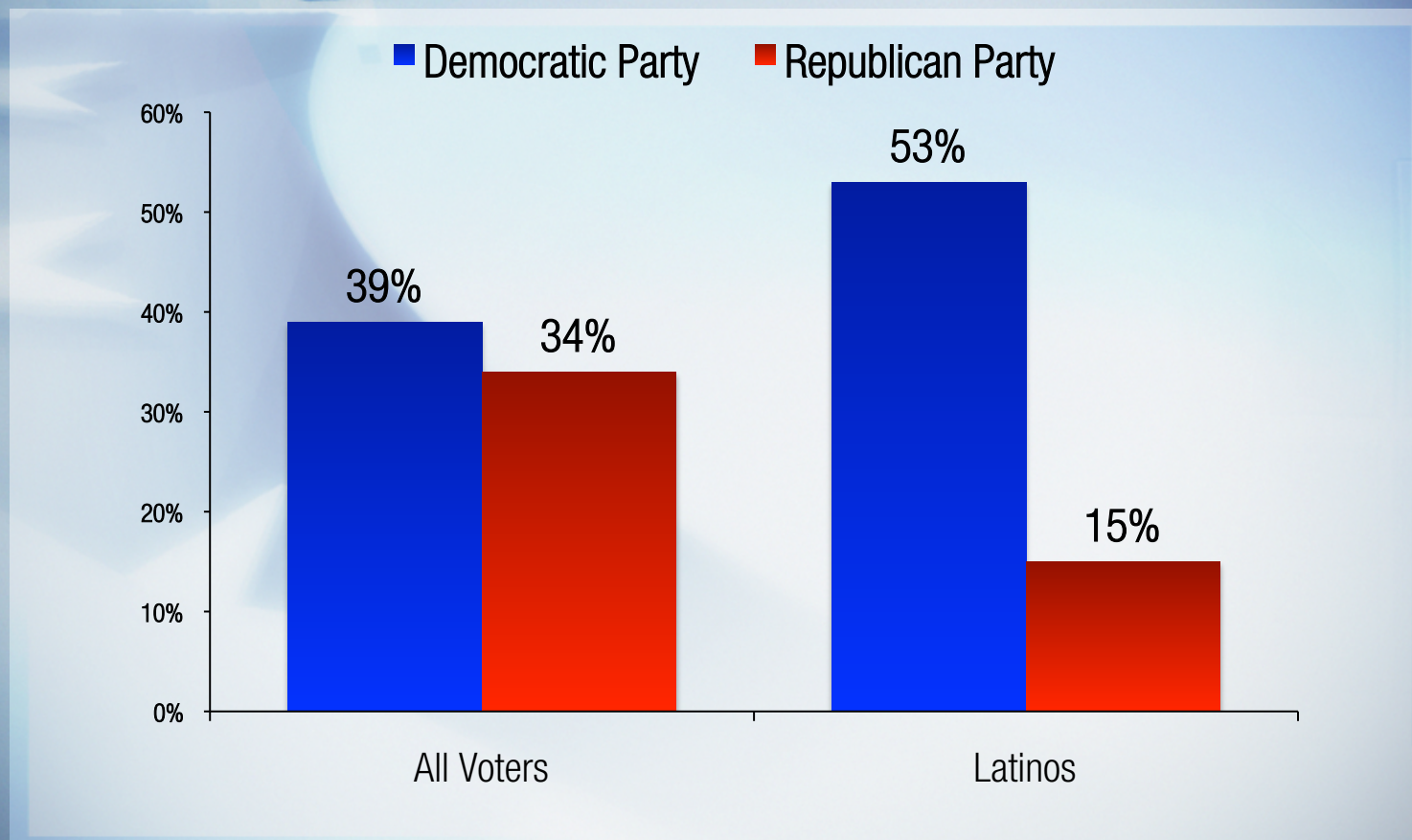
Support/Oppose DREAM Act



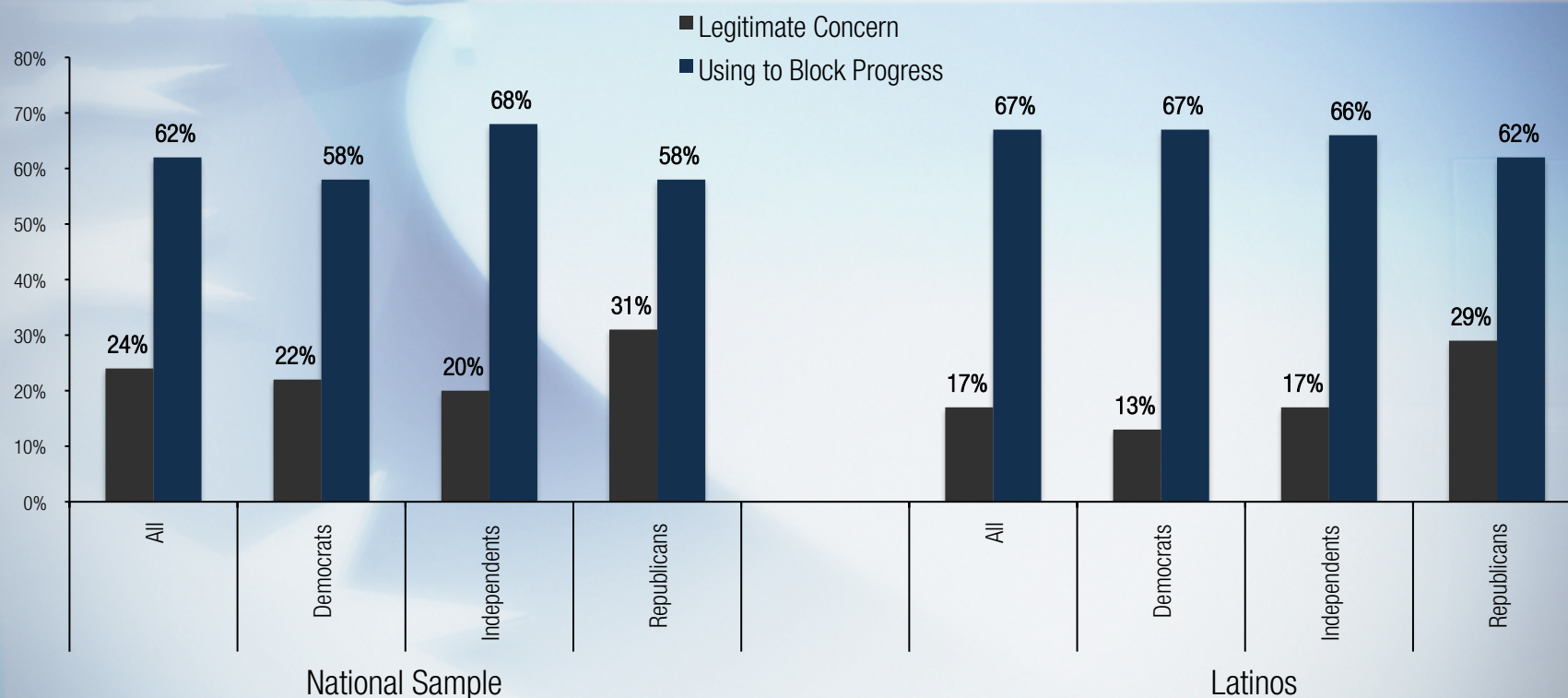
What should government policy be towards undocumented immigrants currently residing in the United States



Which party comes closer to your view on immigration

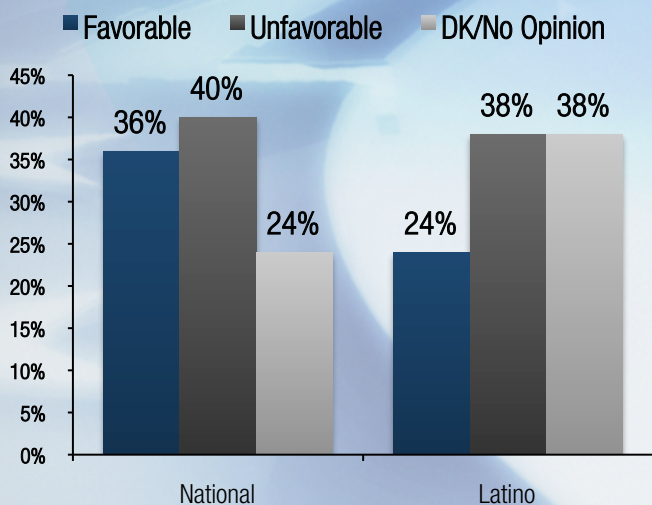


