

LATINO VOTER RESPONSE TO AFL-CIO IMMIGRATION ADS

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Today's Discussion

- Methodology: Assessing reach and impact of ads
- Impact: perceptions GOP attitudes toward Latinos
- Impact: party blame if immigration reform fails

METHODOLOGY



AFL-CIO Spanish Ads Survey

Survey
commissioned
by AFL-CIO.

Implemented
by Latino
Decisions.

- Total Sample N= 1,000 Latino registered voters
 - Spanish language media consumers
- Treatment Group N=600
 - 200 per media markets ads ran Atlanta, Denver, and Orlando
 - MOE +/- 4.0%
- Control Group N=400
 - National sample excluding the three ad exposure markets
 - MOE +/- 4.9%
- Conducted November 21- December 1, 2013
- Landline and cell blended sample
- Interview in English or Spanish at subject's discretion

AFL-CIO Ads

- Two ads feature remarks by Republican Congressmen about immigrants and DREAM Act.
 - ▣ Direct quotes in clips and on-screen text
- Aired November 5-21 on Telemundo and Univision
- Available online
 - ▣ [No bloqueen el sueño americano \(Don't block the American Dream\)](#)
 - ▣ [Promesa \(Pledge\)](#)

Measuring Advertisement Exposure

Three measures assess ad exposure.

1. **70% in ad markets** recall Spanish ad about immigration reform that aired on television.
2. **58% in ad markets** recall Spanish ad about some members of Congress blocking immigration reform.
3. **55% in ad markets** recall Spanish ad where some members of Congress made anti-immigrant remarks

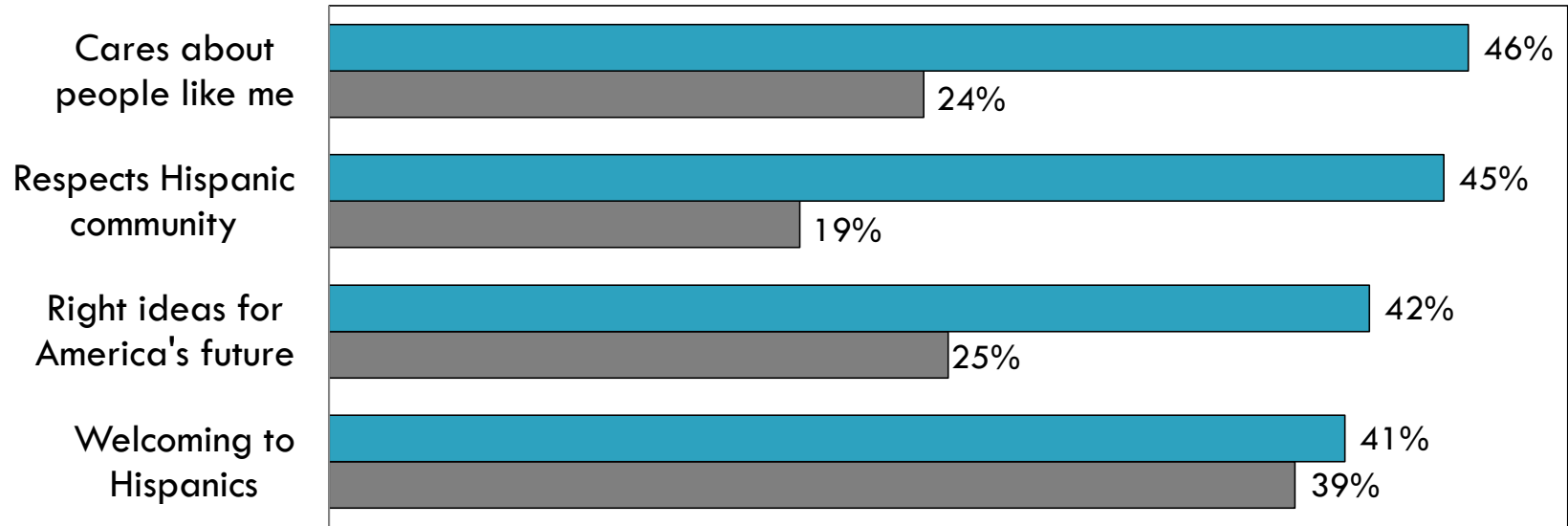
IMPACT ON PERCEPTIONS OF REPUBLICAN PARTY



How well does each describe the Republican Party today?

