

THE IMPACT OF CIR VOTES AND RHETORIC ON THE LATINO VOTE

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Latino  **Decisions**
Everything Latino Politics



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Latino votes in response to CIR Actions

- New survey research tests the impact of party action on Latino voter choices.
 1. Power of rhetoric using actual CIR statements from four U.S. Senators (including all three Latinos).
 2. Assess whether speeches influence perceptions of the individual Senator, and/or the Senator's party
 3. How much does Latino vote hinge on immigration considering all other issues on the table?

The Research

Sponsors:

America's
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- ❑ 500 Latino registered voters
- ❑ Conducted May 25 – June 1
- ❑ Respondents selected at random
- ❑ Landline, cell and online blended sample
- ❑ Nominal margin of error is +/- 4.4%
- ❑ Interview in Spanish or English at subject's discretion

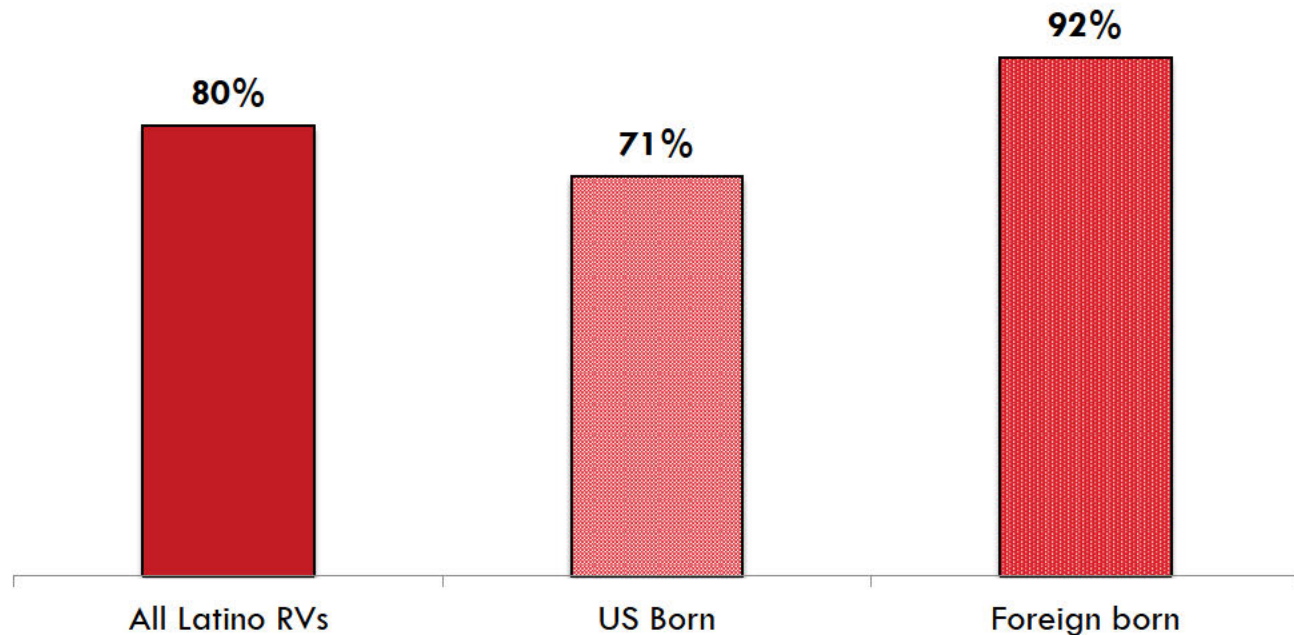
For Latinos, immigration is a priority

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

| | November 2012 | February 2013 | June 2013 |
|--------------|------------------|------------------|--------------|
| Immigration | 35% | 58% | <u>55%</u> |
| Economy/Jobs | 58% | 38% | 35% |
| Education | 20% | 19% | 15% |
| Health Care | 14% | 15% | 14% |

Voters are watching Congress closely

Percent heard or read news about immigration reforms Congress is considering

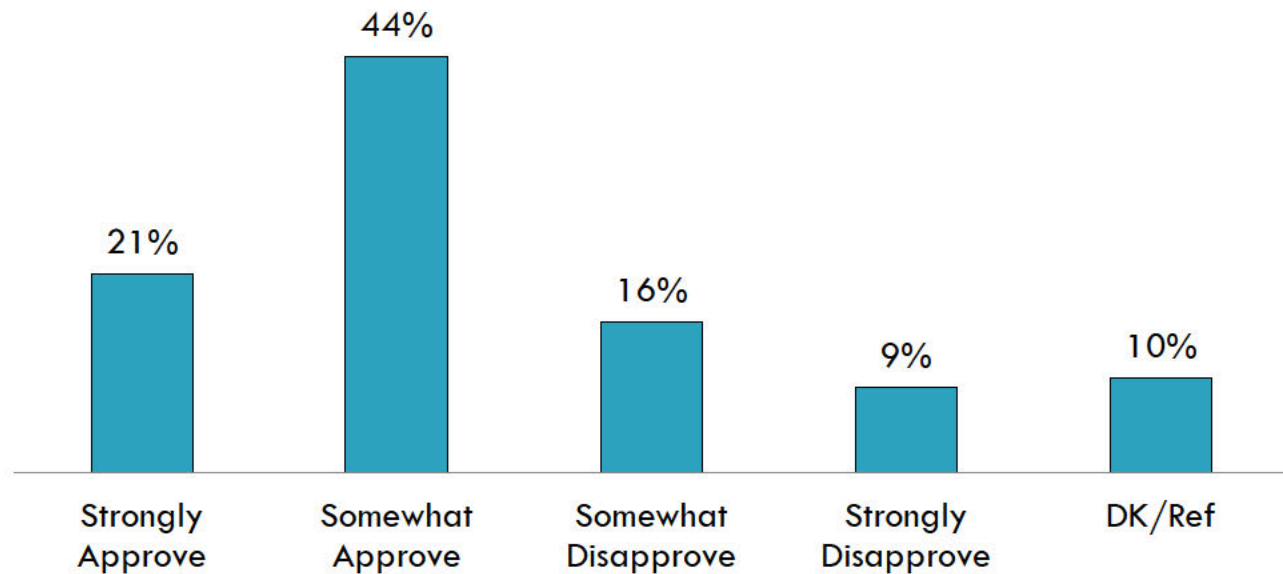


CIR VOTES AND RHETORIC: INDIVIDUAL AND PARTY IMPACT



Actions on Senate bill matter...