Does Demanding Greater Border Security *First* Stem from a Sincere Concern or the Desire to Block Immigration Reform?



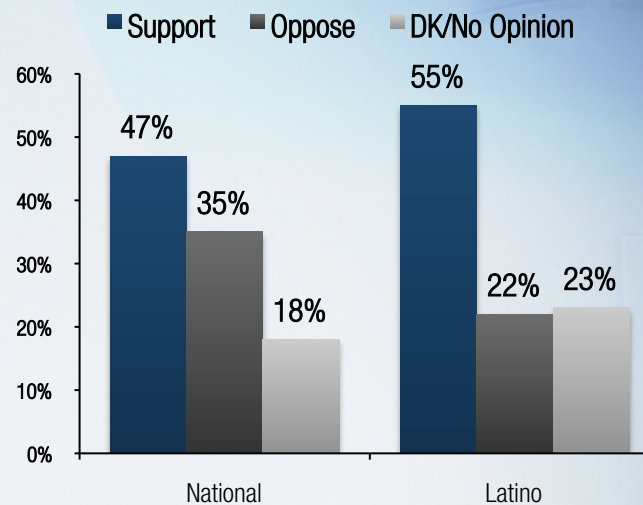
- No group, regardless of party, believes that “border security first” is a sincere concern preventing immigration reform.