Percent responding "not at all"

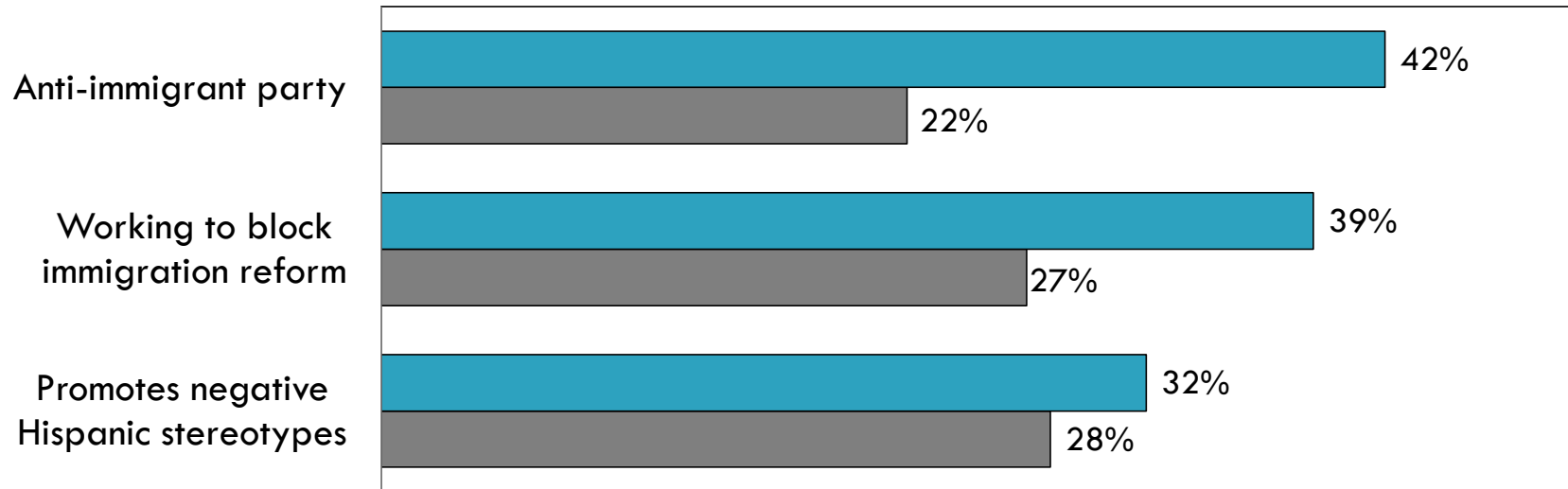
■ Treatment ■ Control



How well does each describe the Republican Party today?

Percent responding "very or fairly well"

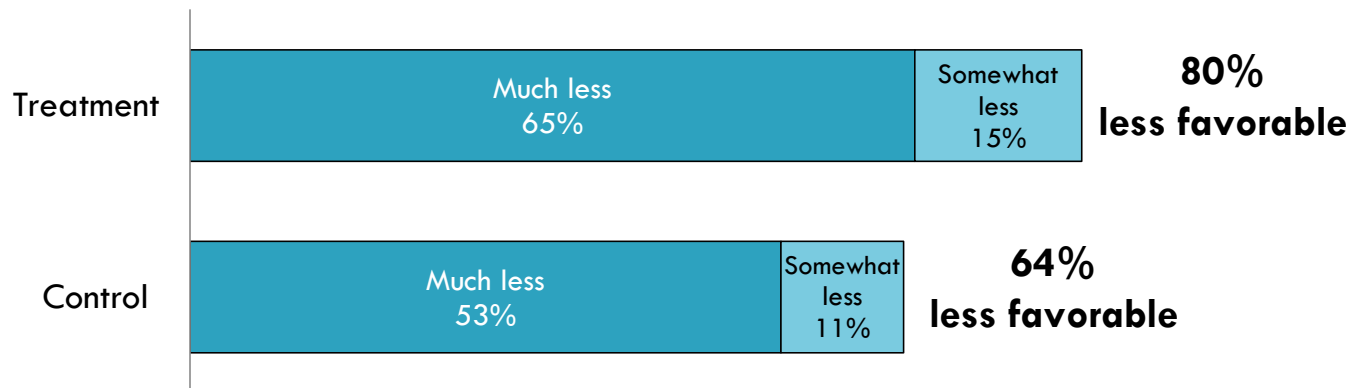
■ Treatment ■ Control



Percent less favorable to Republican party in response to GOP Congressmen quotes

Message effectiveness tested by summarizing quotes from various GOP Congressmen invoked in the AFL-CIO ads.

