

America's Voice/People For the American Way VIRGINIA 2013 ELECTION EVE POLL

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Principal Latino Decisions



November 5, 2013

Methodology

Sponsors:



Implemented by
Latino Decisions

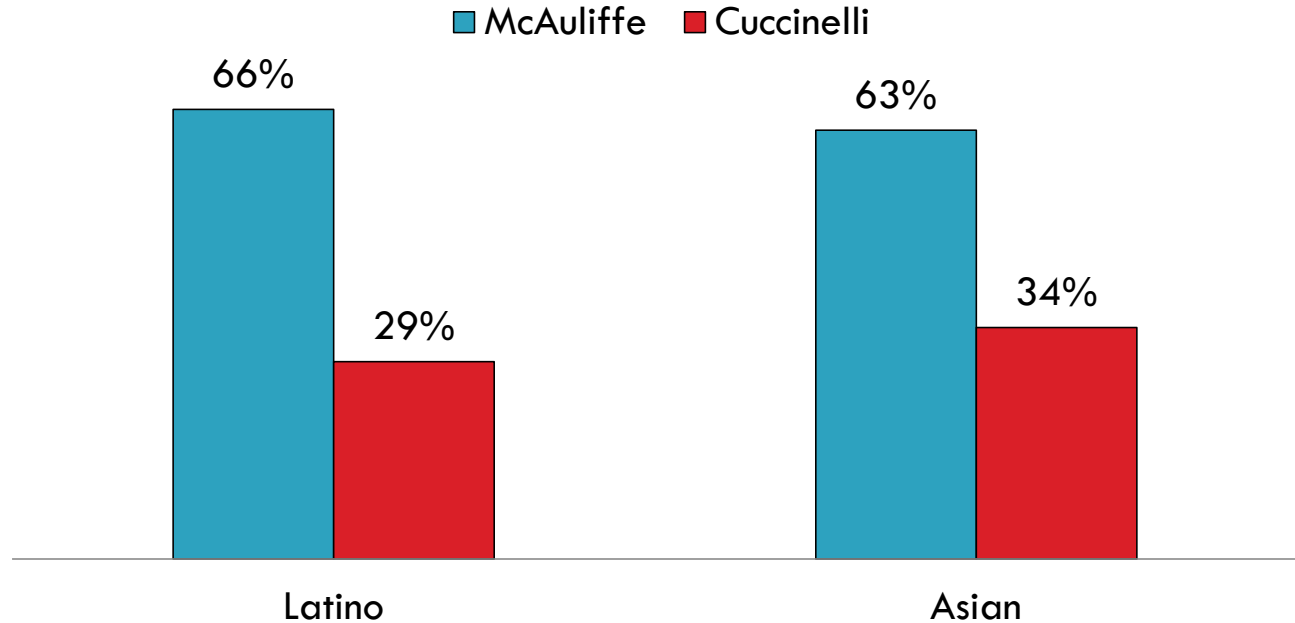
- ❑ 400 Latino voters
- ❑ 400 Asian American voters
- ❑ 2009, 2010 & 2012 vote history
- ❑ Conducted November 1-4, 2013
- ❑ Landline and cell blended sample
- ❑ Nominal margin of error is +/- 4.9% per group
- ❑ Interview in English, Spanish, Korean, Mandarin, Tagalog, or Vietnamese at subject's discretion

Changing VA Electorate

- 2009 VA voters 78% White
- 2013 VA voters 72% White
- 56% of Whites voted for Cuccinelli
- 95,500 Latino votes
- 51,000 Asian American votes

Vote for Governor

Cuccinelli handily won white vote (56%). Like GOP presidential nominees, he lost every other racial group, including Africans-Americans (8%).

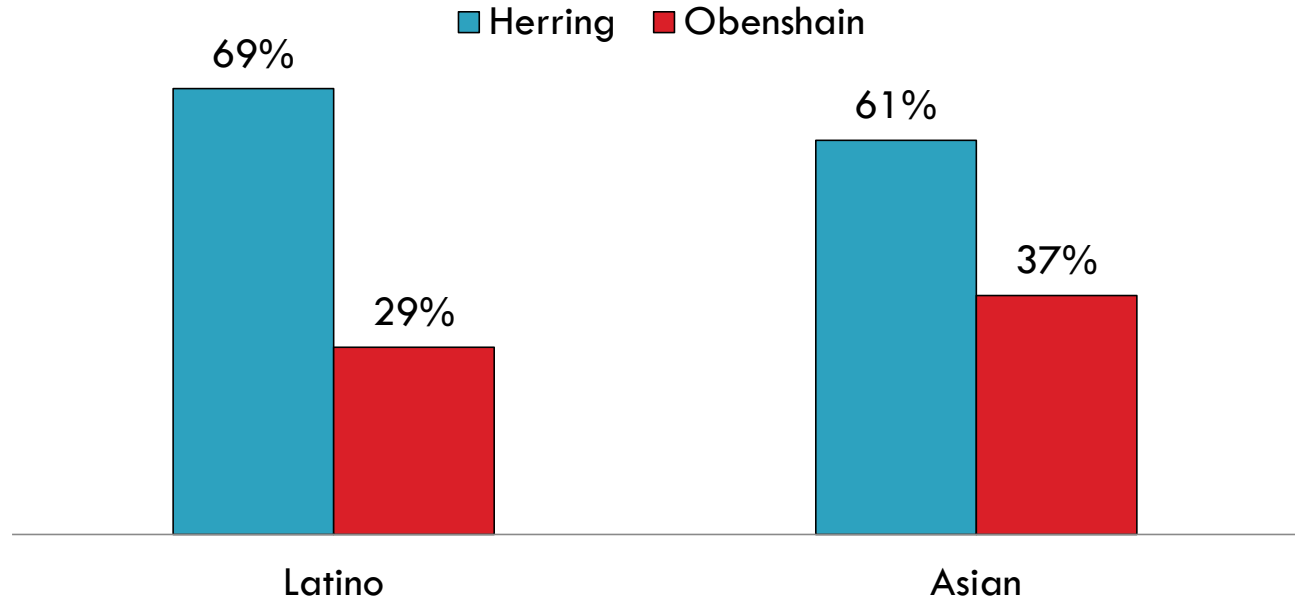


Latino & Asian impact in 2013

- 95,500 Latino votes
 - ▣ 66% to 29% = 37% margin
 - ▣ 35,335 margin from Latinos
- 51,000 Asian American votes
 - ▣ 63% to 34% = 29% margin
 - ▣ 14,790 margin from Asians
- 50,125 total vote margin for McAuliffe
- Current margin is 55,000 votes