Tea Party Favorability



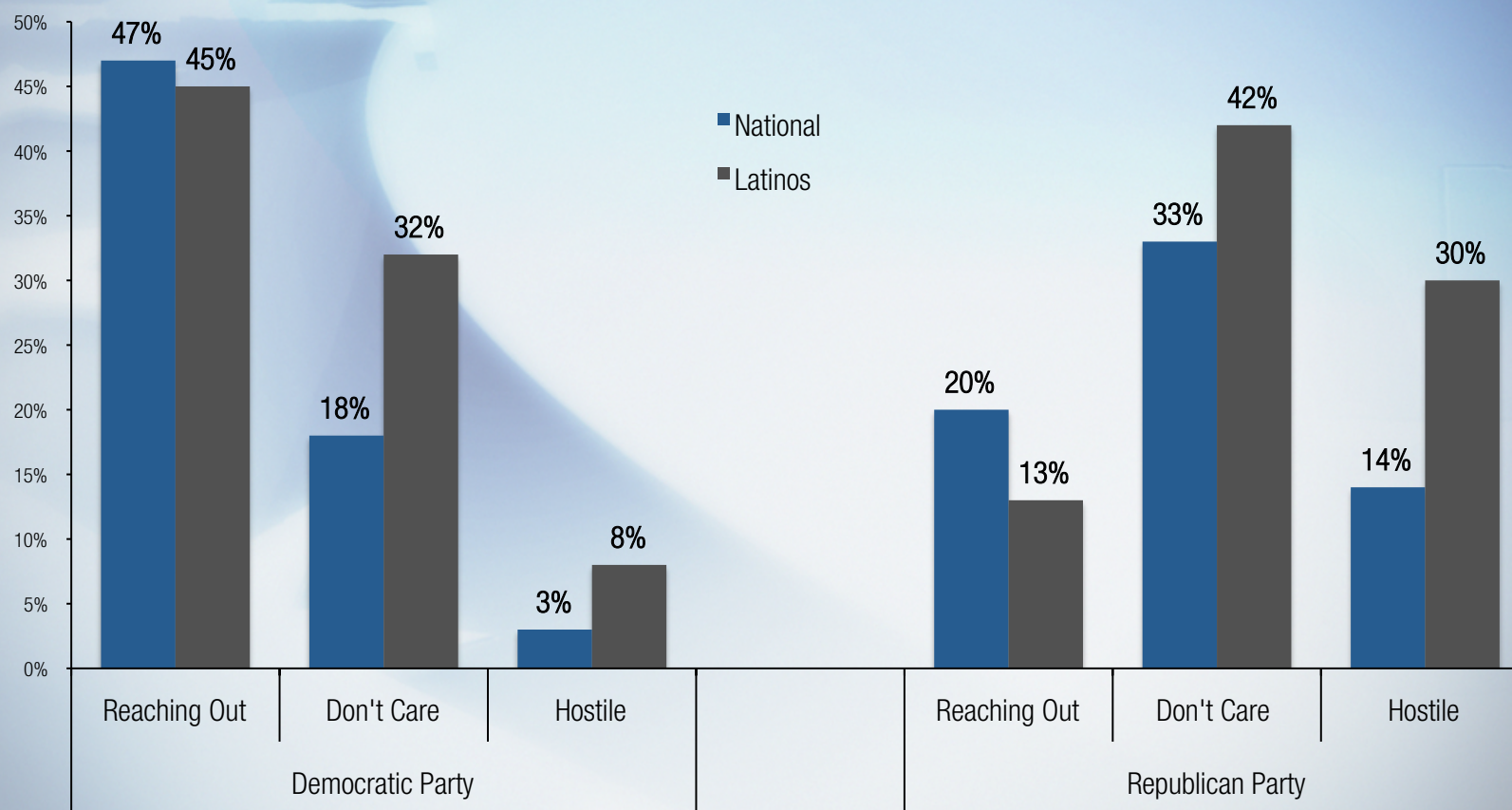
- Tea Party net negative in favorability, -4% nationally, -14% among Latinos