Recently, Republican members of Congress talking about immigration reform have said, “The DREAM Act is a nightmare for the American people. They're hauling 75 pounds of marijuana across the desert. I will do anything short of shooting them. These illegal aliens are criminals and we need to treat them as such.” Does this make you more/less favorable to the Republican party?

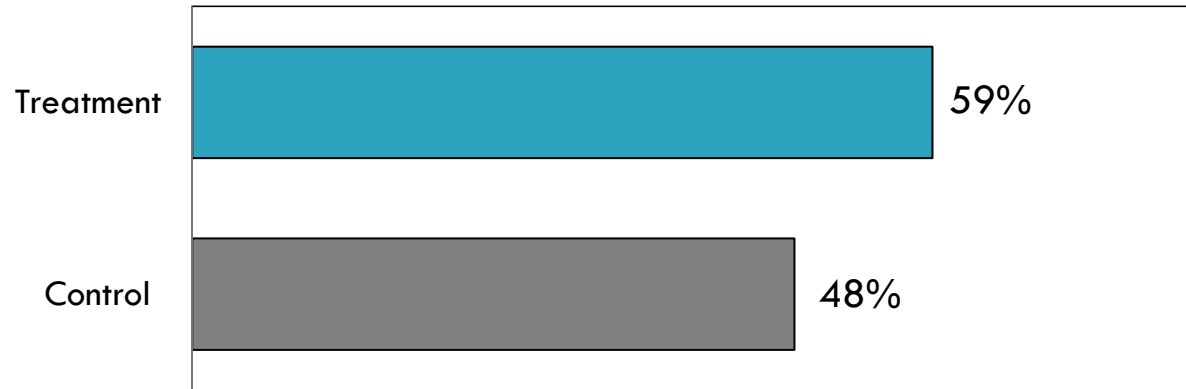


Percent who believe most Republicans in Congress hold opinions expressed in ads

Do you think these kind of attitudes are held by only a few, or by most Republicans in Congress?

(% “most” illustrated)