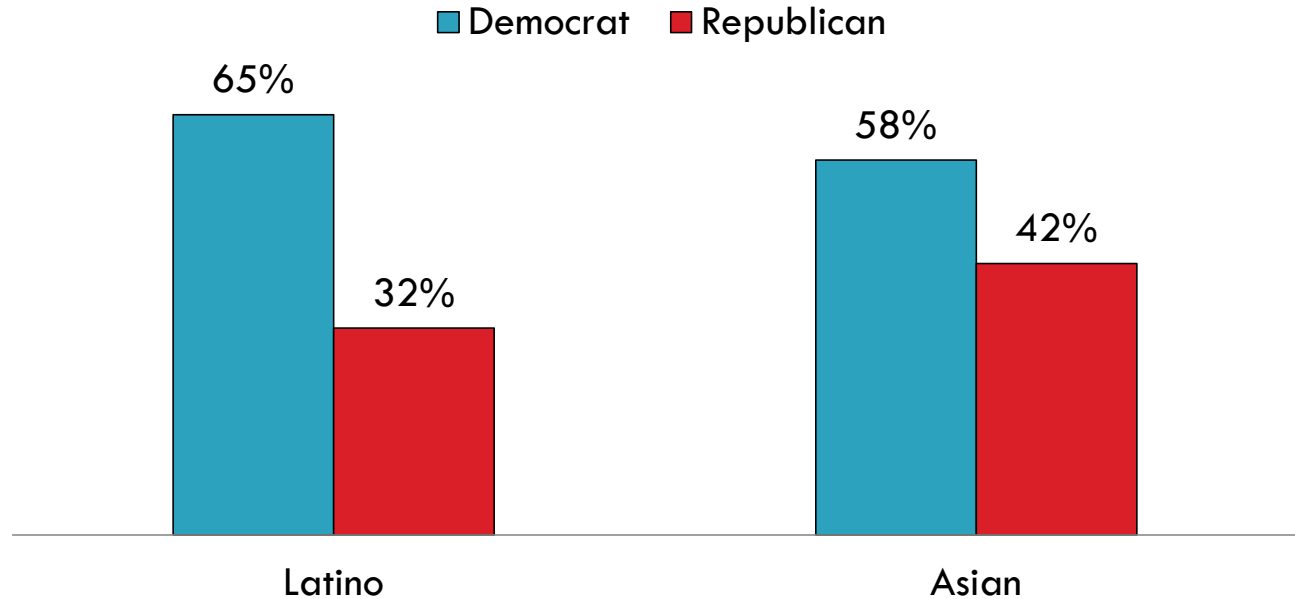
Vote for Attorney General

This race is too close to call. It is very clear that without communities of color, Herring is uncompetitive.



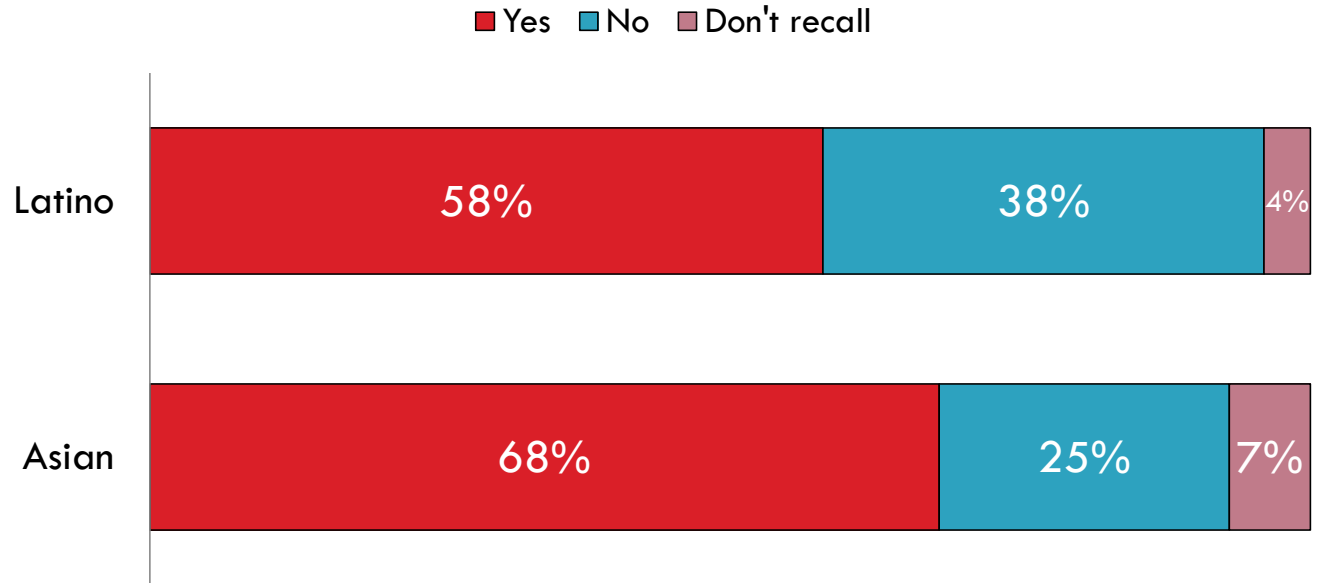
Virginia House of Delegates Vote

Latino and Asian preference for Democratic candidates extends into the lower house of the Virginia legislature.



Prior Republican Vote

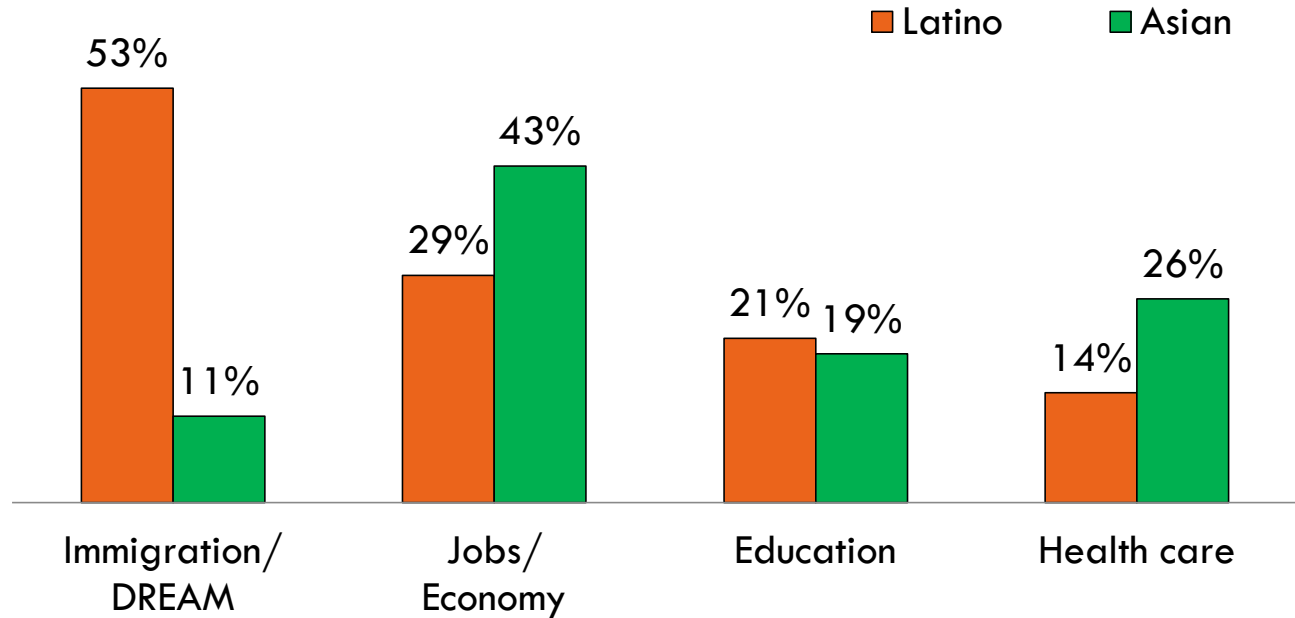
Have you ever voted for a Republican candidate in any local, state, or national election?