Occupy Wall Street Support

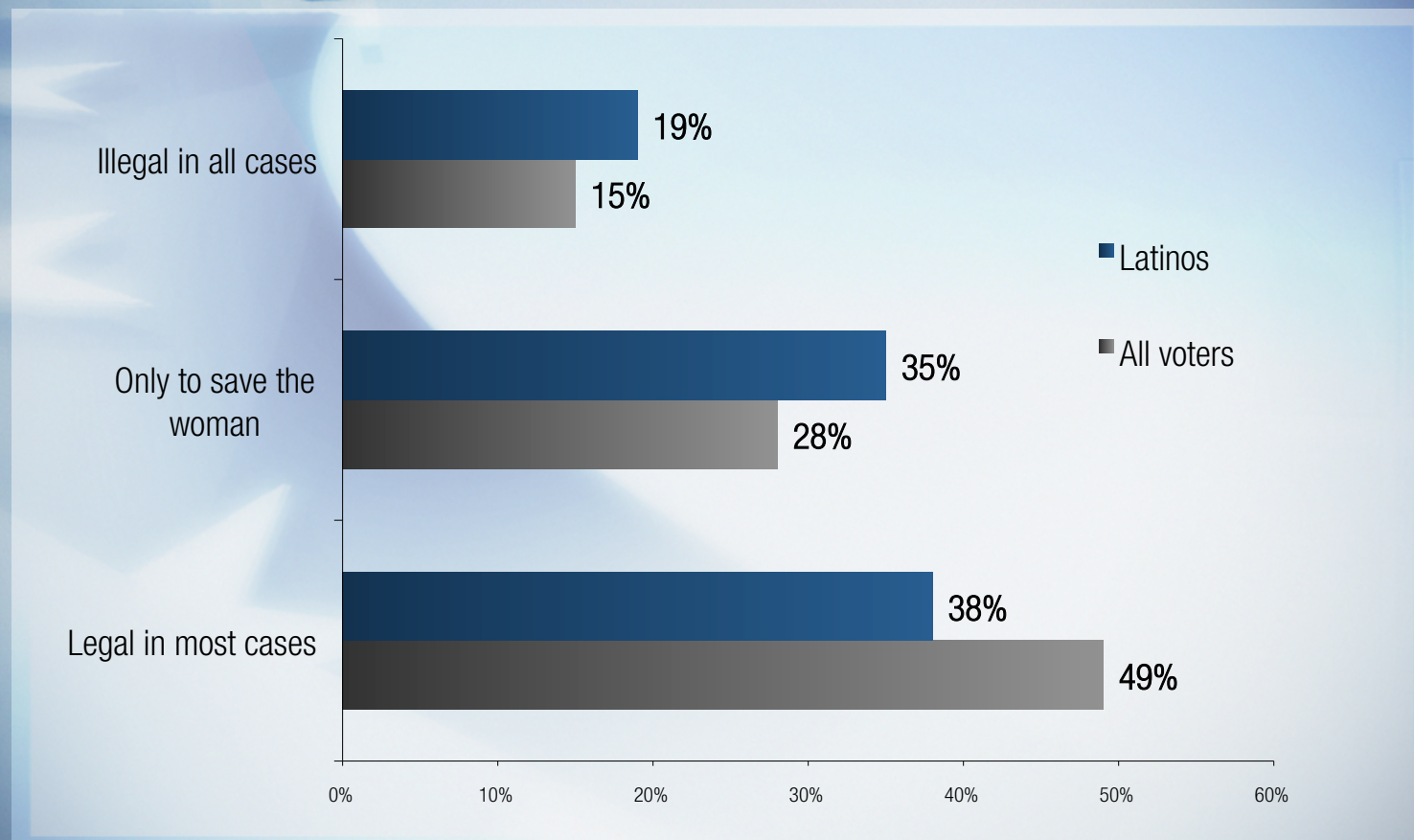


- Occupy Wall Street viewed favorably, +12% nationally, +33% among Latinos

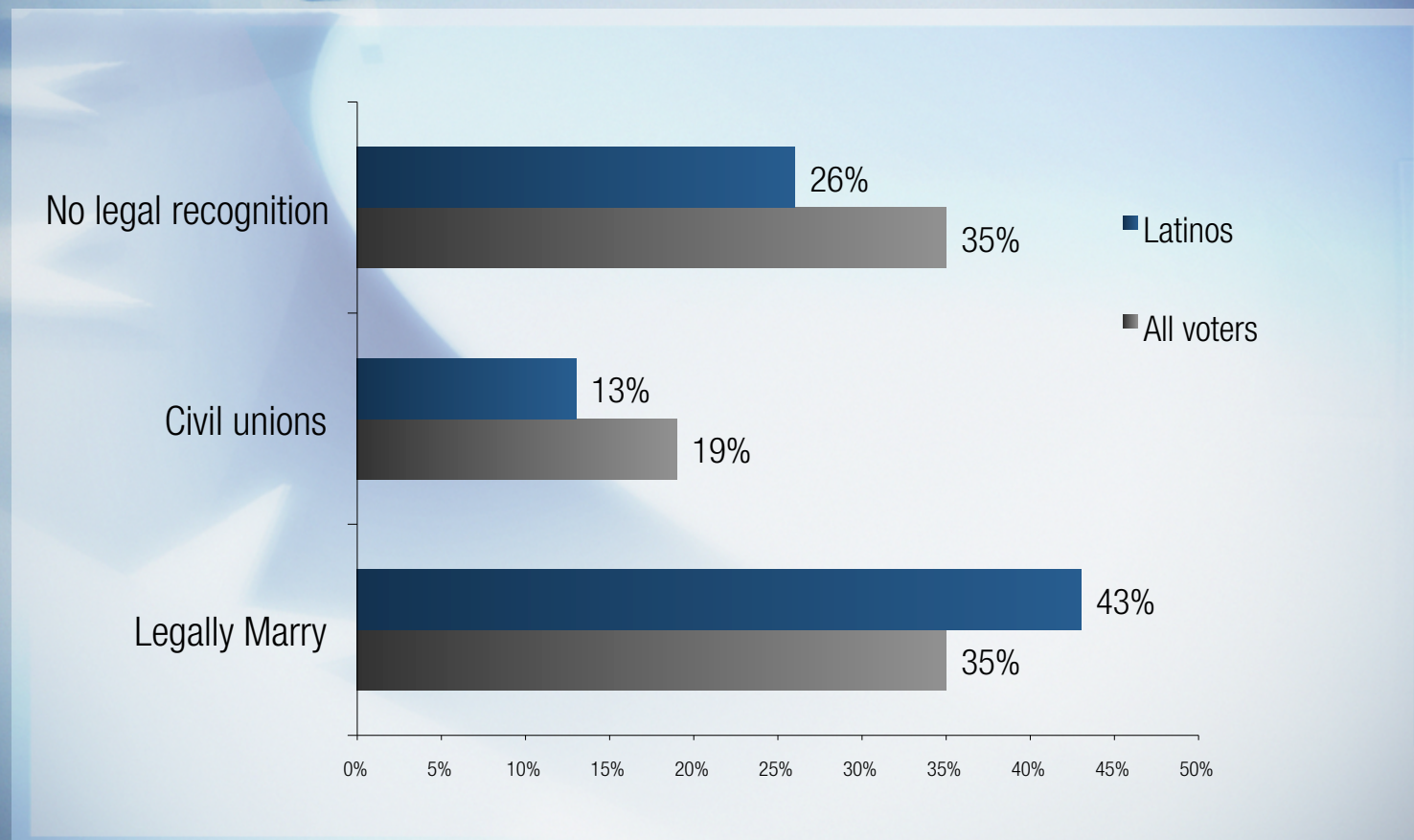
Evaluation of Party Efforts Towards Hispanics



Views towards abortion

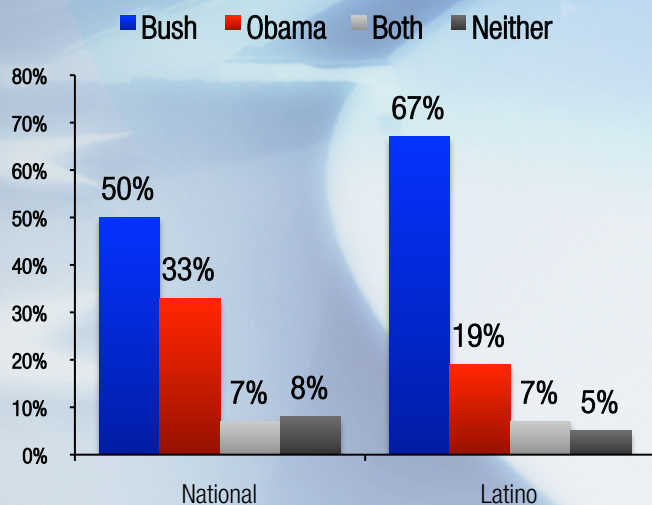


Views towards Same-sex Marriage



- **Social Issues unlikely to present a huge opportunity to Republicans among Latino voters.**