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IMPACT ON PARTY BLAME IF IMMIGRATION REFORM FAILS

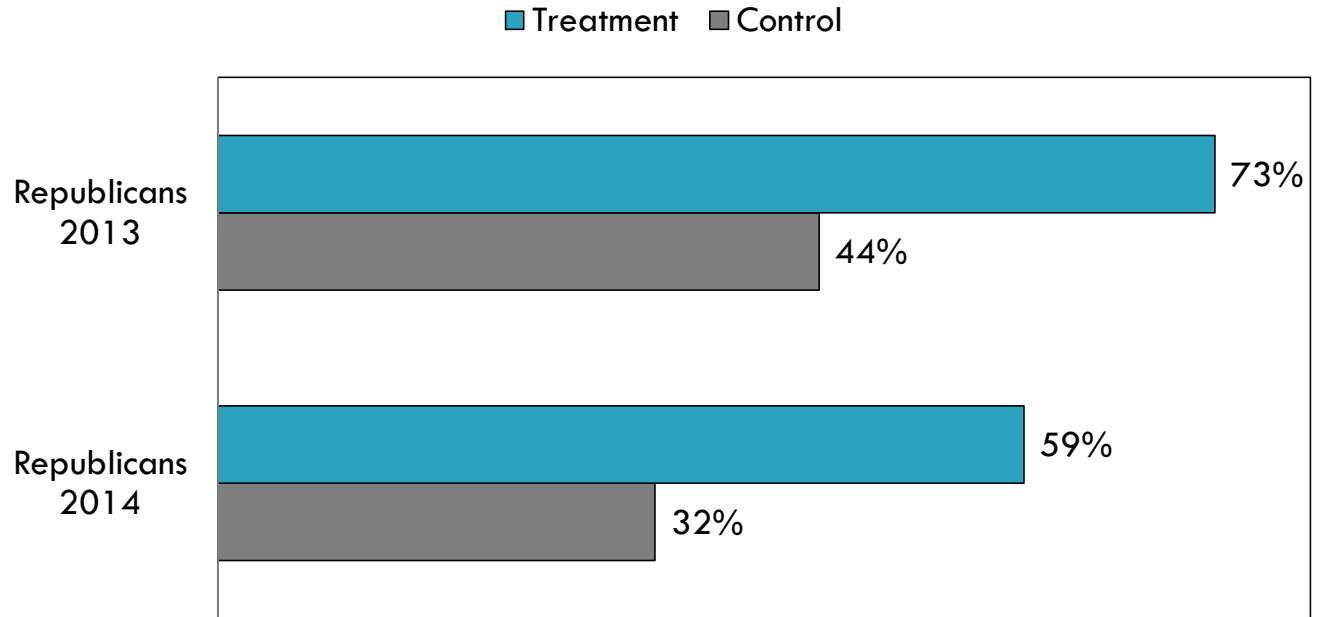


Percent hold Republicans in Congress accountable if immigration reform fails

Which party most responsible for Congress [split sample]

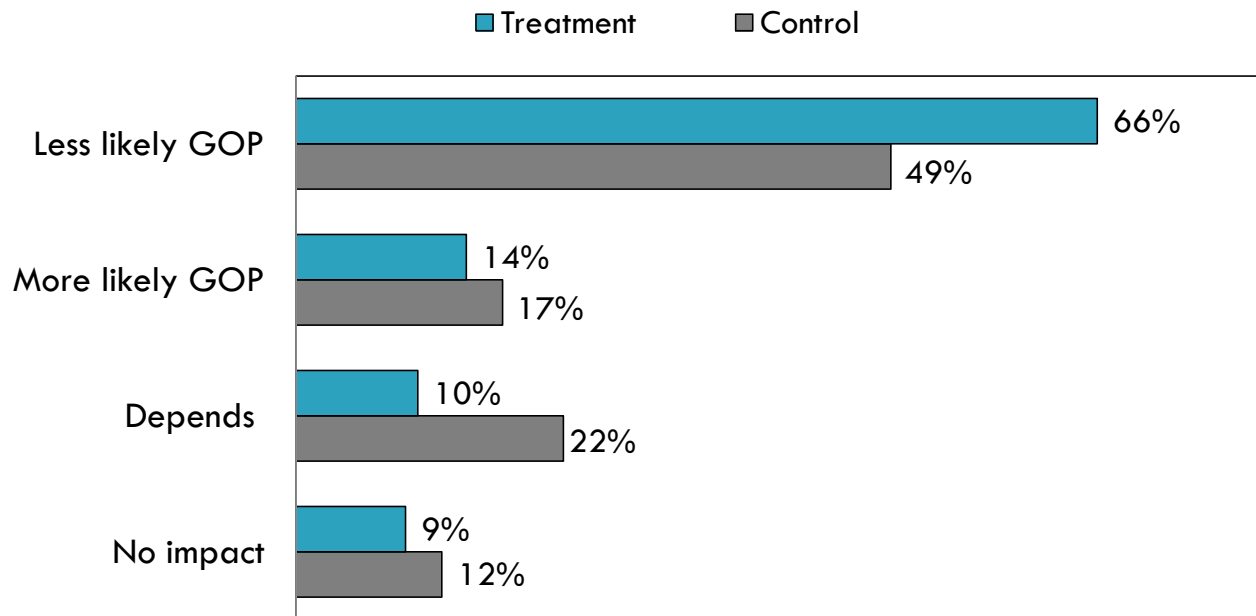
Not passing immigration reform in 2013

If immigration reform does not pass by 2014.



GOP vote if immigration reform blocked

Would you be more/less likely to vote for future GOP candidate if Republicans block vote on CIR and block pathway to citizenship for undocumented immigrants?



Summary

- Latino voters share a strong perception that the Republican party is hostile towards them.
- This view is sharpest among those who saw AFL-CIO ads in target markets.
 - ▣ Anti-immigrant party, working to block immigration reform.
- Latino voters clearly express their voting intentions: unlikely to vote for Republicans in the future if the party blocks a vote and a pathway to citizenship before the next election.