Most Important Issue

What are the most important issues facing Latino/Asian community that politicians should address?

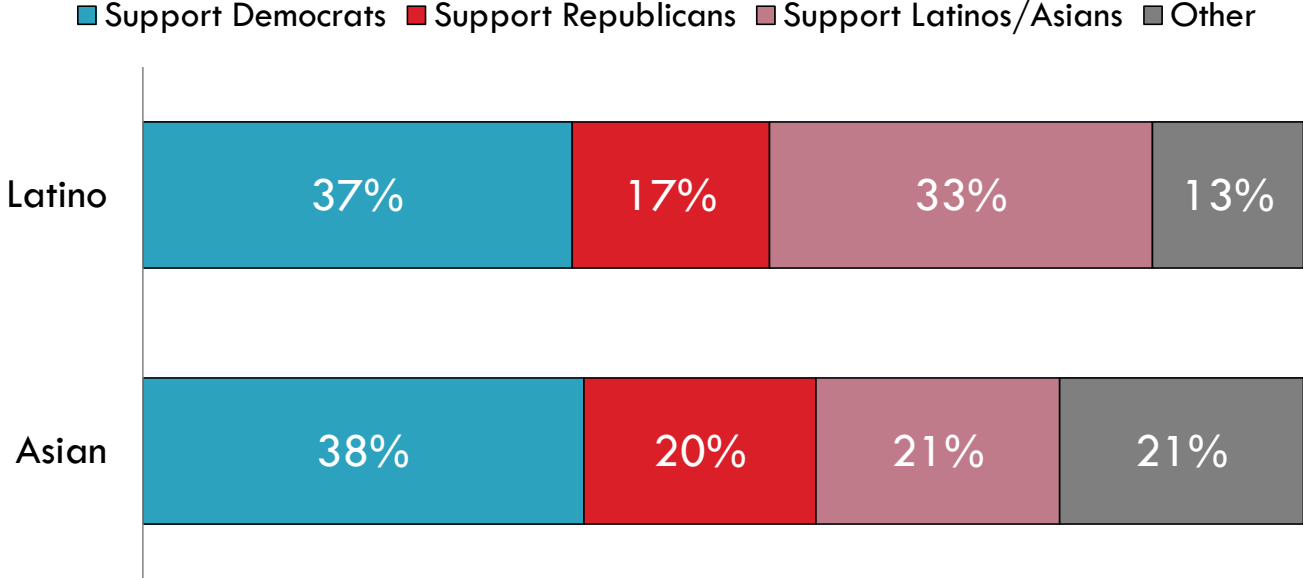
(Top 2 per respondent)



Partisan and Co-ethnic Motivation

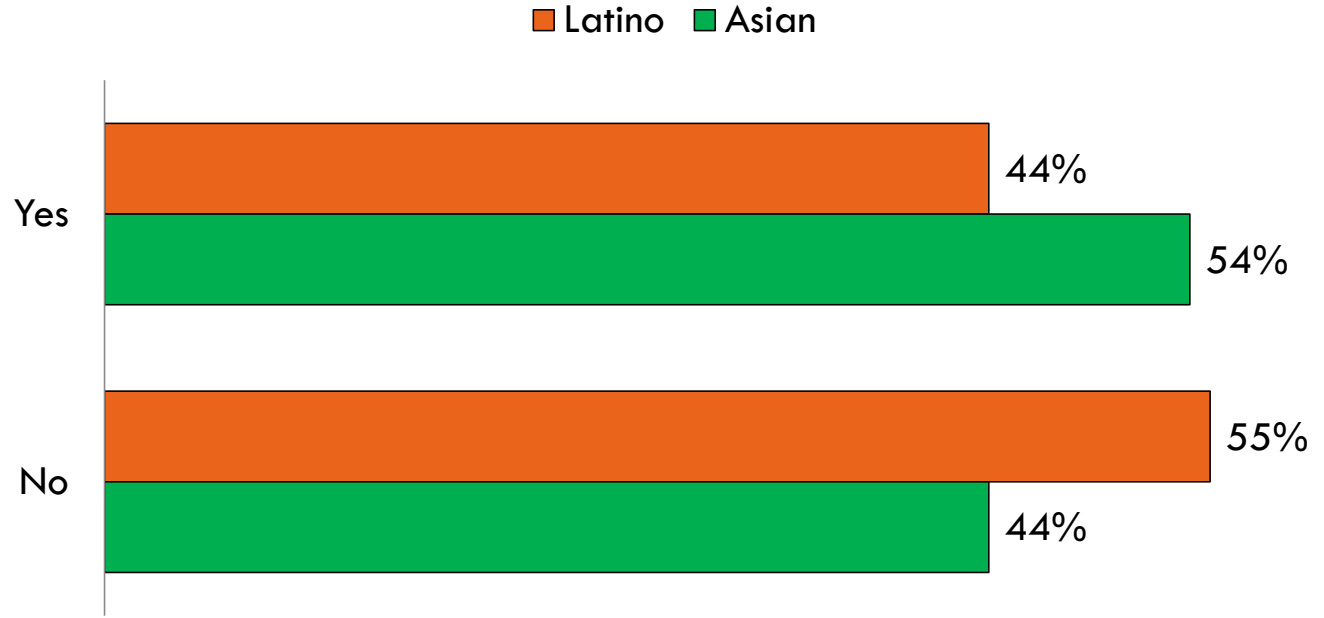
I'm voting because I wanted to support the:

- Democratic candidate
- Republican candidate
- Latino/Asian-American community



Mobilization and Voter Outreach

Over the past few months, did anyone from a campaign, political party, or community organization ask you to vote, or register to vote?