Baseline approval rating, Democrats in Congress.

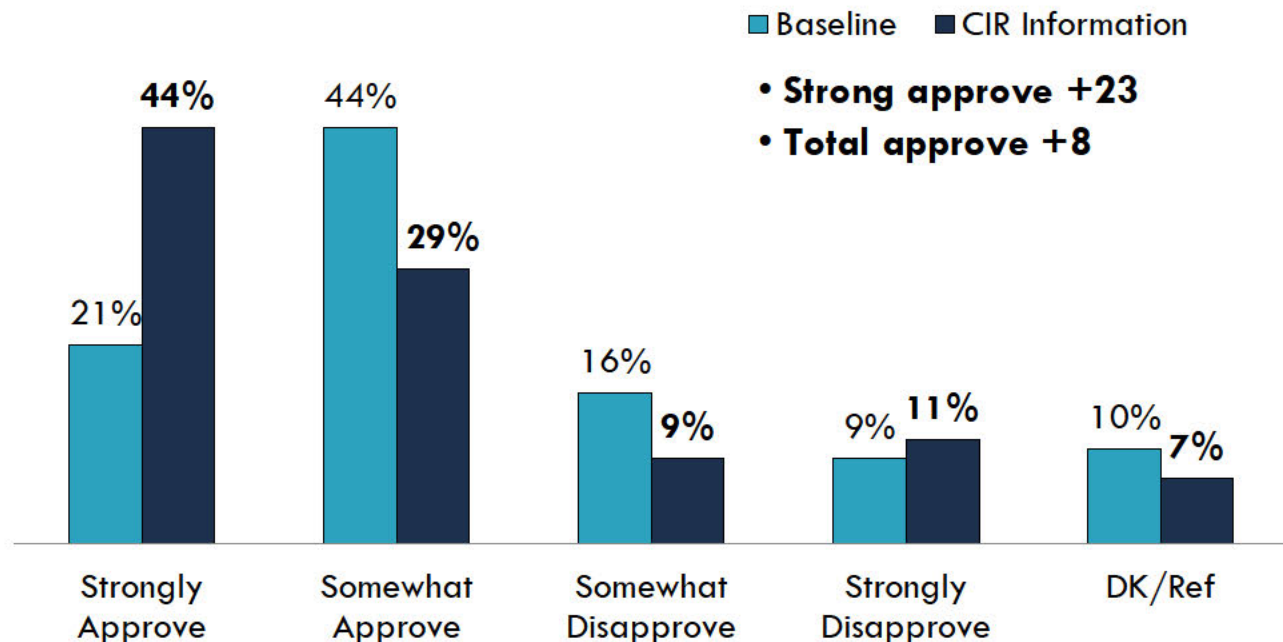


Actions on Senate bill matter...

In a recent committee vote, 10 Democratic Senators all voted in favor of the comprehensive immigration reform bill, which now goes to the full Senate for debate and a vote

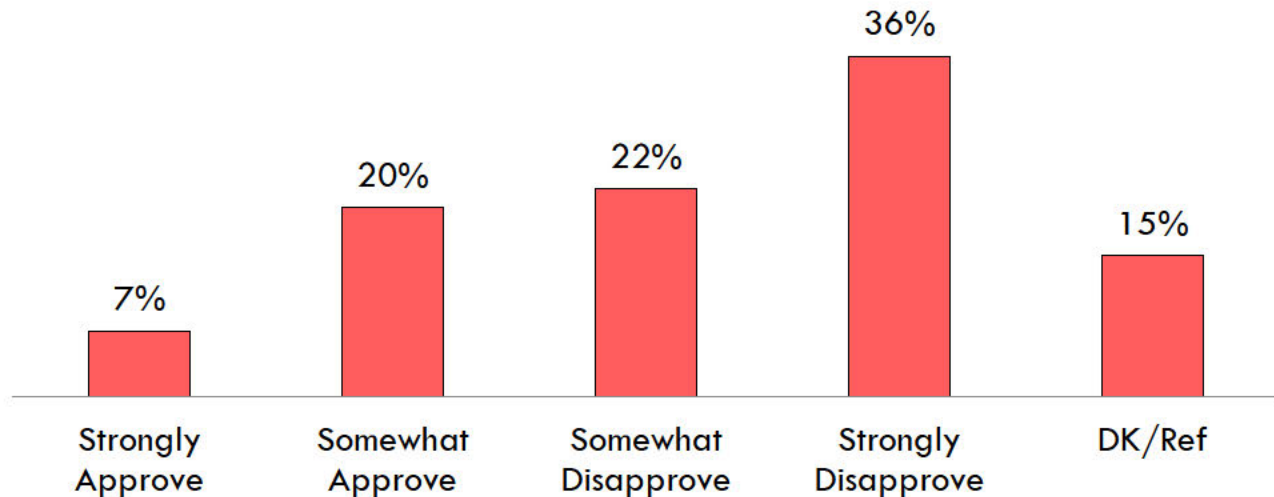
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Approve of Dems in Congress handling of Immigration Policy



Actions on Senate bill matter...

Baseline approval rating, Republicans in Congress.

