

IMMIGRATION REFORM AND THE LATINO VOTE IN 2014

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Latino  **Decisions**
Everything Latino Politics

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Immigration and 2014

- ❑ Lesson of 2012 was GOP needs better plan for outreach to Latinos
- ❑ Latino vote was proven decisive in Virginia in 2013
- ❑ What effect will positioning on immigration reform have on the Latino vote in 2014

The Research

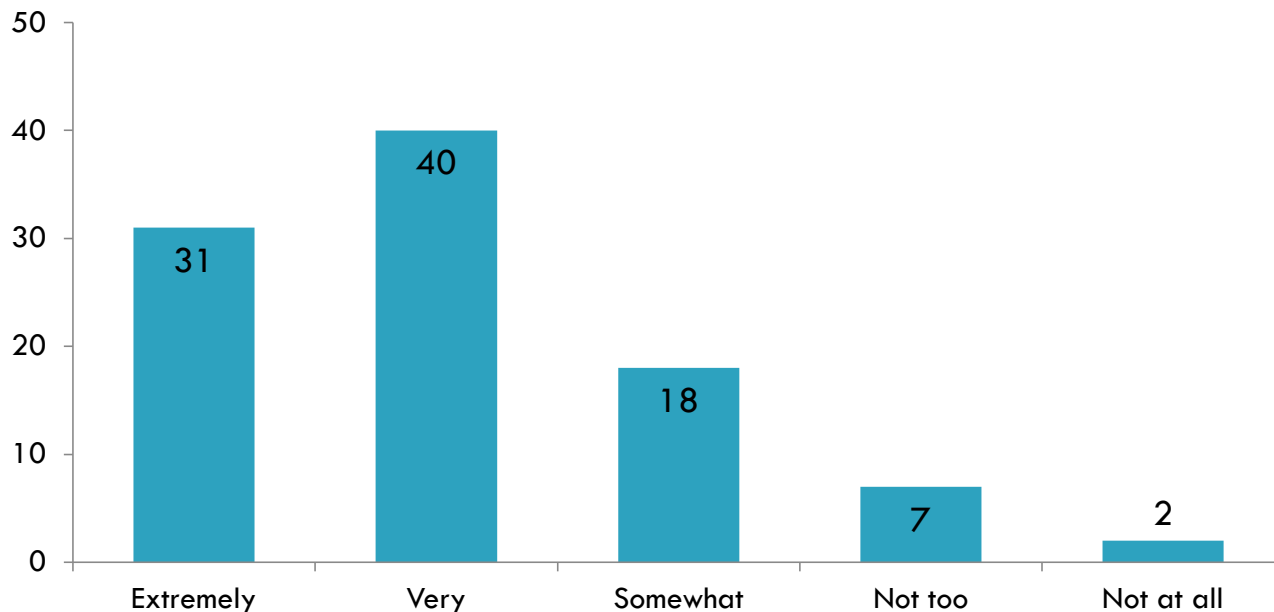
- On behalf of CAP-AF
- 800 Latino registered voters
- Conducted May 16-23, 2014
- Landline, cell and online blended sample
- Nominal margin of error is +/- 3.4%
- Interview in Spanish or English at subject's discretion