- **While Latinos are somewhat more conservative on abortion, there is not a huge skew and 38% are pro-choice.**
- **Latinos are not distinct from the general electorate on same-sex marriage.**
- **In no instance did any social or values issue rank as important to Latino vote choice--.6%**

Economic Blame Attribution

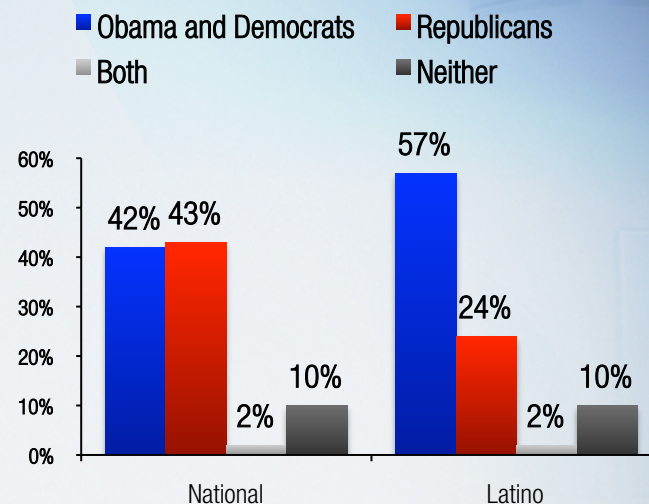


- **Bush administration still receives a greater share of the economic blame...**