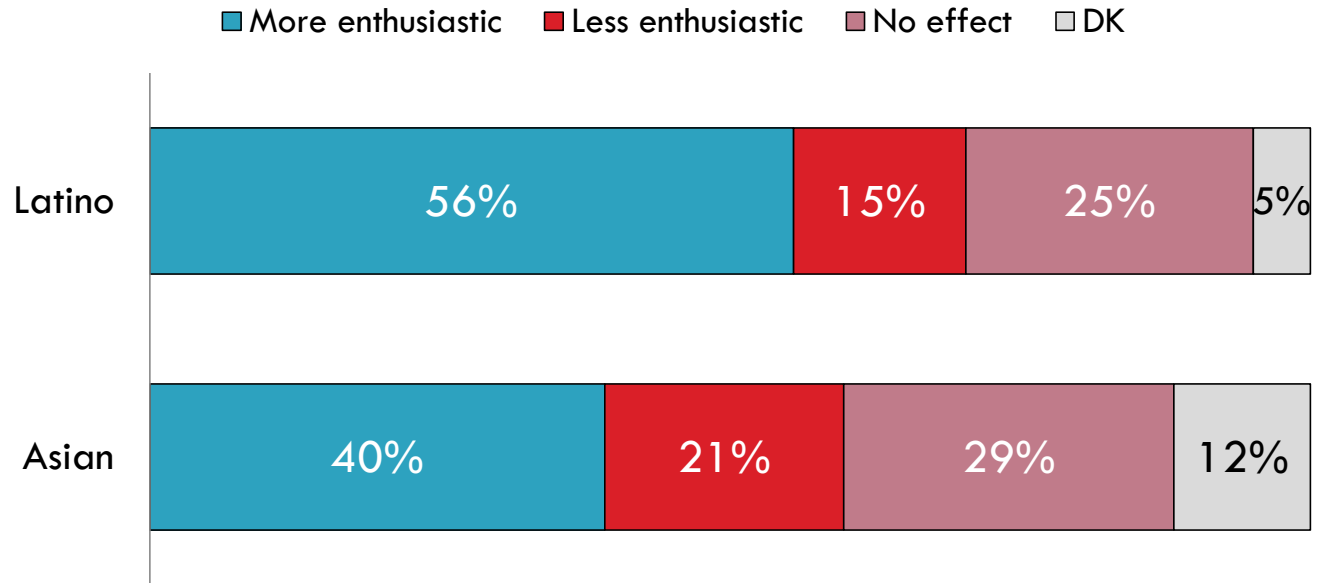


Comparing Immigration Policy Positions

- Terry McAuliffe as candidate has said:
 - ▣ Virginia won't tolerate discrimination against immigrants
 - ▣ Wants Congress to pass a pathway to citizenship
 - ▣ Would support Virginia DREAM Act (in-state tuition)

McAuliffe Immigration Policy Positions

Do these policies make you feel more/less enthusiastic about McAuliffe, or have no effect on how you feel about McAuliffe?