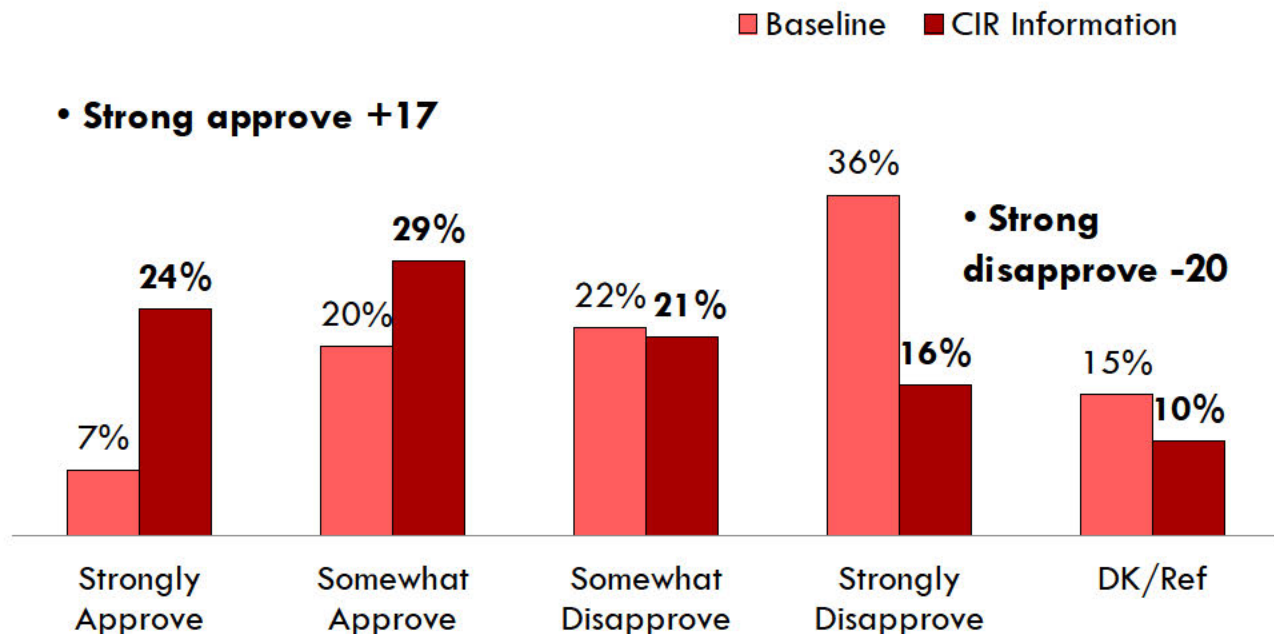


Actions on Senate bill matter...

In a recent committee vote, 3 Republican Senators joined with Democrats to vote in favor of the comprehensive immigration reform bill, which now goes to the full Senate for debate and a vote

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Approve of GOP in Congress handling of Immigration Policy



Latino vote if GOP works to block CIR

Five GOP Senators on the Senate Judiciary Committee voted against immigration reform, and said they will never support a pathway to citizenship. If GOP Senators **oppose and try to block the bill**, would that make you:

More likely
future GOP vote

8%

Less likely
future GOP vote

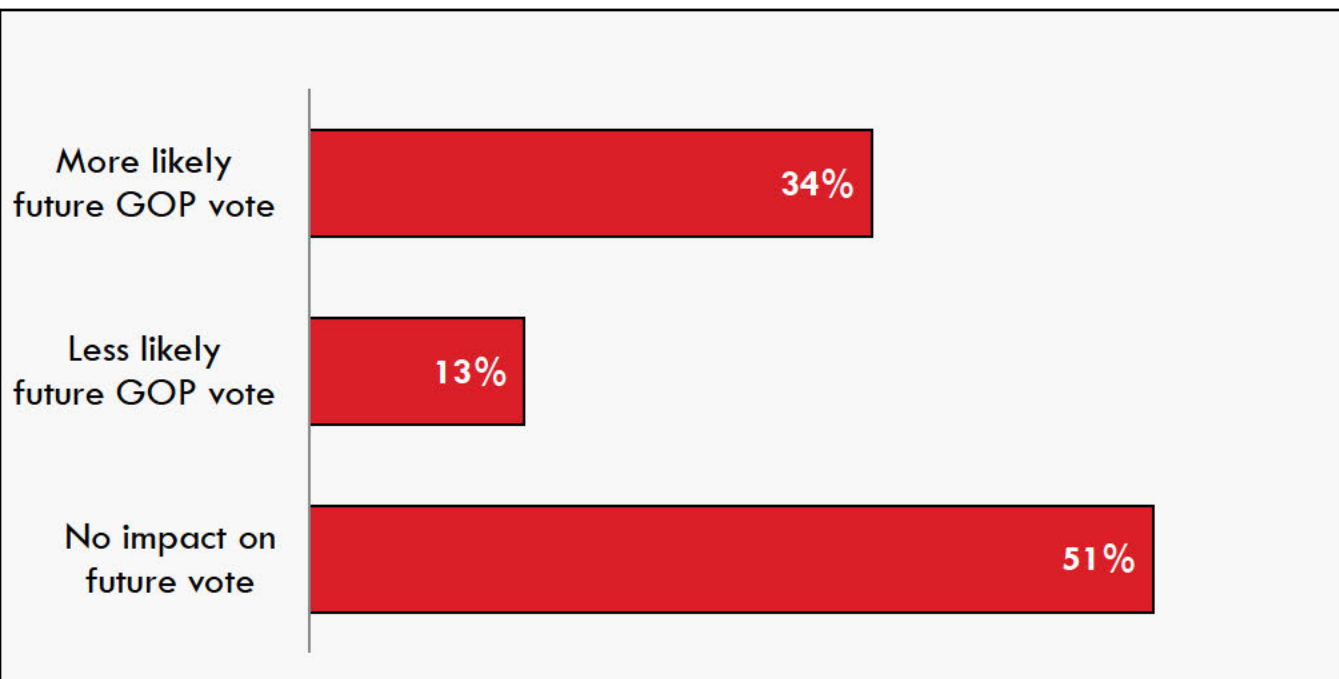
59%

No impact on
future vote

29%

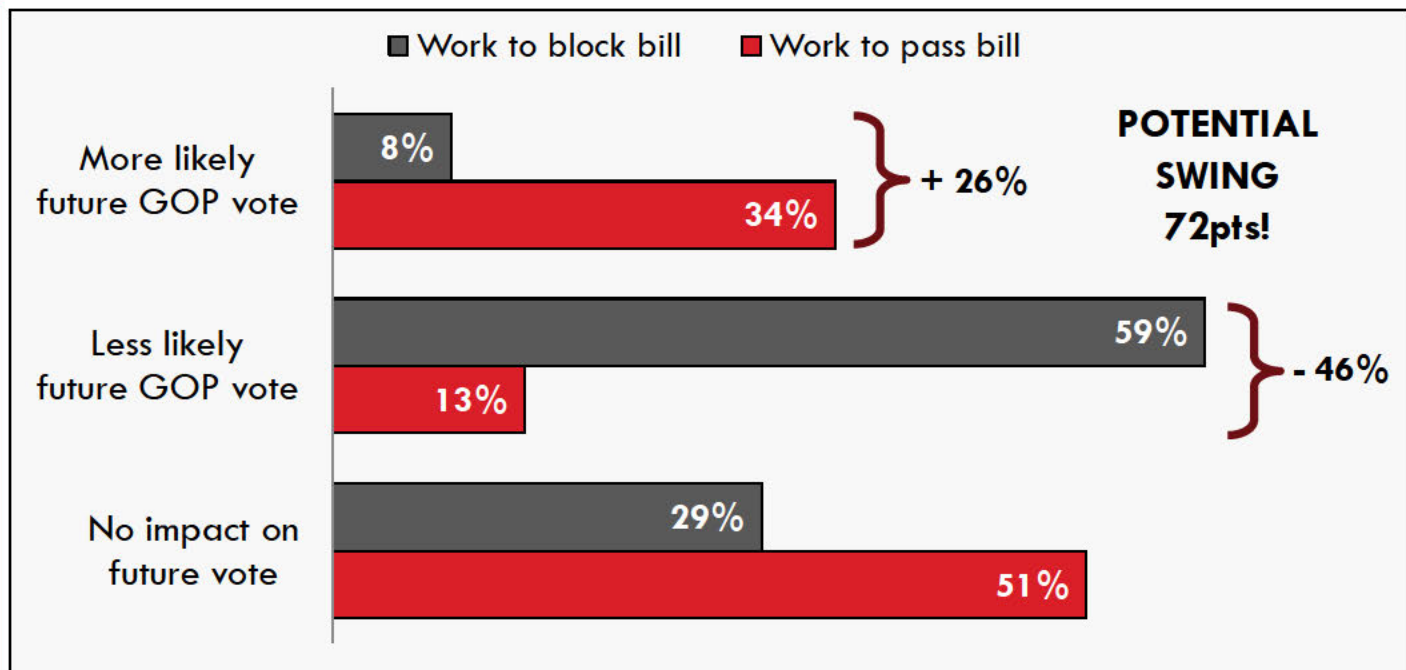
Latino vote if GOP works to pass CIR

Recently GOP Senators on the Senate Judiciary Committee voted for the immigration reform bill. If they had not done so, it would've been hard to move the bill forward. If GOP leaders keep **working to get this bill passed**, would that make you:



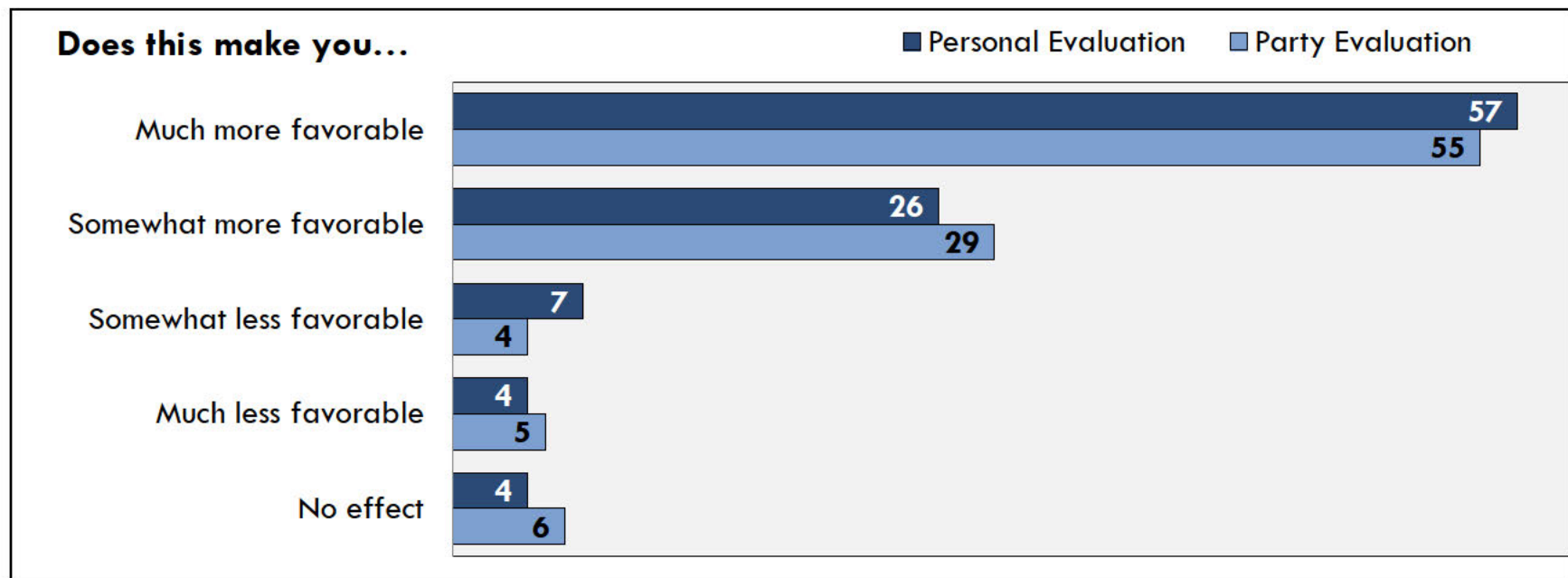
GOP action on CIR and Latino vote

Comparison: Latino voter likelihood of voting for Republican candidates if Republicans *try to block* vs. *work to pass* the comprehensive immigration reform bill.



