

THE IMPORTANCE OF IMMIGRATION POLICY TO THE LATINO ELECTORATE

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Everything Latino Politics



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Details in CIR bill matter to Latinos

- Political and personal priority for Latino voters
- Attention to debate and policy details
- Latino support for President, GOP and Dems shaped by their positions and action on CIR.

The Research

Sponsors:

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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

Latinos are the key electorate

- Both parties stand to gain or lose Latino support based upon their positions and actions on CIR.
- LD analysis finds Latino voters could determine outcome in 30+ competitive U.S. House districts (*stay tuned*)
- In 2014 Latinos will be critical in close elections for Senate and Governor (AZ, NV, CO, FL, MI, NM, PA)

Most Important Issues

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%

Immigration reform is a priority

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

Priority for immigration reform has increased +4 from February to June 2013

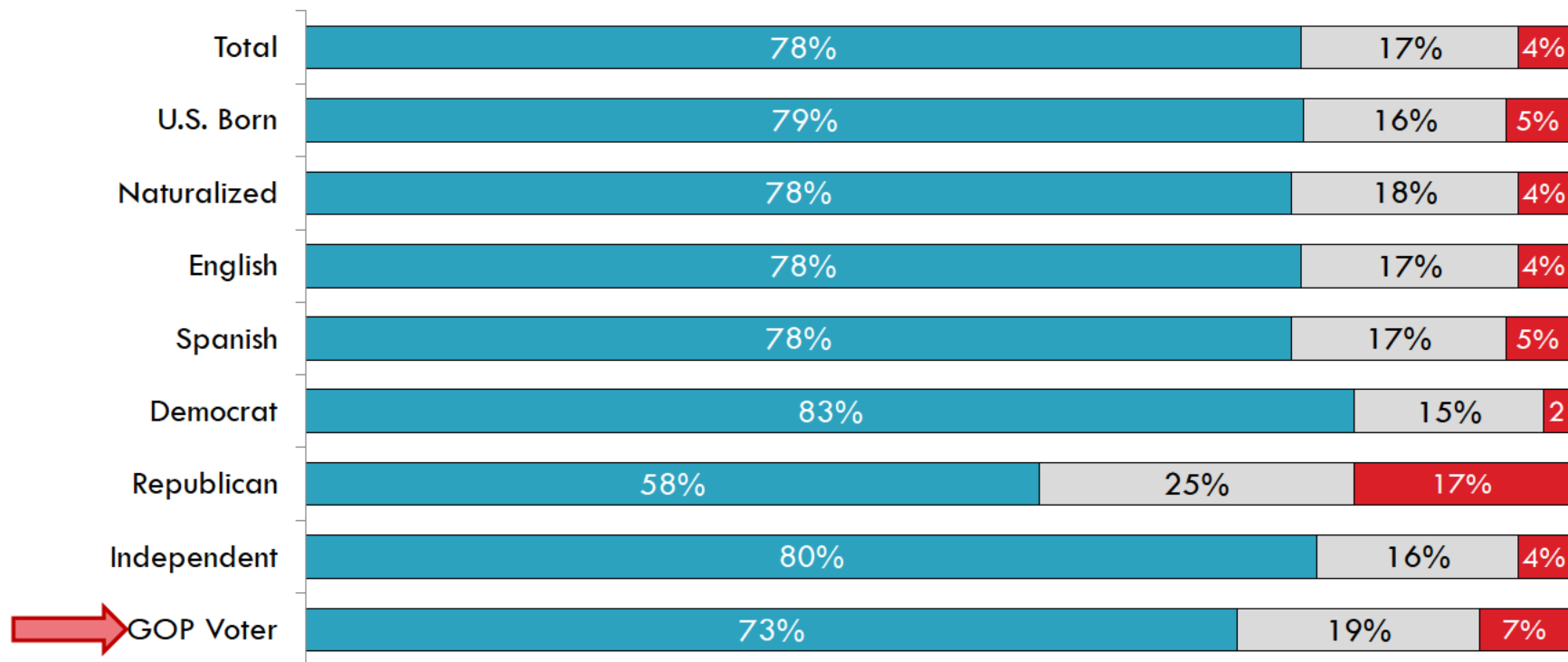
	February 2013	June 2013
Extremely	32%	36%
Very	42%	42%
Somewhat	19%	17%
Not very	6%	3%