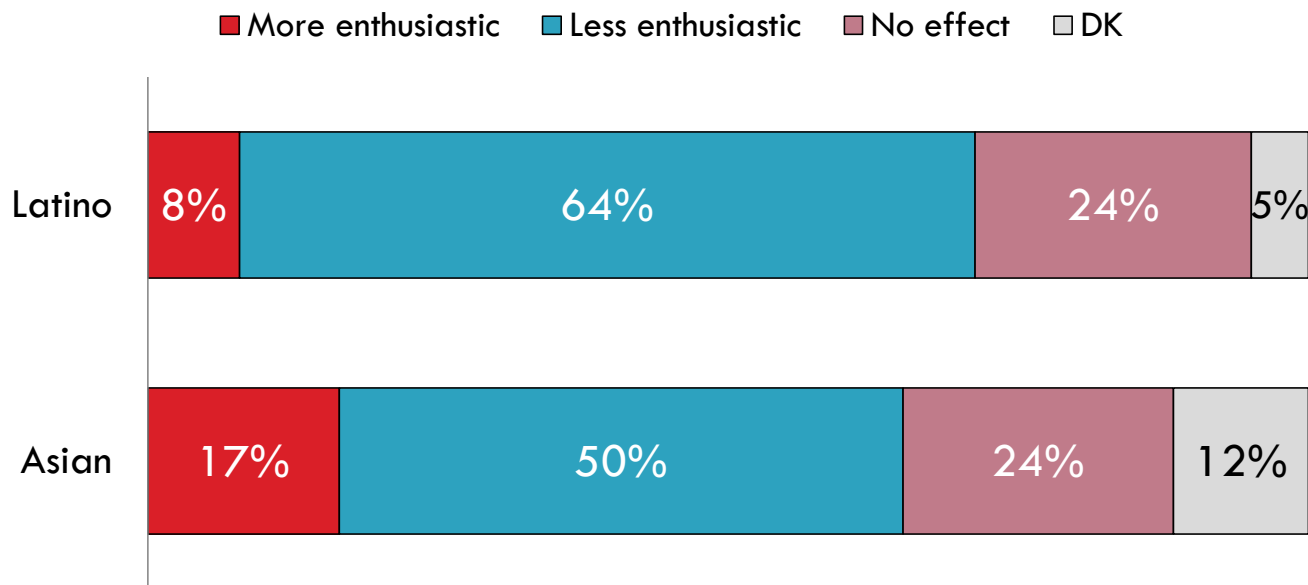


Comparing Immigration Policy Positions

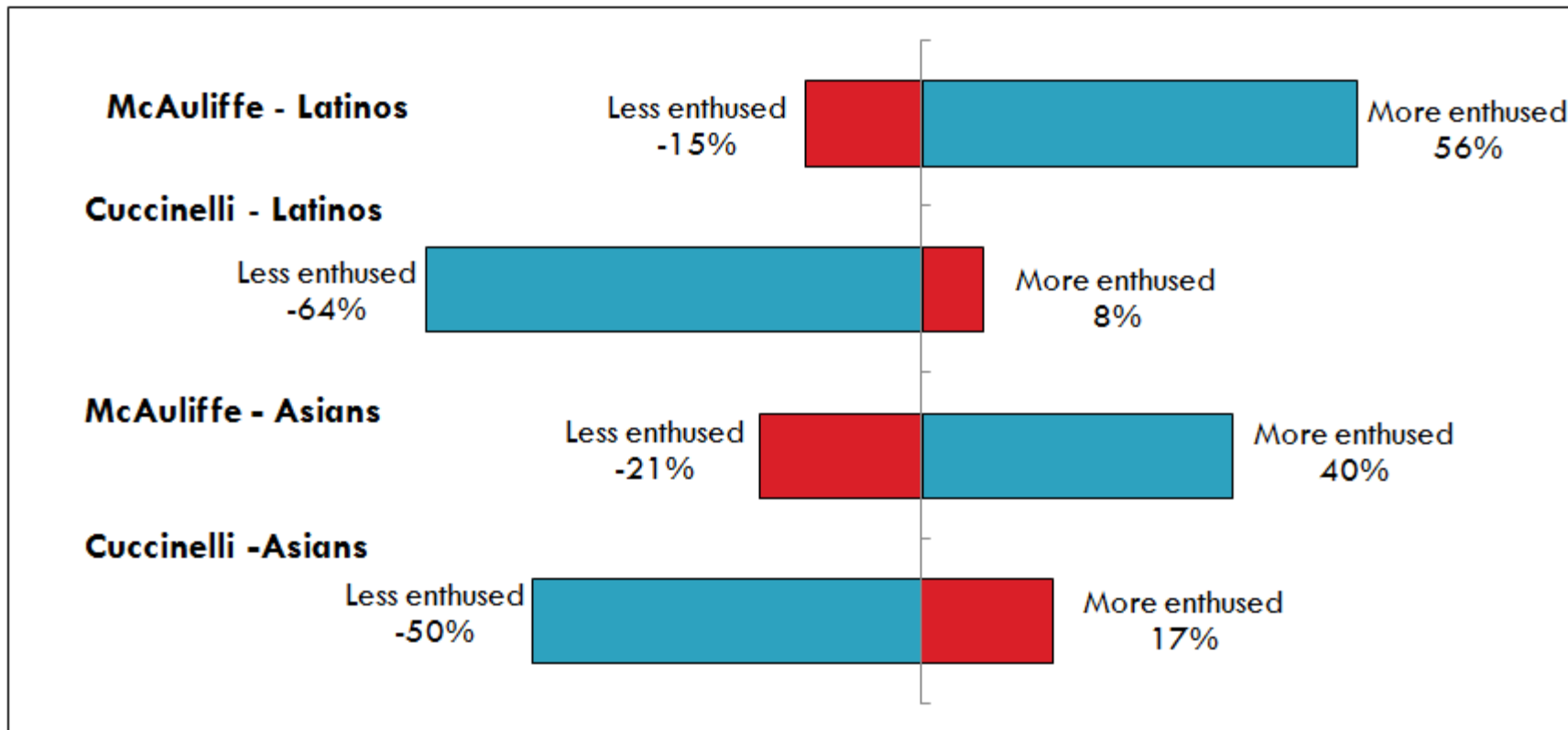
- Ken Cuccinelli as state legislator:
 - Sponsored law to revoke citizenship from children with undocumented parents
 - Proposed authorizing local police to stop and check citizenship status of anyone they think may be undocumented.

Cuccinelli Immigration Policy Positions

Do these policies make you feel more/less enthusiastic about Cuccinelli, or have no effect on how you feel about Cuccinelli?

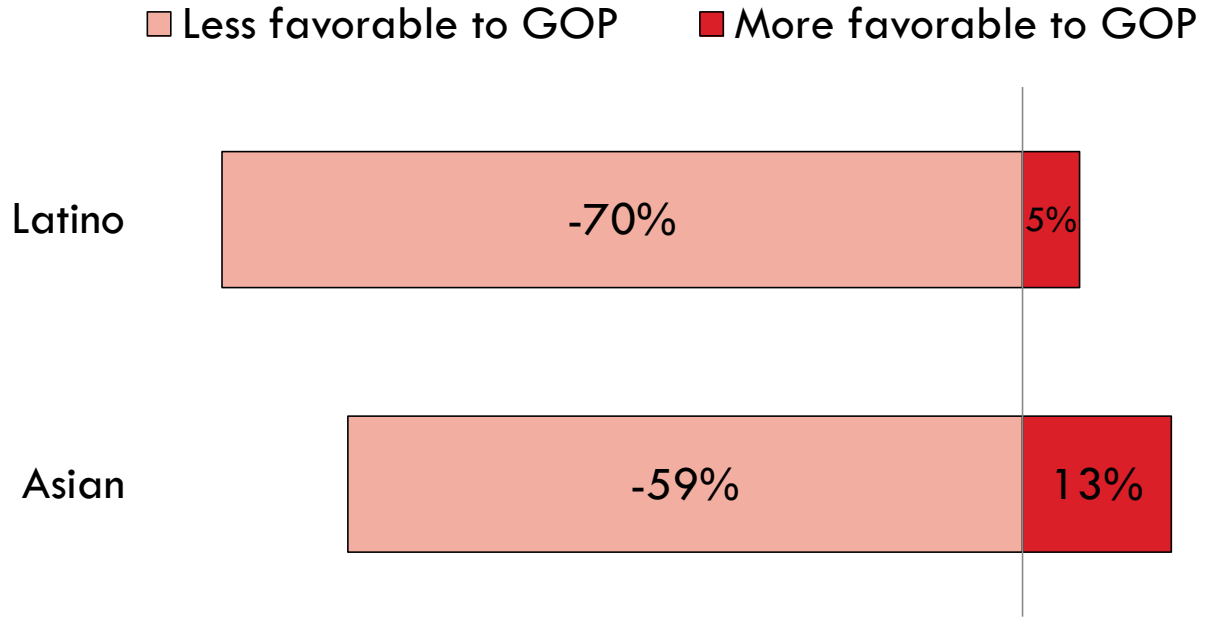


Impact of Immigration Policy Positions



Cuccinelli “rats” impact on GOP

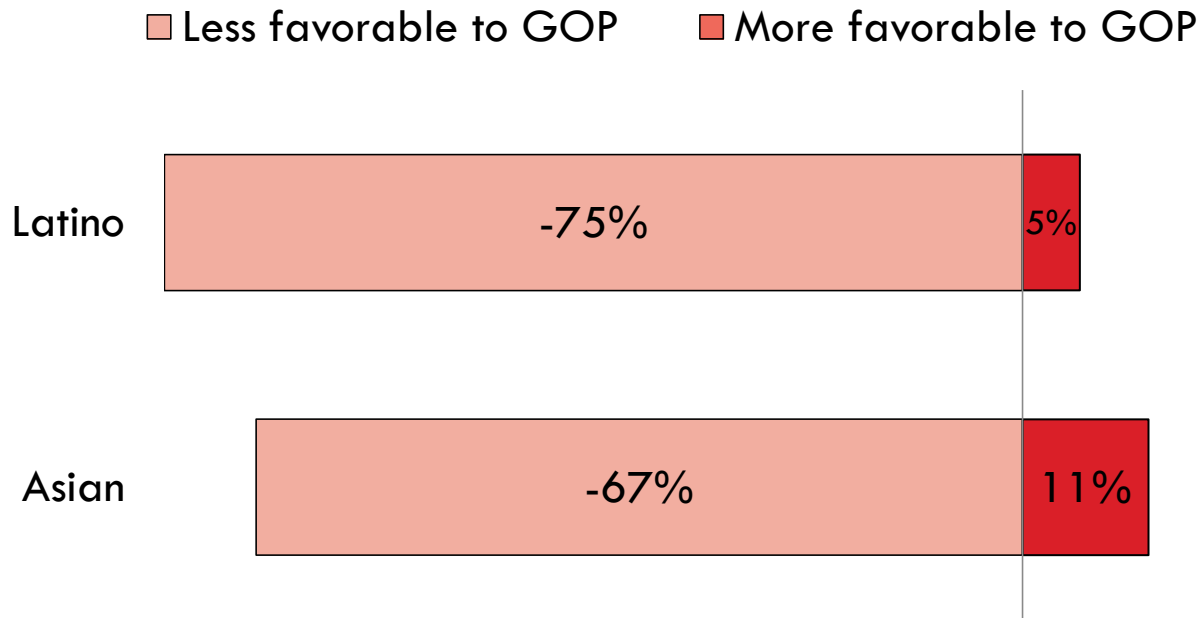
“If you don’t move an animal at least 25 miles away, it will come back, it will cross a river. You can’t break up rat families... it is worse than our immigration policy.”