-Especially among Latinos;

- **But...**

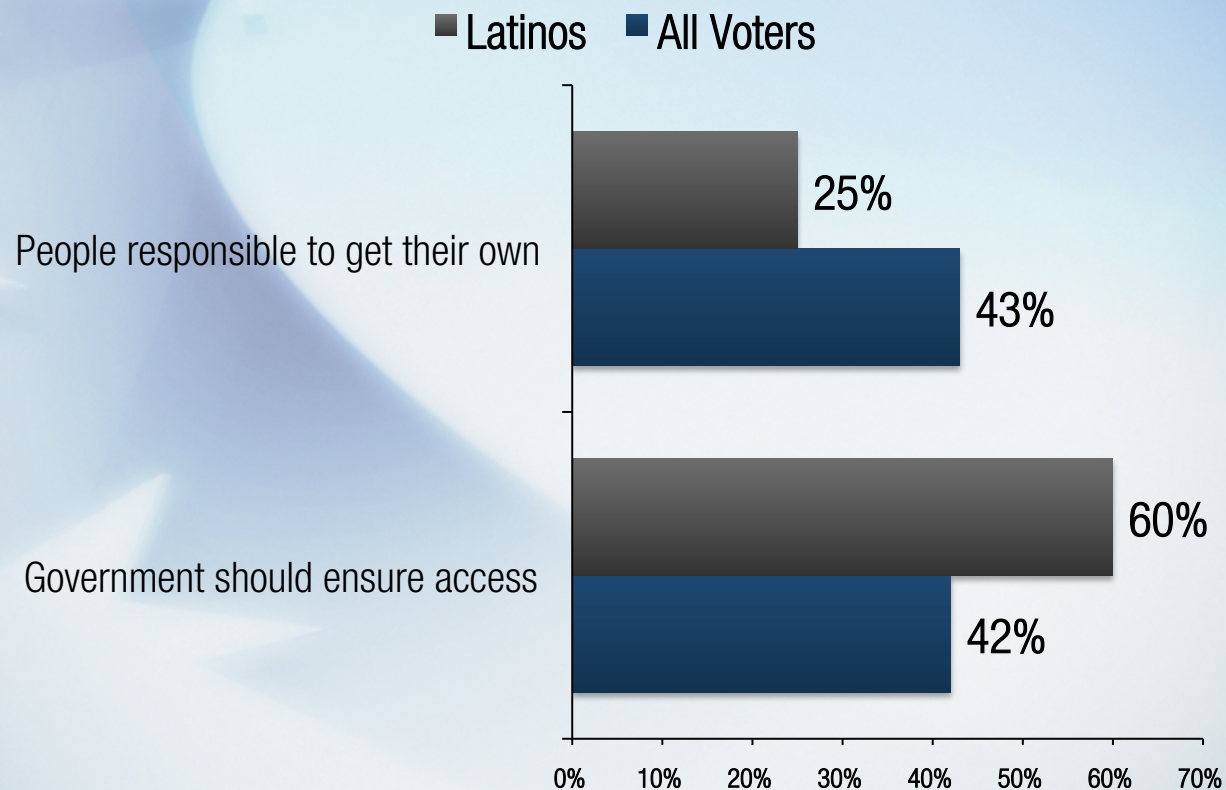
Trust to Shape Future Economy



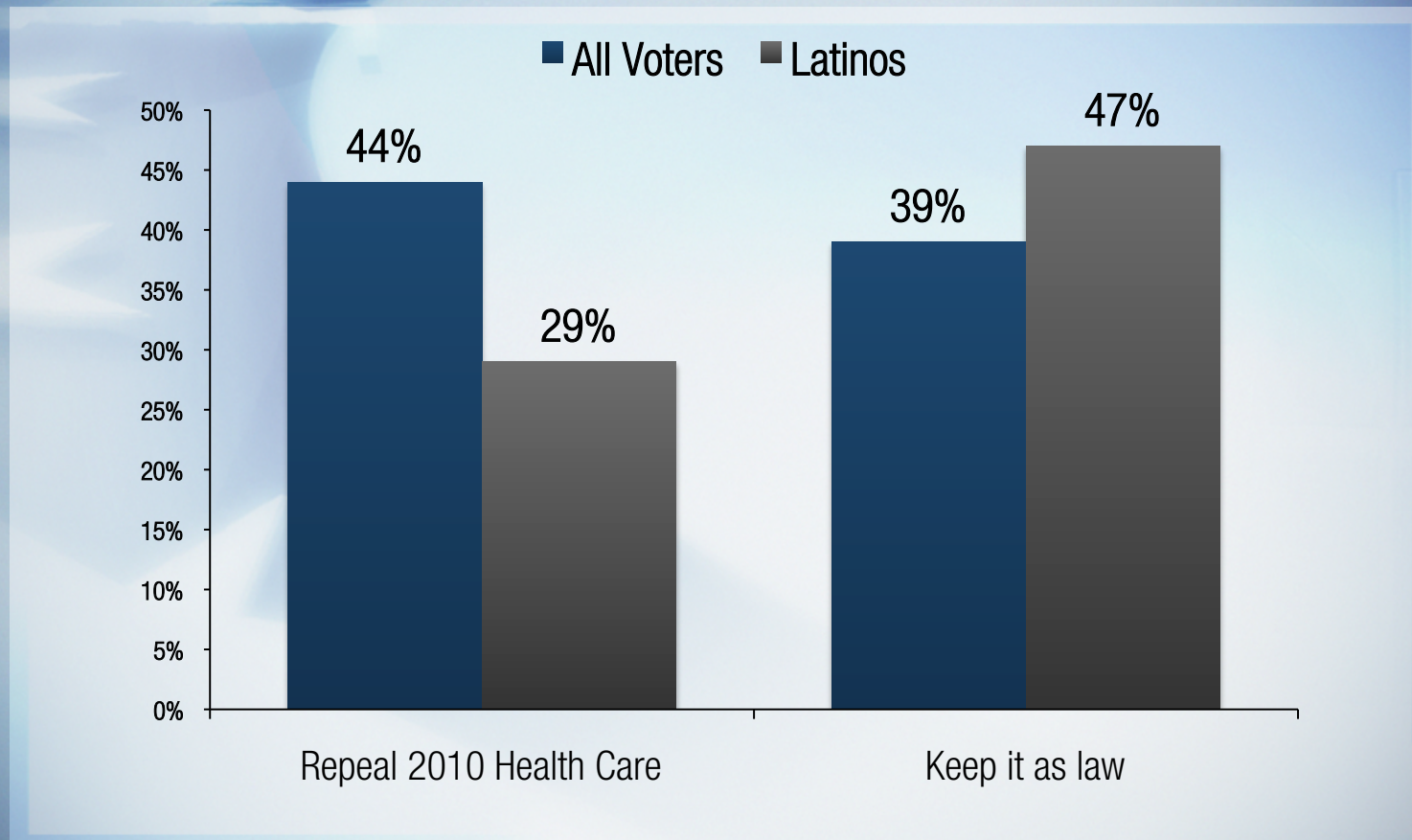