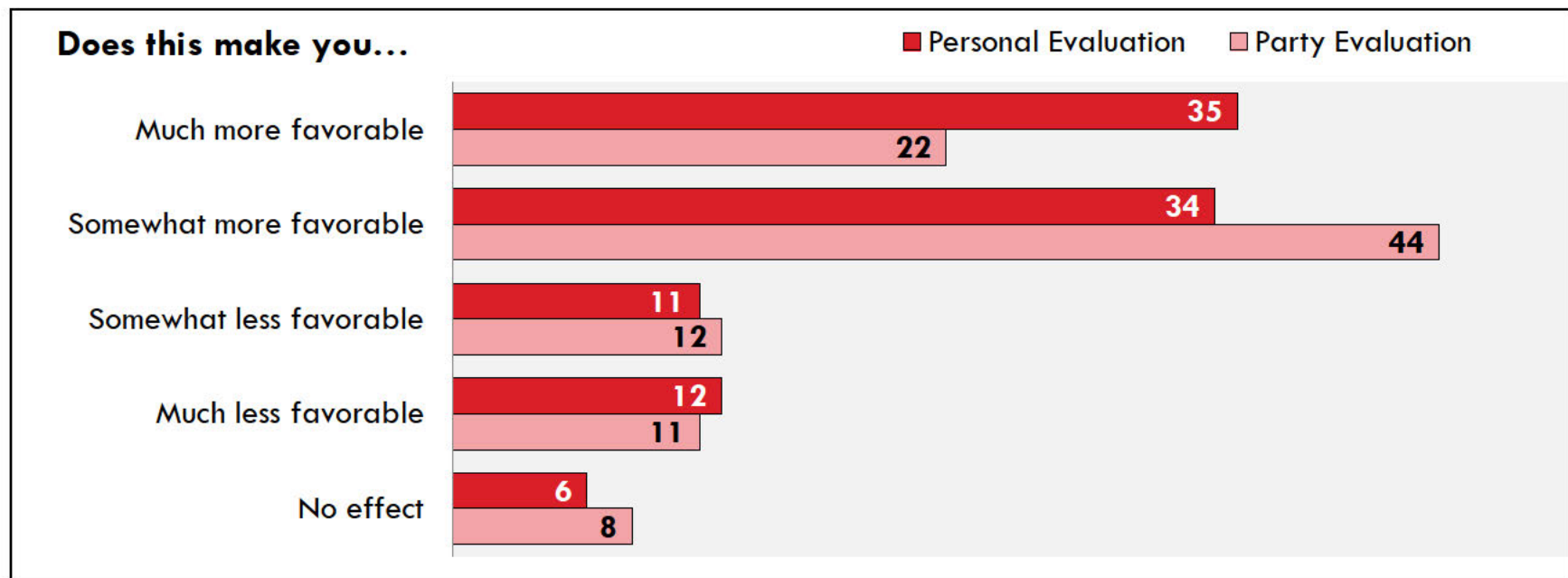
CIR Speeches: Senator Menendez (D–NJ)

“The time has come for farm workers and fruit pickers, students and DREAMERS, cooks and maids, hotel workers and housekeepers, landscapers and construction workers, and non-citizen soldiers fighting to protect all of us, to have a chance to raise their hand and take the oath of citizenship. We must support immigration reform today.”



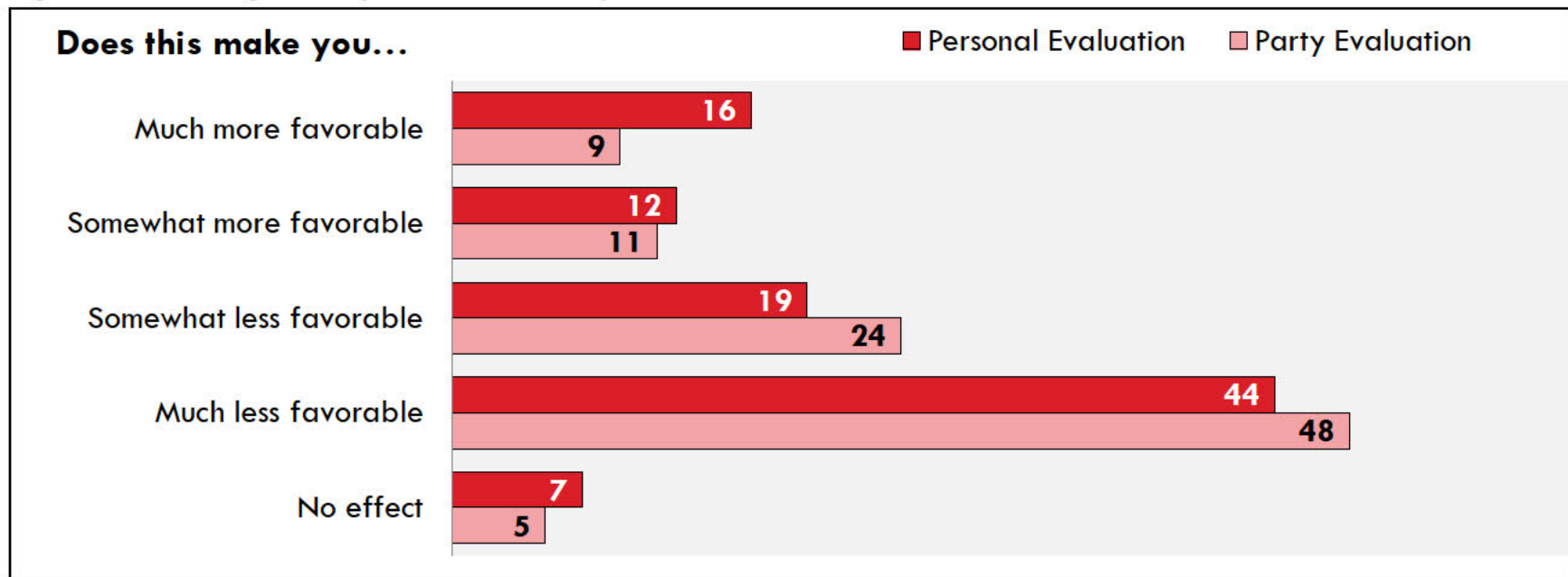
CIR Speeches: Senator Rubio (R-FL)

"The American people are the most compassionate people on earth; they have proven that over and over again. The question now is we have 11 million people in the country that are here illegally. We recognize we're not going to round up 11 million people and deport them. We must show compassion and support immigration reform today."