Cuccinelli English-only impact on GOP

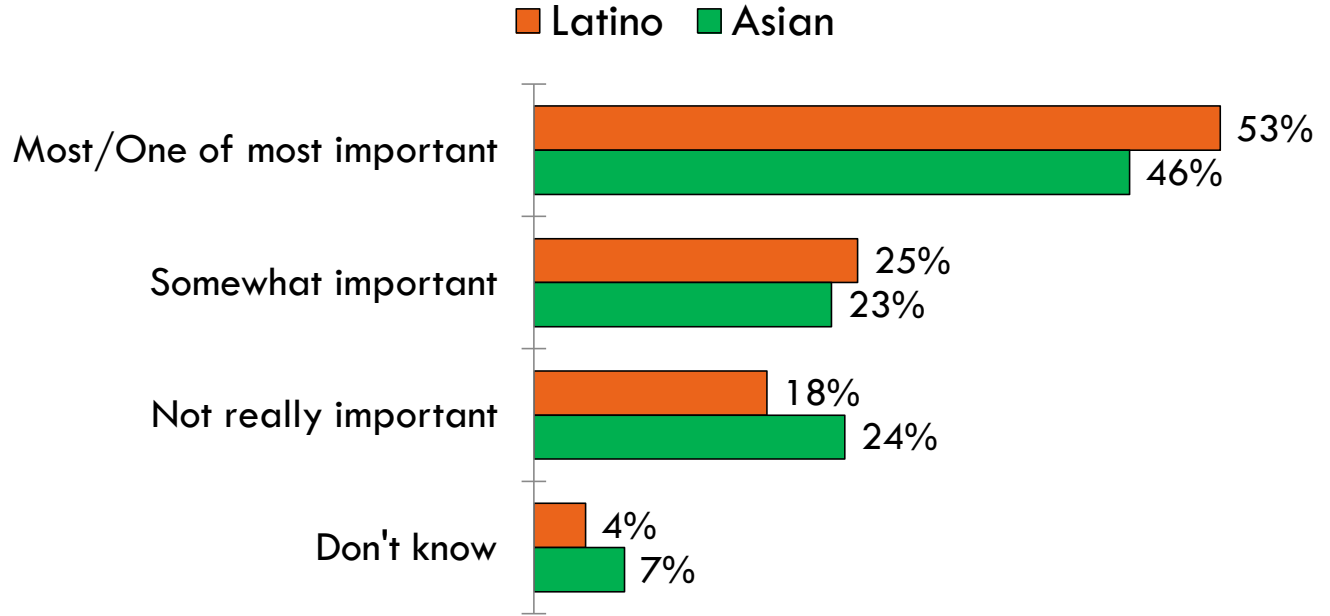
Sponsored bill to allow employers to fire workers for not speaking English.

Even if on break, speaking other languages would be a fire-able offense.



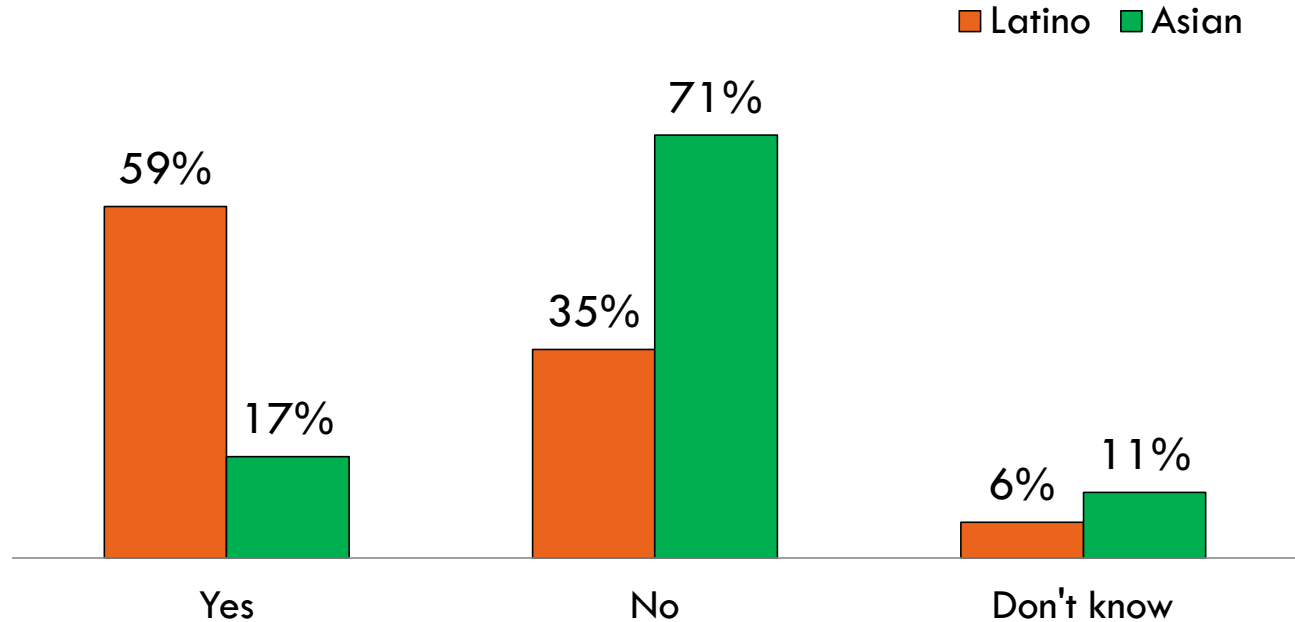
Immigration importance in vote choice

How important was the issue of immigration, and what the two candidates for Governor said about immigration in your decision to vote, and who to vote for in this election?