78%

Immigration reform a priority

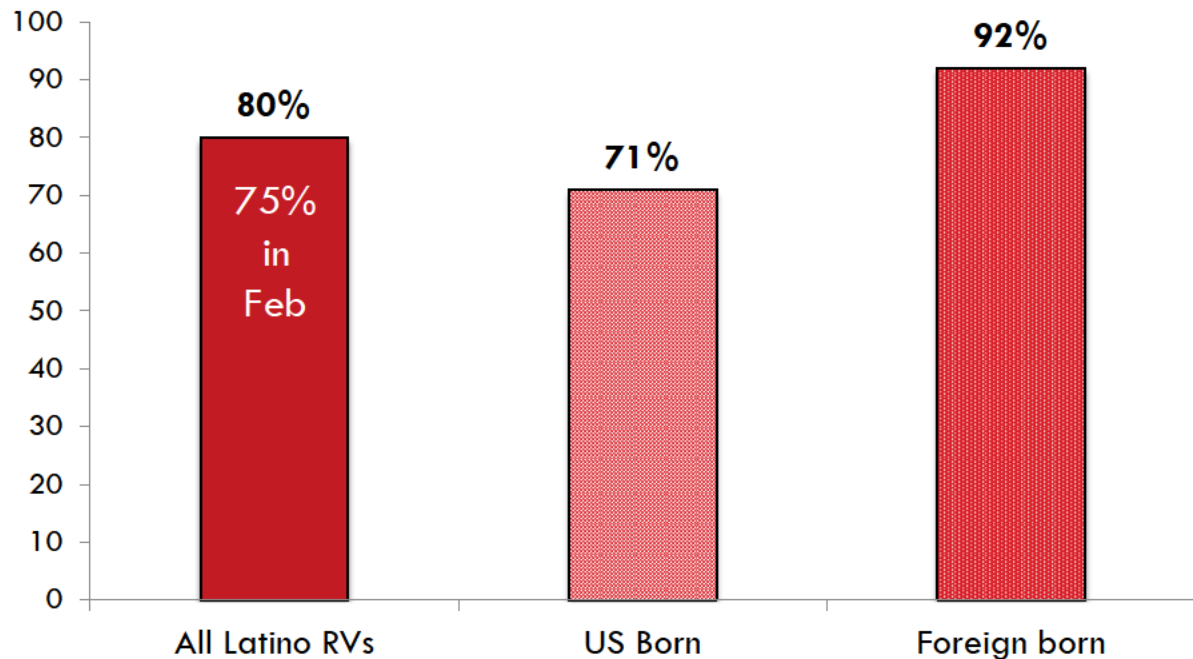
With all the different issues Congress must address, how important is immigration reform THIS YEAR?

■ Extremely/Very important □ Somewhat important ■ Not too/at all important



Voters are watching Congress closely

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



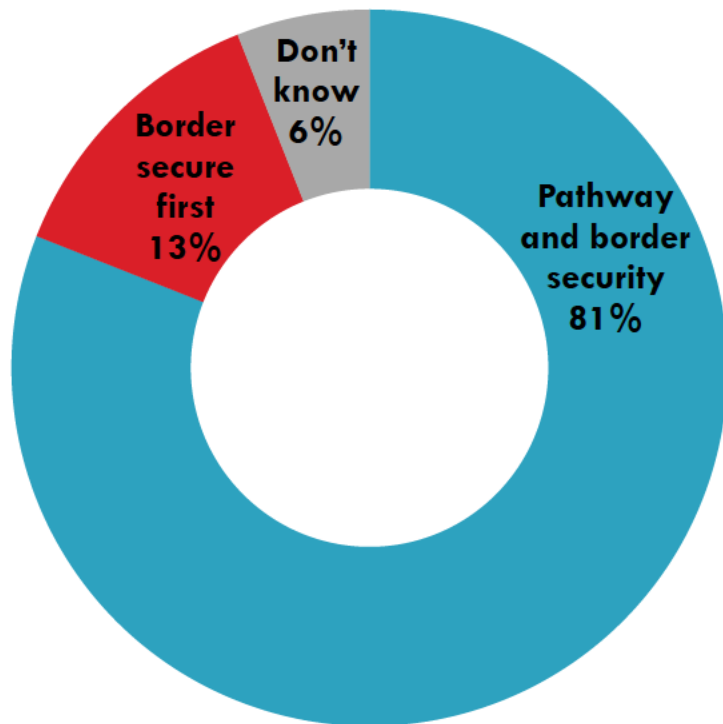
Like all Americans, Latinos support CIR

One plan would increase border security and enforcement of our existing immigration laws, require employers to verify that all employees have legal status, and provide a pathway to citizenship for undocumented immigrants, as long as they pass a background check, study English, and pay a fine.

	<u>Support</u>	<u>Oppose</u>
All adults (NYT/CBS)	83%	14%
All Latino voters	84%	13%
+ Prior GOP Vote	84%	16%
+ Republicans	81%	17%
+ Over \$80,000	87%	13%
+ Age 51 – 69	84%	15%

Do not want “security first” approach

Should we first focus on border security, or address both a path to citizenship and border security?