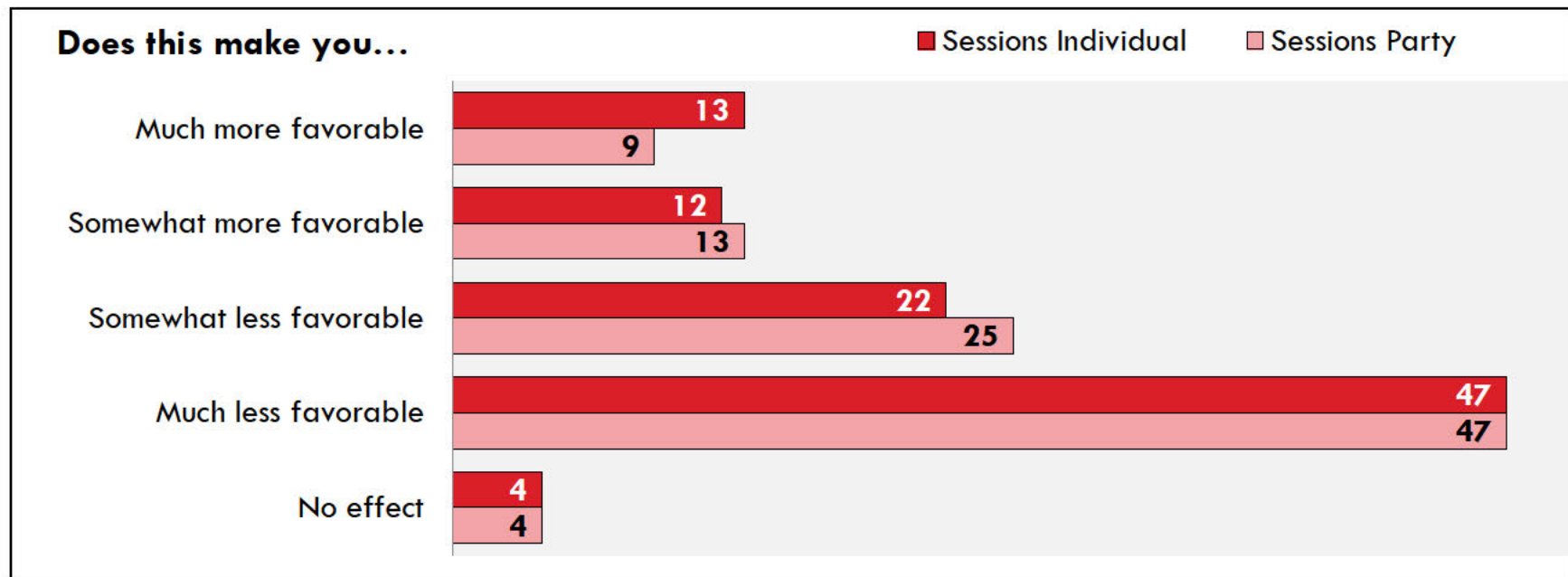
CIR Speeches: Senator Cruz (R-TX)

"I have serious concerns about any legislation that would create a pathway to citizenship for those who are here illegally. I think doing so is profoundly unfair to the millions of legal immigrants who have followed the rules. We should prohibit all federal, state and local benefits for those who are here illegally, and ensure that illegal immigrants are not given a path to citizenship."

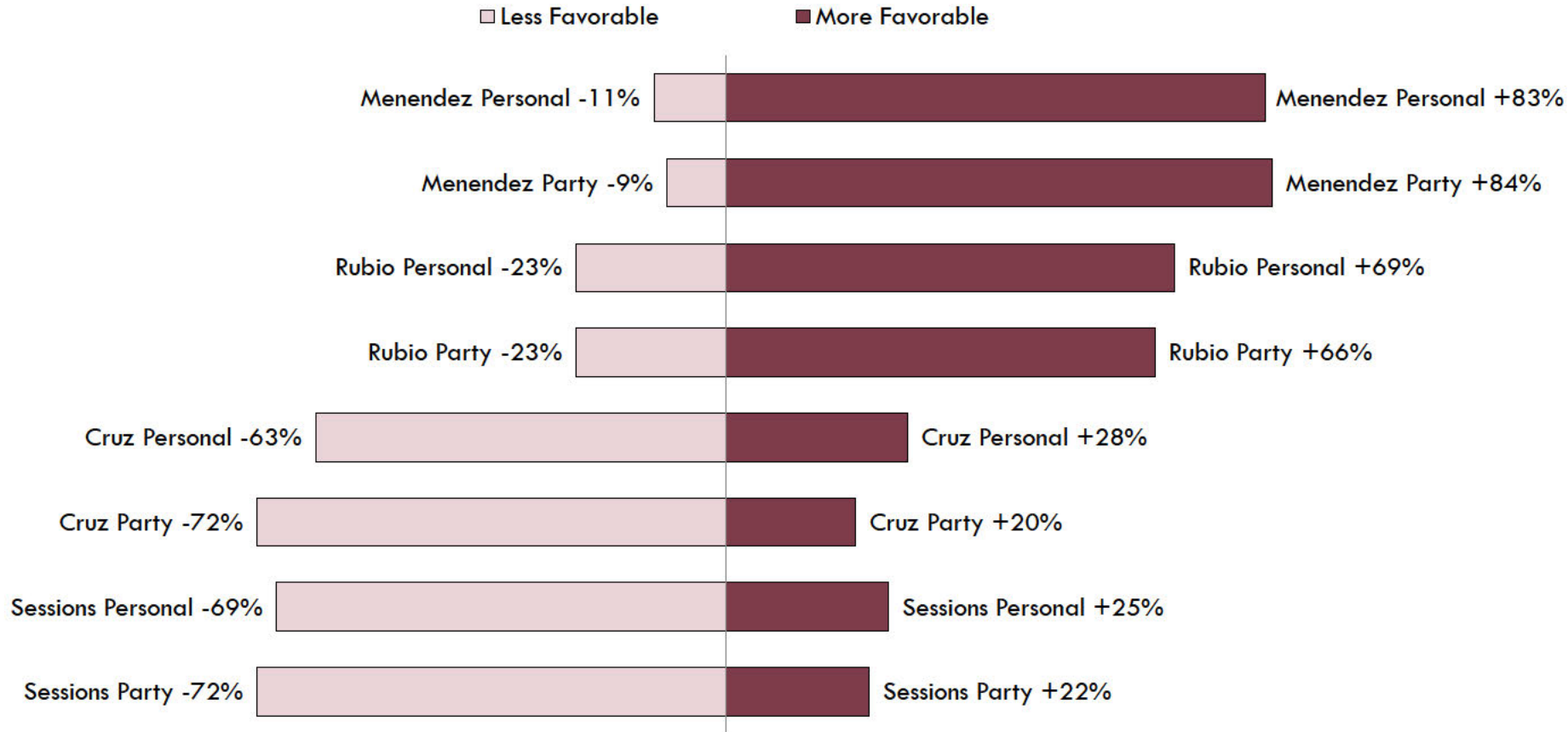


CIR Speeches: Senator Sessions (R-AL)

“Citizenship for illegals will not help balance our budget. In fact, a large-scale amnesty is likely to add trillions of dollars to the debt over time because illegal immigrants will put enormous strain on our public-assistance programs. Illegal immigrants need government aid and can't take care of themselves. We can never support this immigration reform bill.”