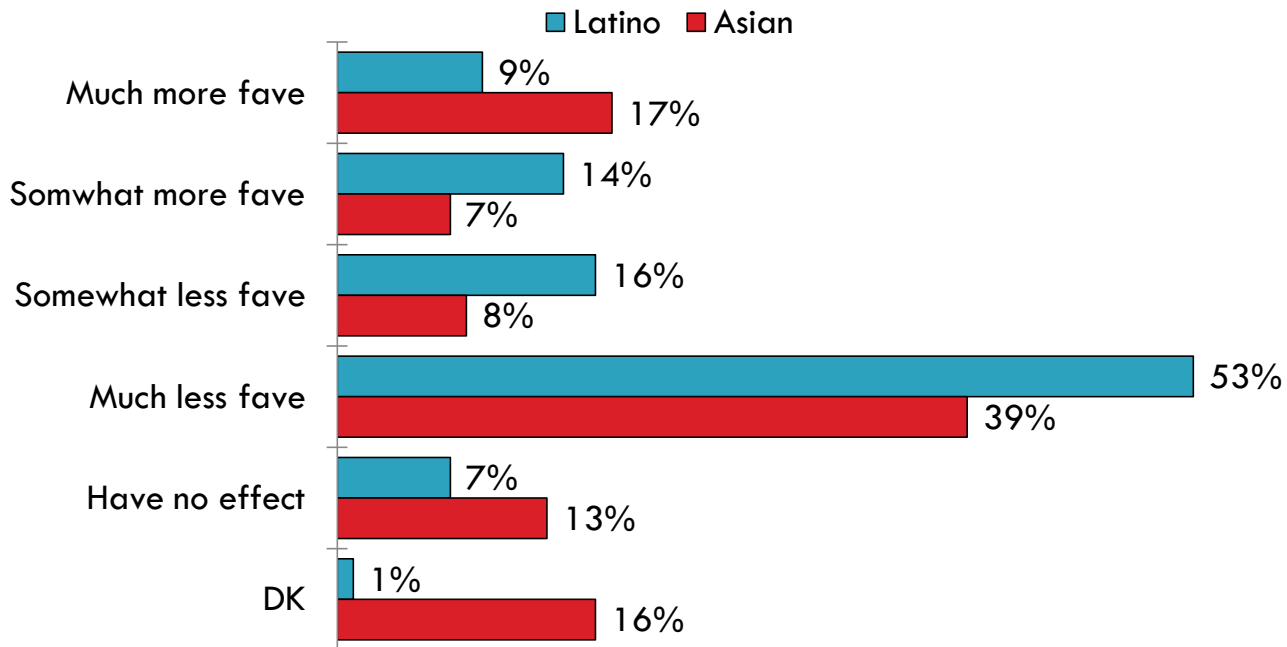
Ties to undocumented immigrants

Thinking about all the people you know -- family, friends, co-workers, and others -- do you happen to know an undocumented immigrant?



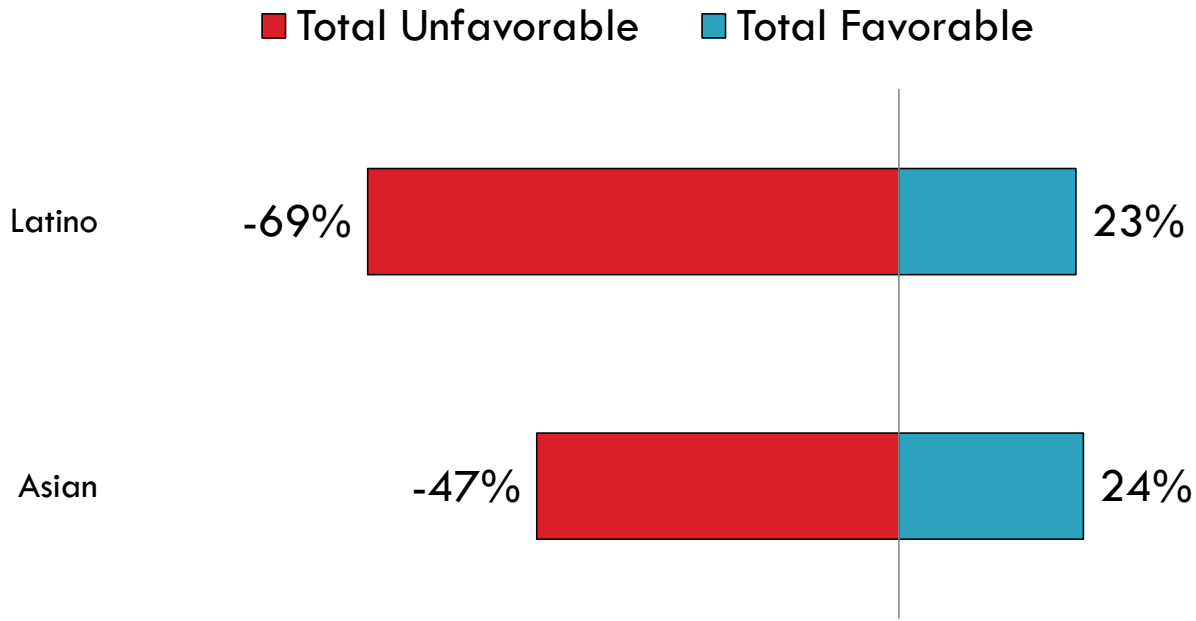
GOP favorability if no CIR vote

If Speaker Boehner, does not allow a vote on the immigration bill, will you feel more/less favorable to Republicans in Congress?