Broad support among Latinos

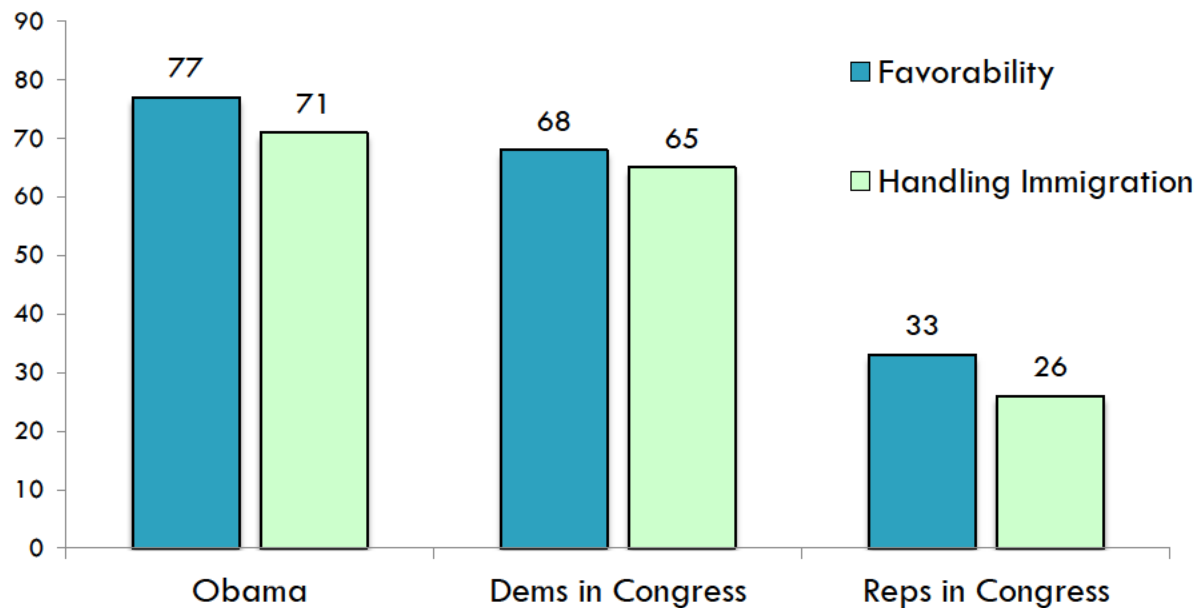
Prior GOP vote	76%
Republican	66%
Non-Mexican	78%
Over \$80,000	85%
U.S. born	81%
College degree	83%
Age 51 – 69	83%

PRESIDENT, CONGRESSIONAL DEMS AND GOP: EVALUATED THROUGH CIR LENS



Favorability and immigration approval

Favorability and immigration policy track closely

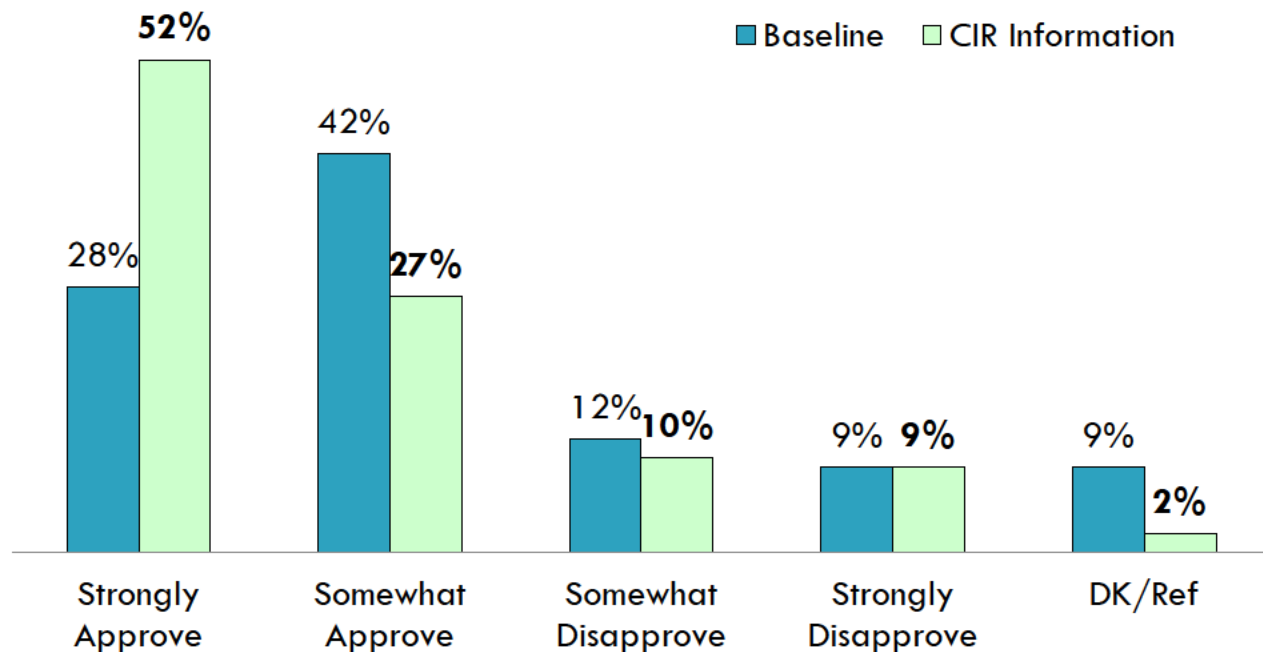


Actions on Senate bill matter...