Rhetoric Impact on Personal and Party Evaluations

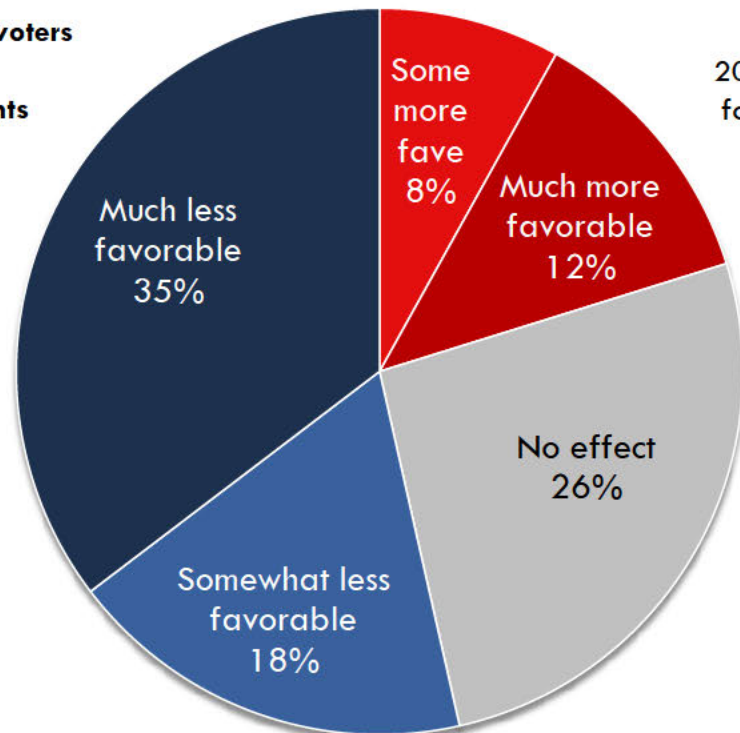


Executive Action if GOP Blocks Scenario: GOP Approval

If Republicans in Congress block CIR, and President Obama issues executive order to provide legal status for undocumented immigrants, would you feel ...about Republicans?

- 56% prior GOP voters
- 51% U.S. Born
- 52% Independents

53% total LESS favorable GOP



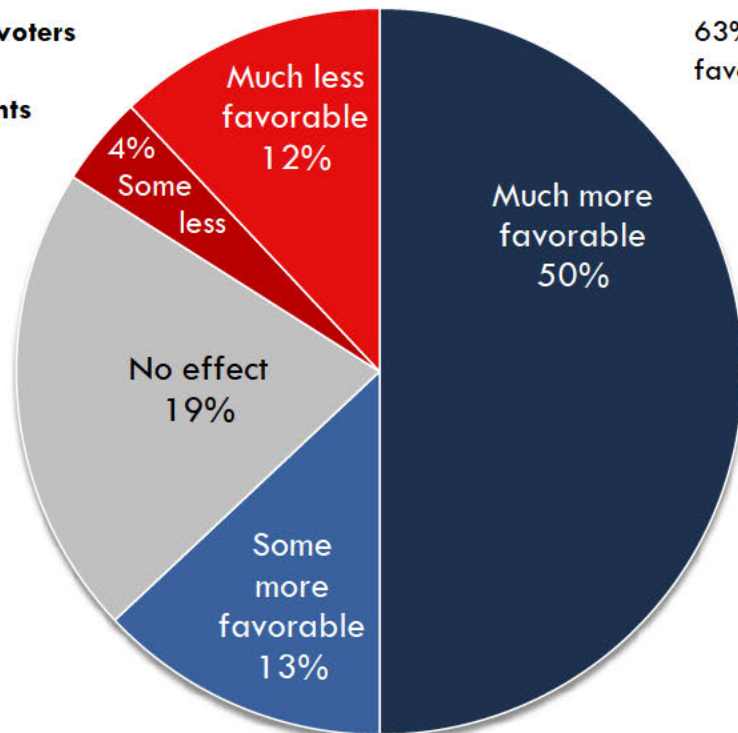
20% total MORE favorable GOP

Executive Action if GOP Blocks Scenario: Democrats Approval

If Republicans in Congress block CIR, and President Obama issues executive order to provide legal status for undocumented immigrants, would you feel ...about Democrats?