- **Nationally, the GOP and Dems are tied on the handling of the economy.**

-Not so among Latino voters.

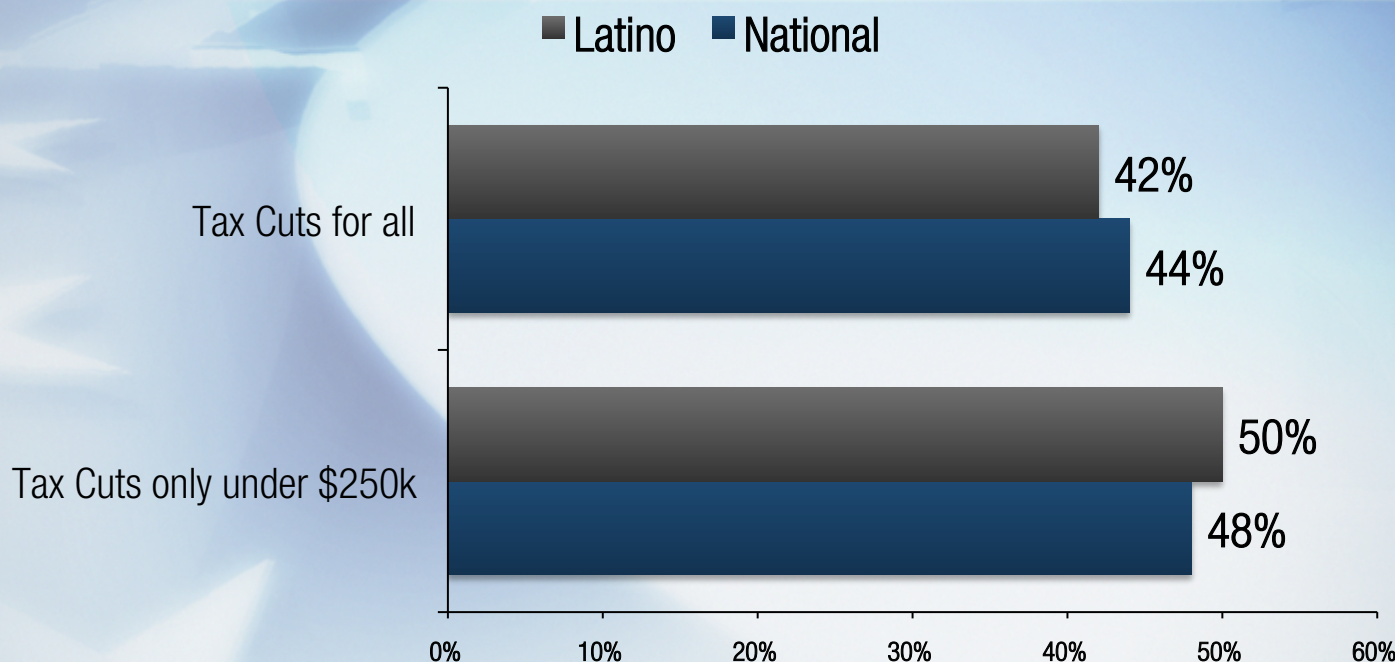
Views of Government's Role in Healthcare