Barack Obama has recently said that Congress must act quickly to pass comprehensive immigration reform and has directed his senior White House staff to work hard on making sure immigration reform passes

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Approve of Obama handling of Immigration Policy

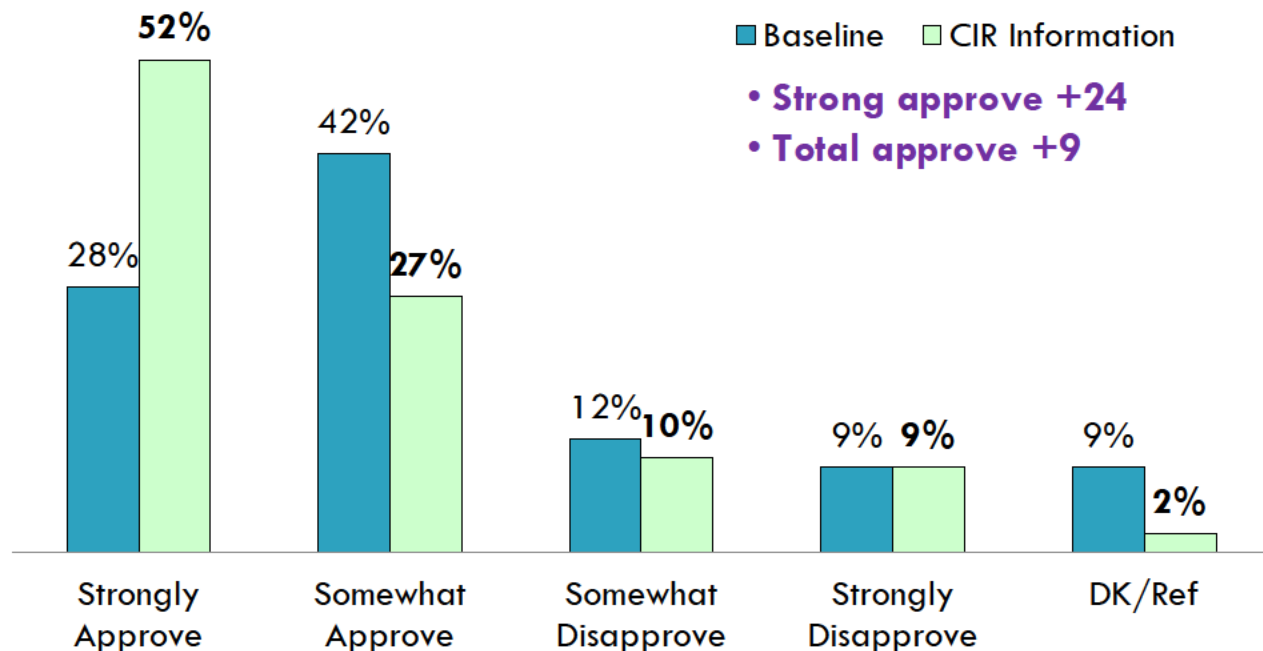


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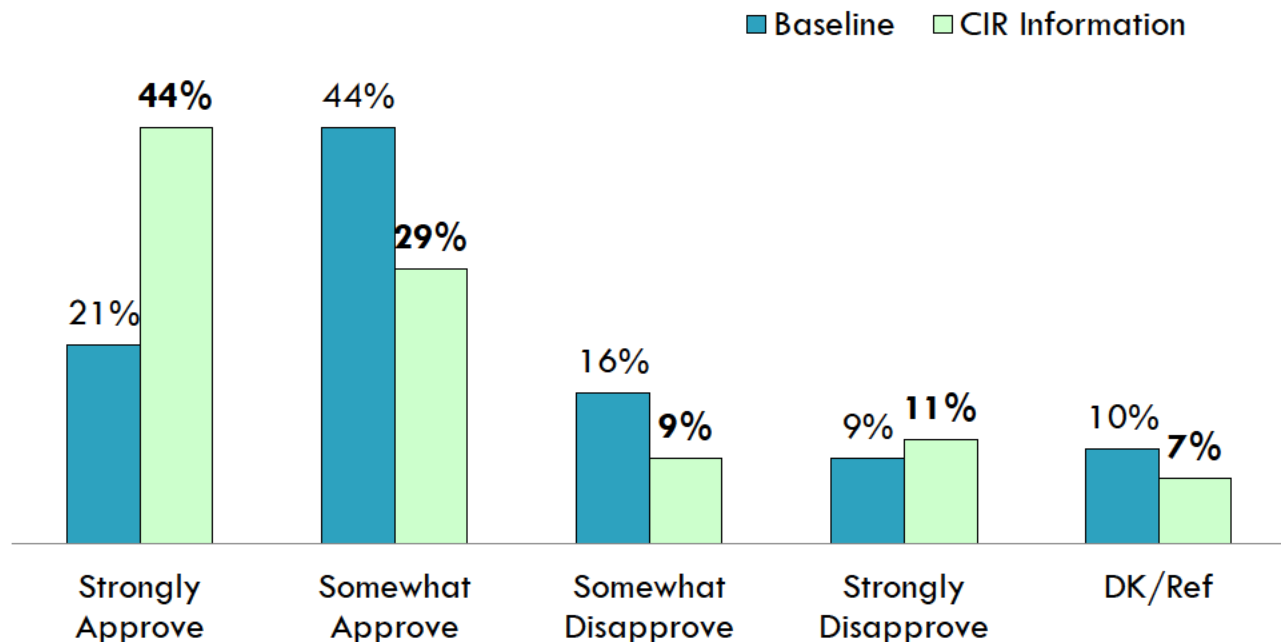


Actions on Senate bill matter...