+54% prior GOP voters
+56% U.S. Born
+58% Independents

16% total LESS favorable Dem



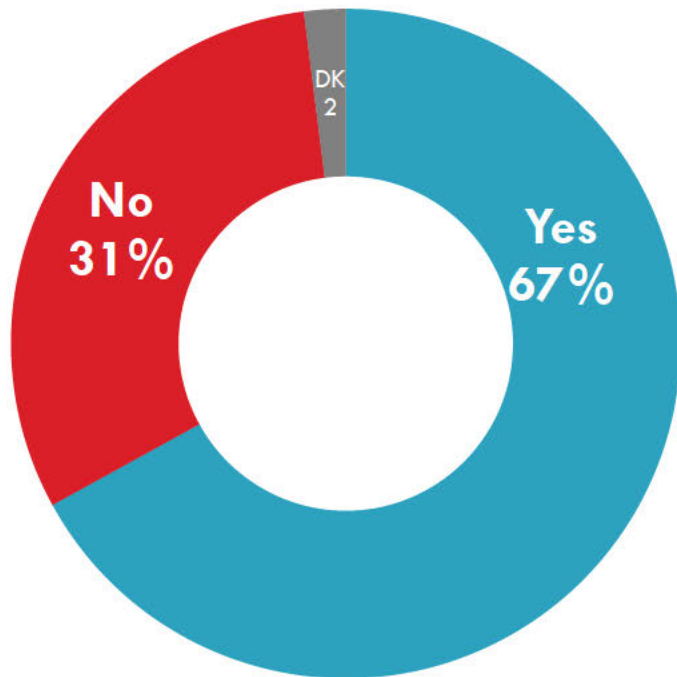
63% total MORE favorable Dem

IMMIGRATION REFORM MOBILIZES:
MORE POWERFUL THAN PARTISANSHIP



Undocumented immigrants are part of the Latino community

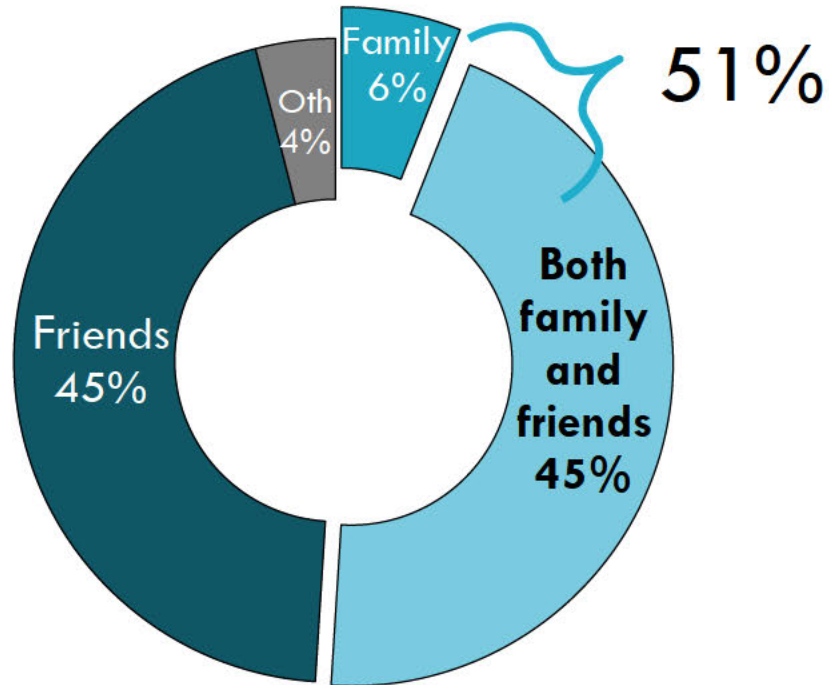
Do you personally know an undocumented immigrant?



| | |
|----------------|-----|
| Prior GOP vote | 66% |
| Republican | 55% |
| Non-Mexican | 63% |
| Over \$80,000 | 60% |
| U.S. born | 61% |
| College degree | 71% |

Undocumented immigrants are part of the family for Latino voters

Among those who know undocumented immigrants, are those acquaintances family, friends, both, or others?



Immigration: THE deciding factor?

Some people we talk to say they don't agree with the Republican Party on a variety of issues, and **even if the Republicans supported immigration reform with a path to citizenship, it would not change their opinion** of the party.

Immigration: THE deciding factor?

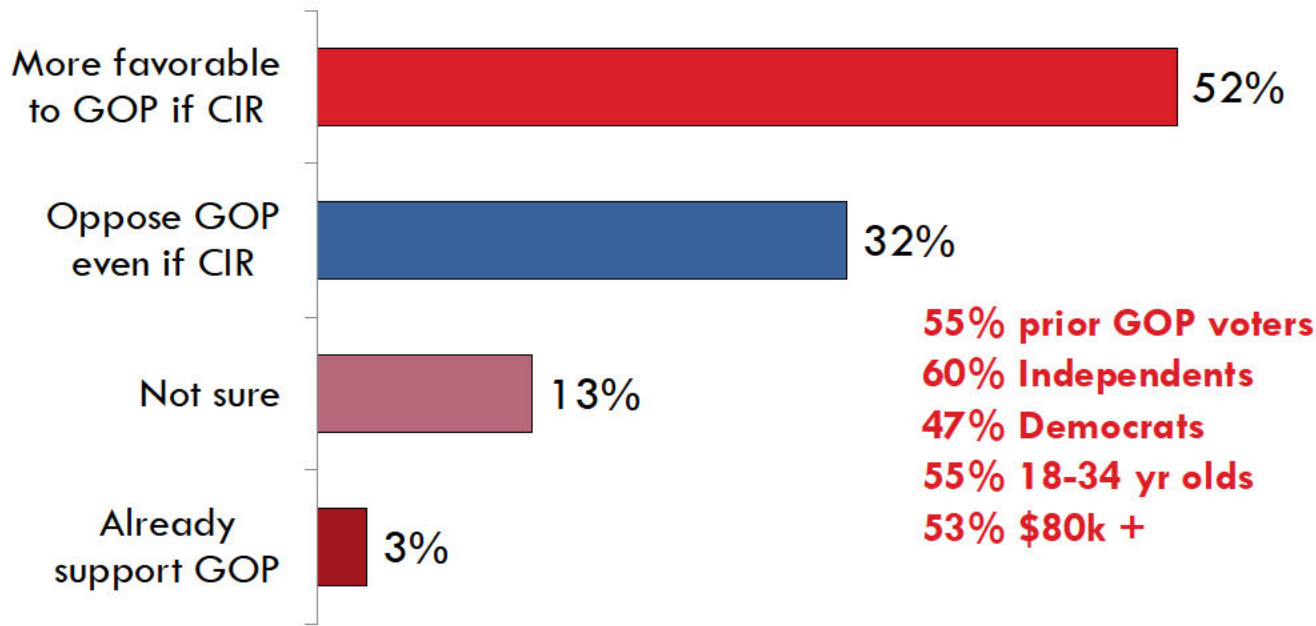
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Other people say that while they might still disagree on some issues, **if the Republicans support immigration reform with a path to citizenship they would be more favorable towards the party.**

How about you?

Immigration: THE deciding factor

Even if disagree with GOP on other issues, would you be more likely to support Republicans if they pass CIR?



Concluding thoughts

1. There is no such thing as “distancing from the party”.
 - ▣ Senators and party absorb benefit or blame for rhetoric and/or position taking.

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2. CIR is deal maker or breaker for Latino electorate.
 - ▣ GOP support hinges on party actions on passing the bill
 - ▣ Executive action scenario would significantly benefit Democrats and further damage GOP (it could be worse...)

Concluding thoughts

1. There is no such thing as “distancing from the party”. Senators and party absorb benefit or blame for rhetoric and/or position taking.
2. CIR is deal maker or breaker for Latino electorate. GOP support hinges on party actions on passing the bill. Executive action scenario would significantly benefit Democrats and further damage GOP (it could be worse...)
3. **Over half of the Latino electorate** open to GOP if they help pass CIR.
 - ▣ CIR trumps partisanship and all other issues for 52% Latino voters.
 - ▣ Clear evidence GOP has unprecedented opportunity to open the door to the Latino vote. They stand to gain votes and win elections.



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Thank You!