Repeal 2010 Health Care Reform or keep it as law



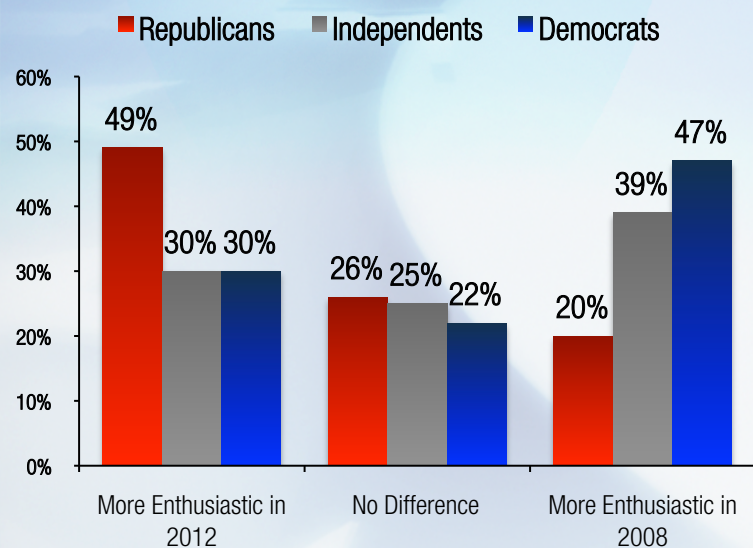
Tax Cuts for the Middle Class or Everyone



- While both the national and Latino electorates lean in the direction of middle class cuts only, cuts for everyone still enjoy significant support.

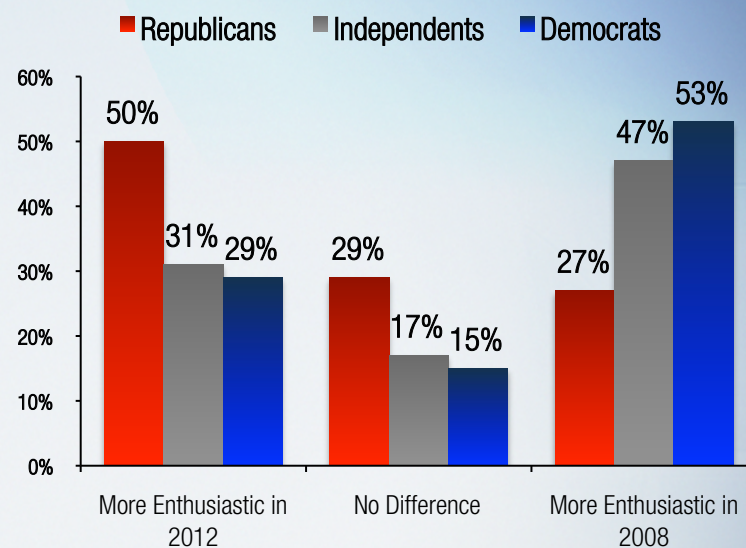
Enthusiasm Across Elections

National Sample



Enthusiasm Across Elections

Latino Sample



- Republican voters in both the national and Latino samples are significantly more enthused for 2012, compared with Democratic voters with waning engagement.

The Bottom Line for the American Electorate 1-year Out

- The President leads his rivals by modest but statistically meaningful margins;
- Moreover, the GOP candidates face significant hurdles in favorability/unfavorability;
- The Enthusiasm Gap significantly favors Republicans;
- The President struggles nationally on support for health reform and trust in him to fix the economy;
- But the Democrats have closed the generic House vote to even, and the public is dissatisfied with the GOP Congress.

The Bottom Line for the Hispanic Electorate 1-year Out

- The President enjoys 2-1 margins over his likely opponents among Latino registered voters;
- GOP candidates are neither well-known nor well-liked:
 - GOP has significant room to improve Latino outreach;
- Hispanic policy preferences solidly Democratic as well:
 - Even on social issues, Latino social conservatism is eroding or altogether missing;
- Immigration sentiments nationally are far more favorable to Latino positions than widely understood:
 - But are often drowned out by a passionate minority.