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

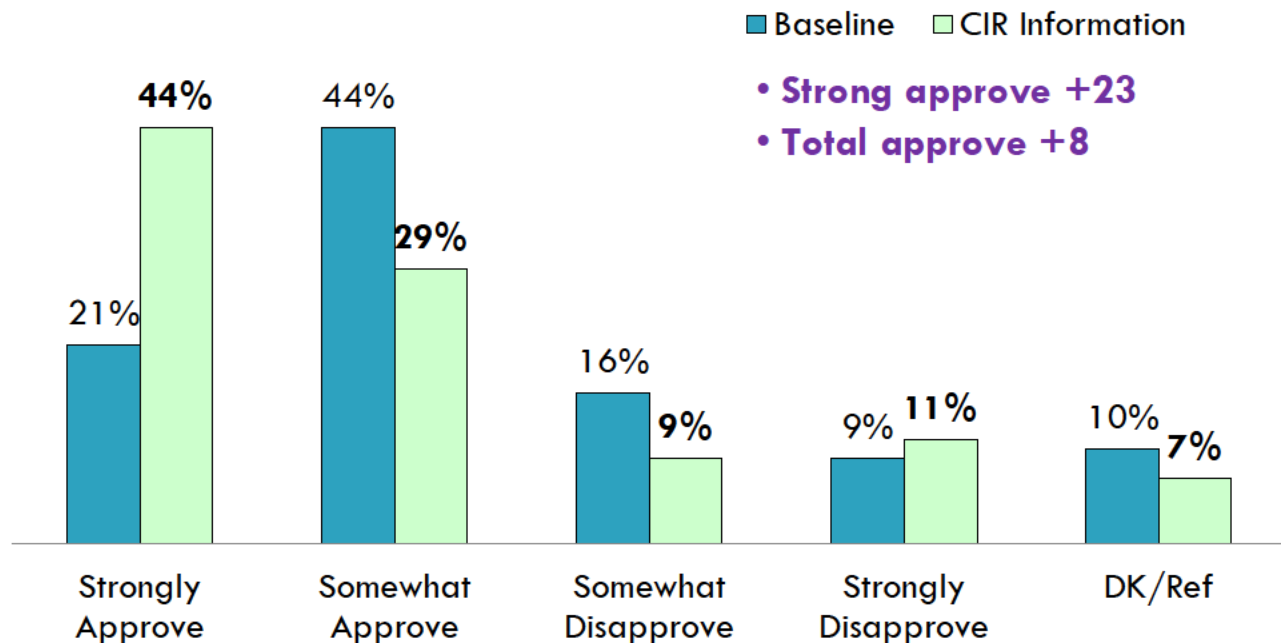


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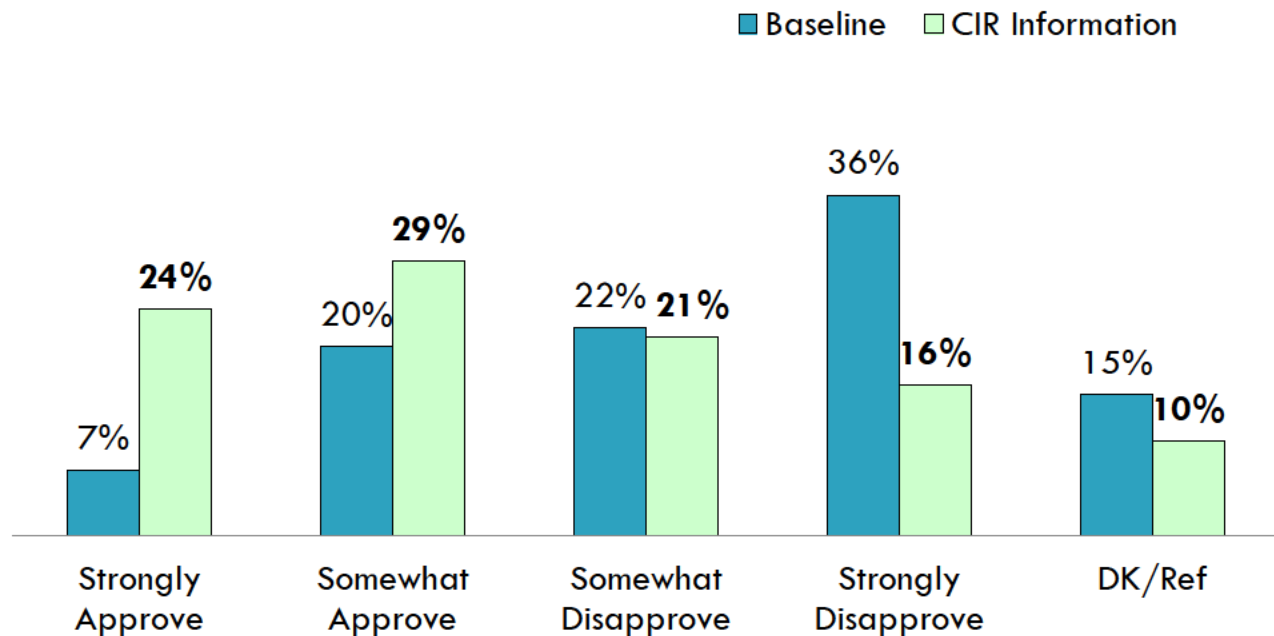