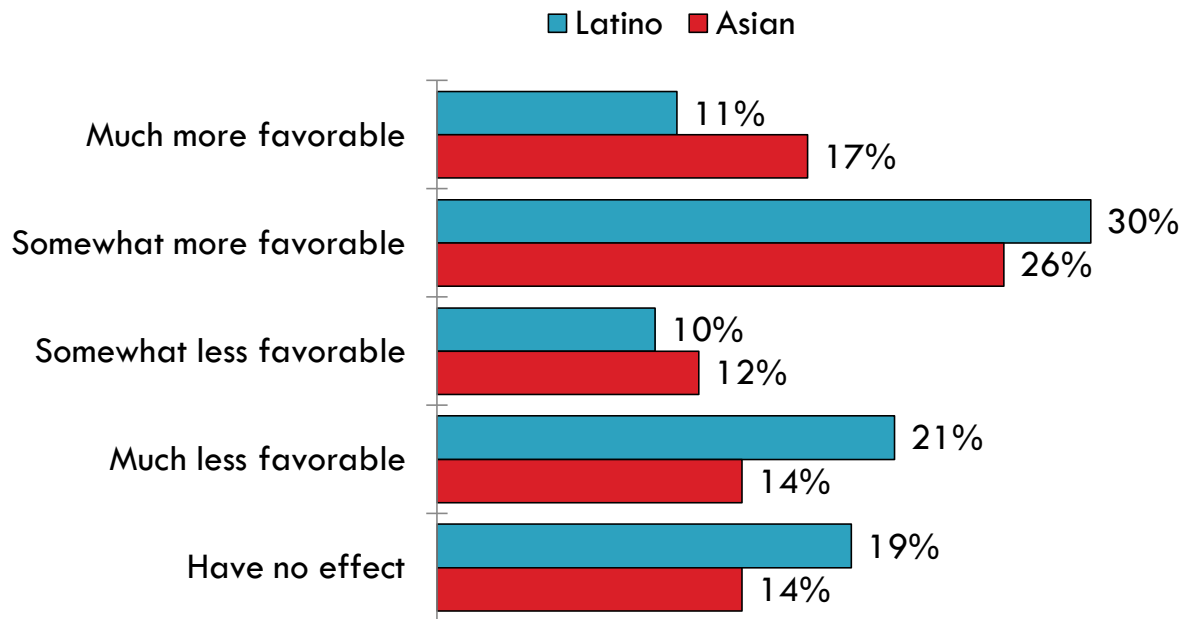
GOP total favorability if no CIR vote

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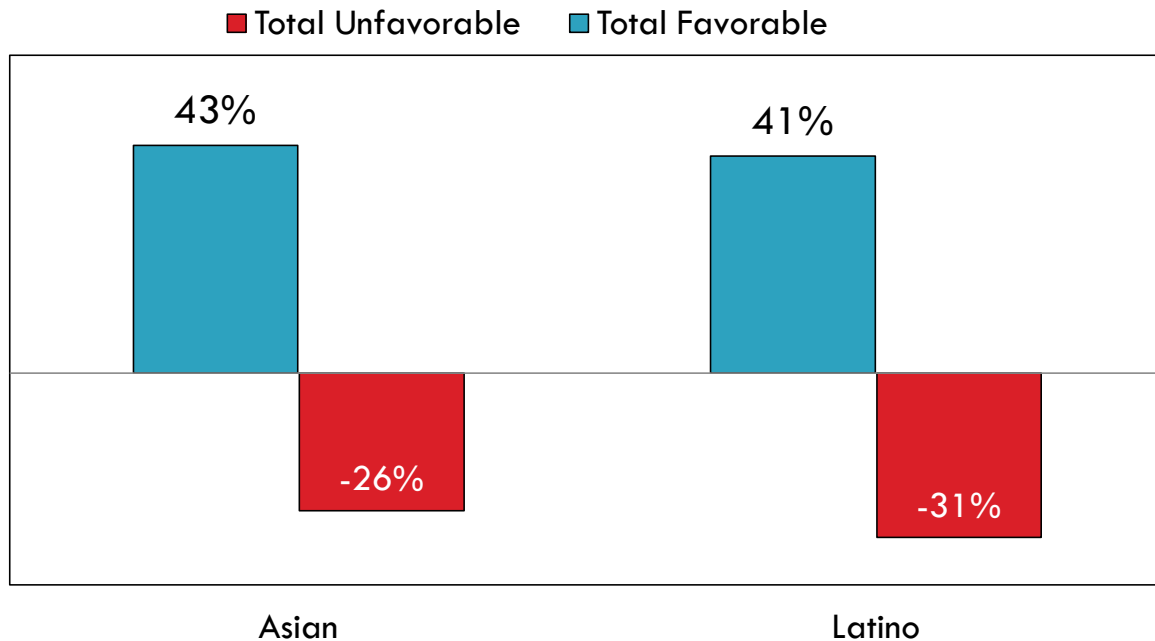
GOP favorability if CIR vote taken

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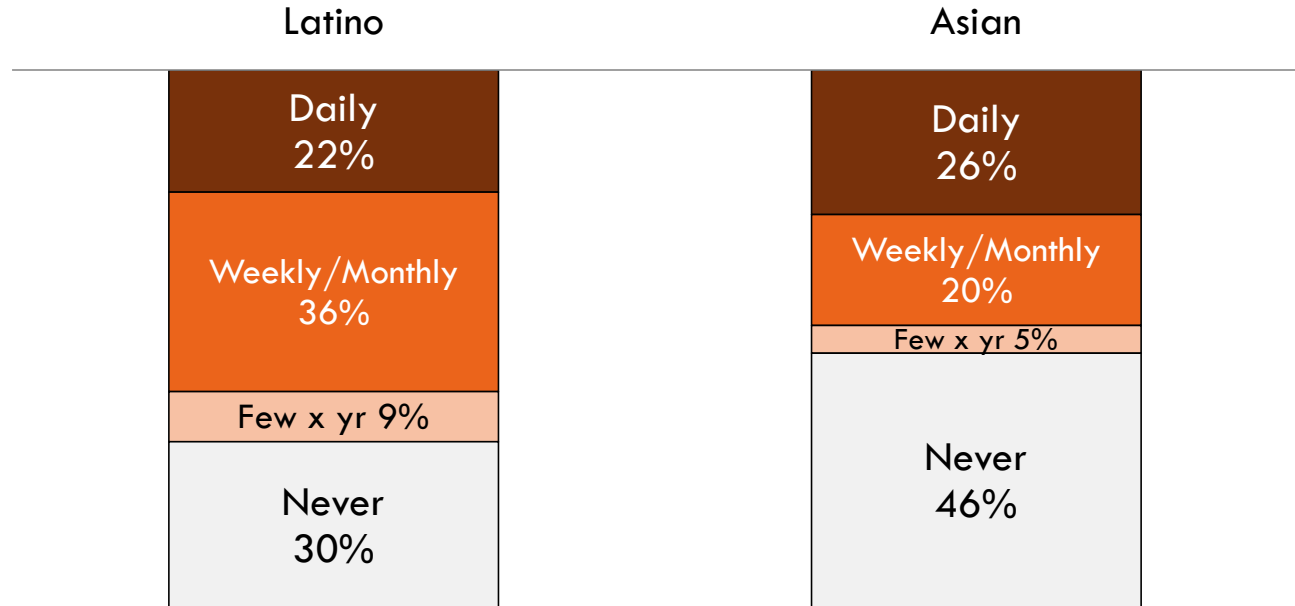
GOP total favorability if CIR vote taken

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Ethnic Media Consumption

How often do you rely on Spanish/Asian language media for news and political information?



Summary

- ❑ Latino and Asian Voters dramatically skewed Democratic in yesterday's Virginia elections.
- ❑ Cuccinelli got the lion's share of his votes from whites, a declining share of the electorate.
- ❑ Immigration was important to Latino and Asian voters, and the harsh rhetoric and policies of Cuccinelli were rejected decisively.
- ❑ For the GOP to stop the bleeding, they need to remove immigration from the agenda through constructive action on CIR.

Toplines, slide deck, and more:



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Thank You!