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Approve of GOP in Congress handling of Immigration Policy

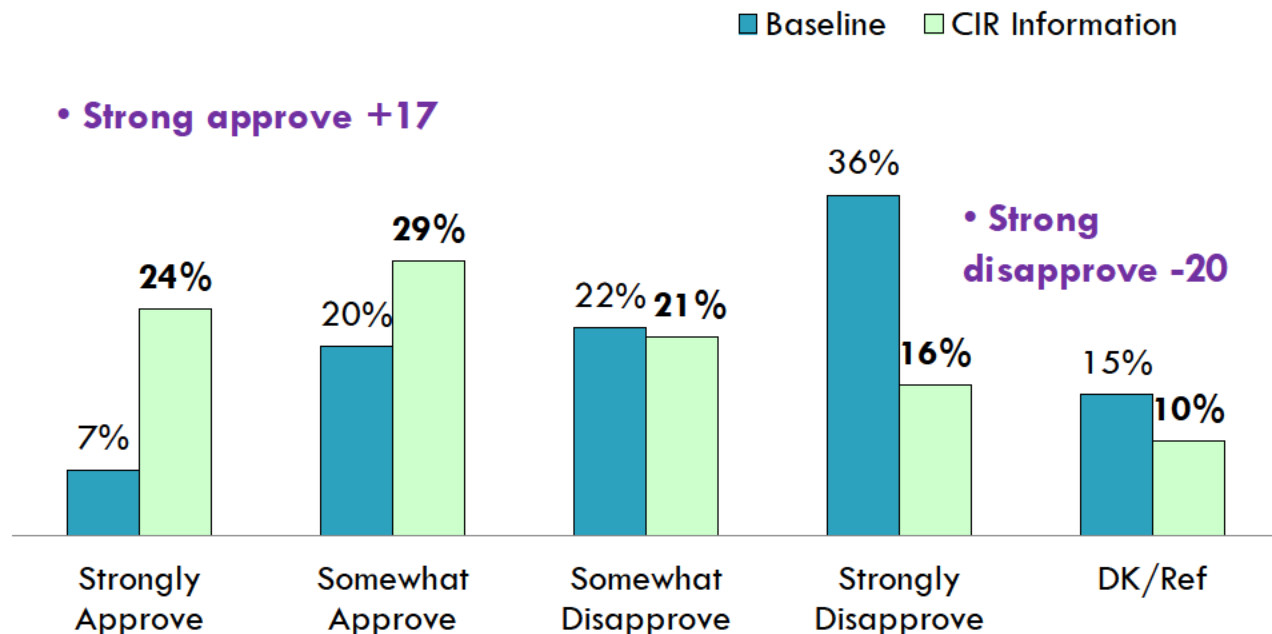


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Approve of GOP in Congress handling of Immigration Policy



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	June 2013
More likely vote GOP	44%	45%
Less likely to vote GOP	8%	8%
No effect	42%	38%

Democrats: **44% more likely**
Prior GOP Vote: **49% more likely**
Over \$80K: **53% more likely**

Implications for the Latino vote...

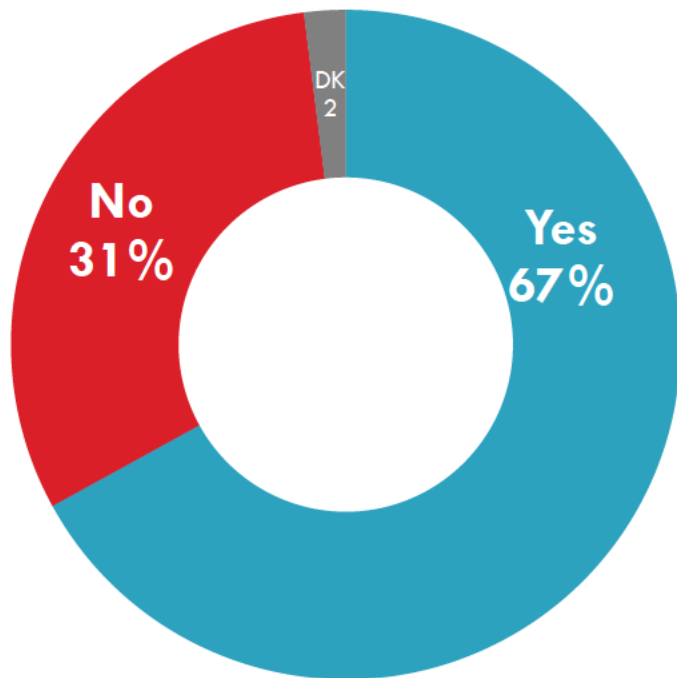
More or less likely to vote Democratic if the Democrats takes leadership role in **PASSING** immigration reform with path to citizenship

	Feb 2013	June 2013
More likely vote Dem	61%	63%
Less likely to vote Dem	6%	5%
No effect	30%	27%

Republicans: **24% more likely**
Prior GOP Vote: **53% more likely**
51-69yr olds: **59% more likely**

Community ties: Latino voters and undocumented immigrants

Do you personally know an undocumented immigrant?

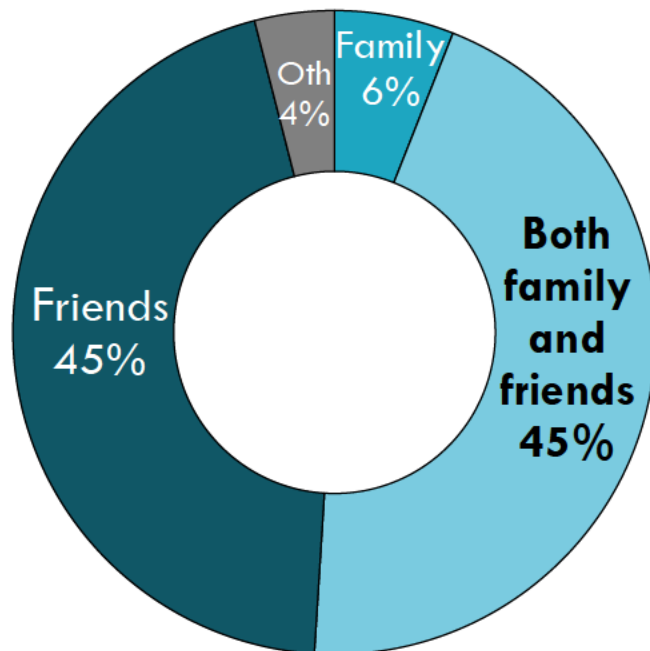


Personally know undoc immig

Prior GOP vote	66%
Republican	55%
Non-Mexican	63%
Over \$80,000	60%
U.S. born	61%
College degree	71%
Age 51 – 69	63%

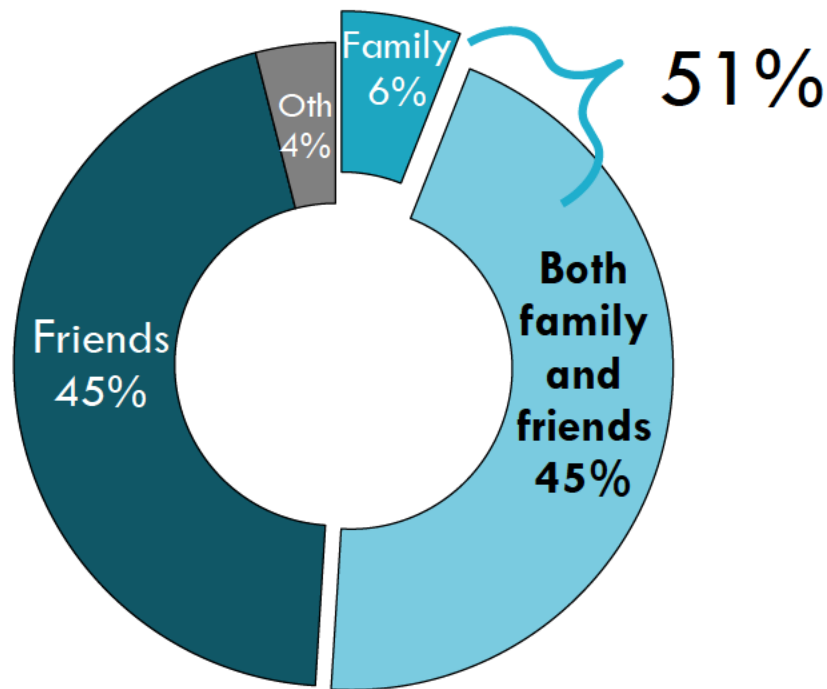
Community ties: Latino voters and undocumented immigrants

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



Community ties: Latino voters and undocumented immigrants

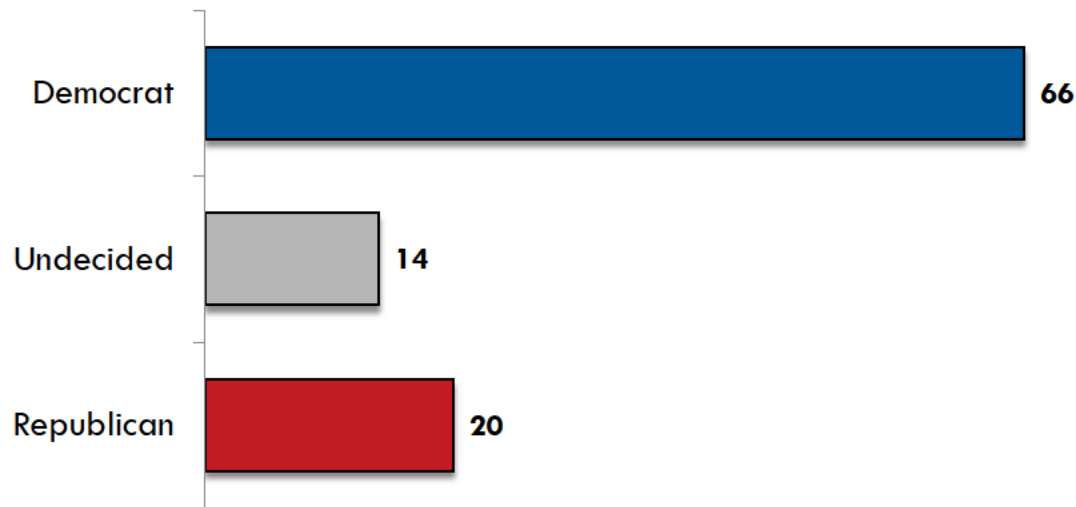
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The Latino vote in 2014

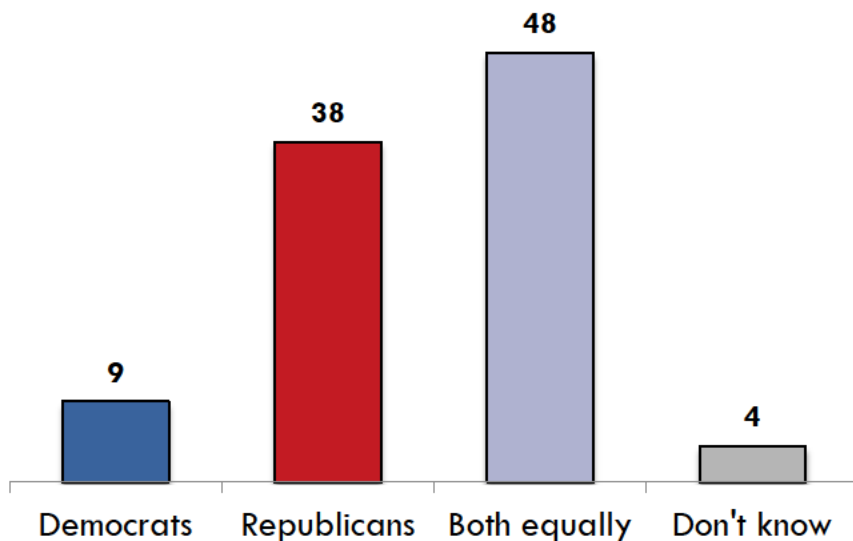
16 months out, Democrats currently hold a better than 3-to-1 edge over Republicans in the 2014 midterms

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



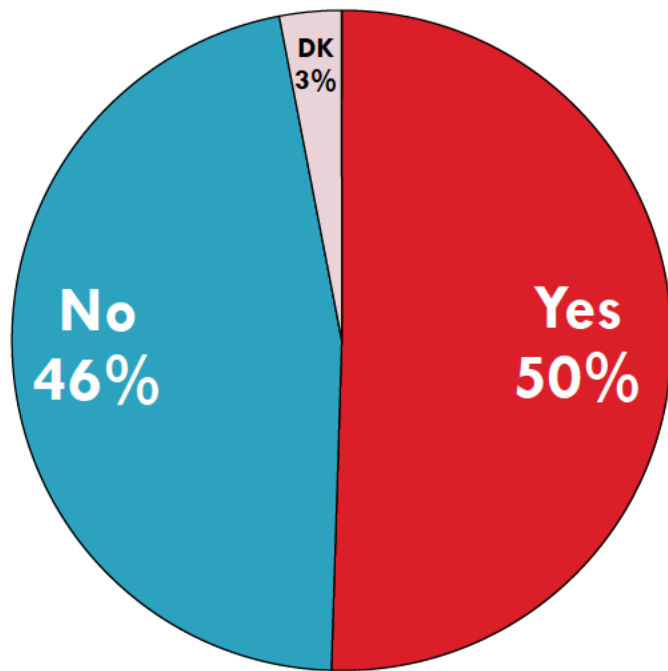
Who gets the blame if CIR fails?

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



The Potential Swing Vote

Thinking back over all the times you have voted, have you ever voted Republican in any local, state, or national election?



Concluding thoughts

- ❑ Immigration reform is a very salient issue, Latino voters are paying close attention
- ❑ Citizenship must have its own track not contingent on border security checkpoints or political decisions
- ❑ Positioning on immigration, especially a clear path to citizenship, will influence Latino electorate decisions



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

Thank You!