Latino voters are expecting a bill

71% of Latino voters say it is “very or extremely” important to pass CIR in 2014

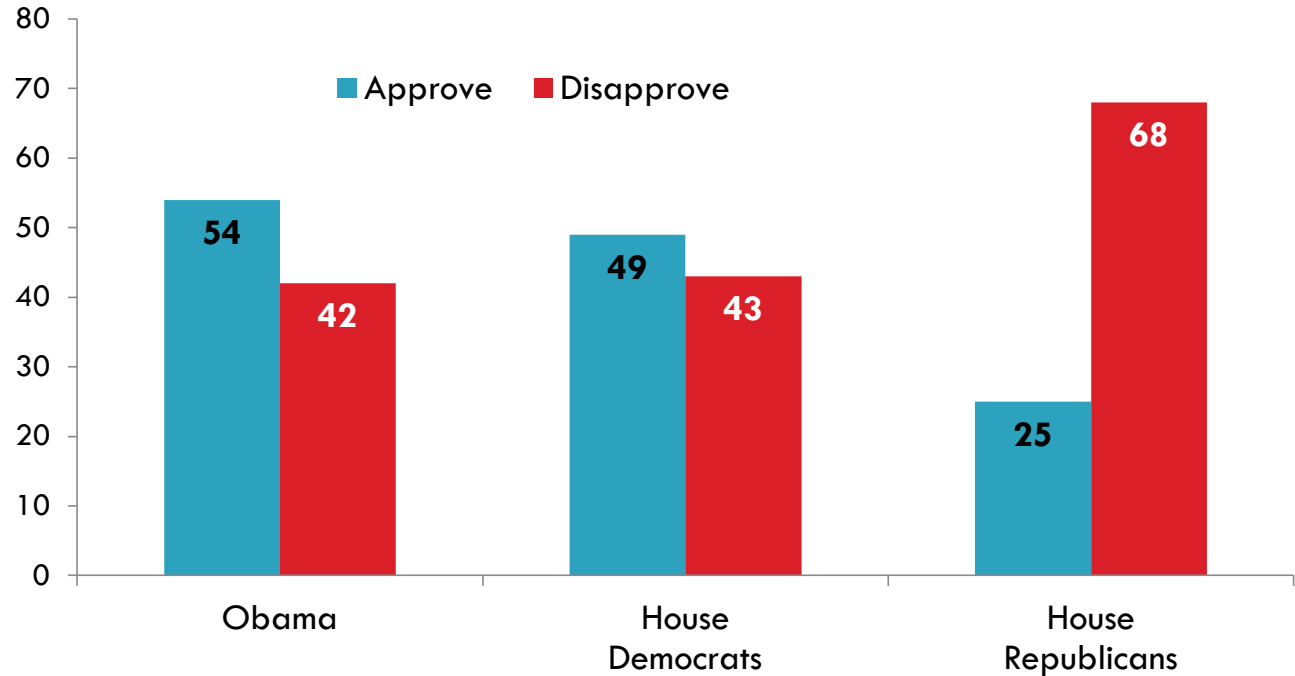
How important is it for Congress to pass comprehensive immigration reform before 2014 election?



Evaluations of President and Congress

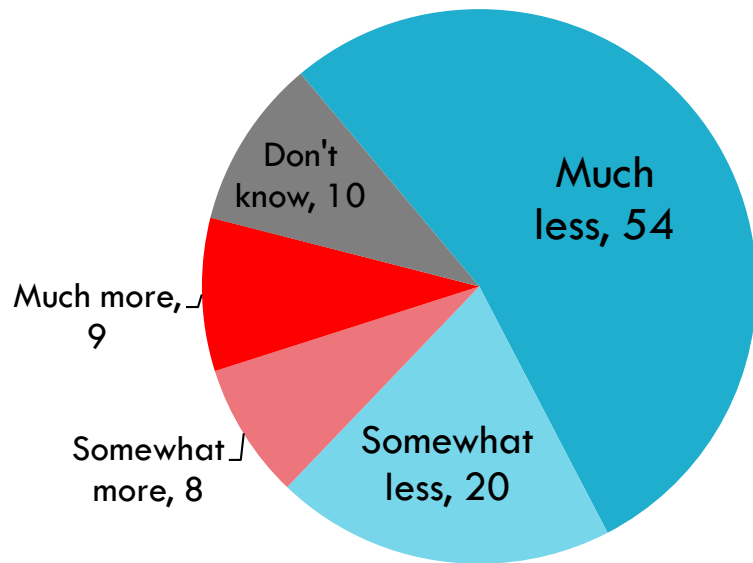
Neither party
in Congress
gets majority
approval from
Latinos on the
immigration
issue

Latino approval rating on immigration policy



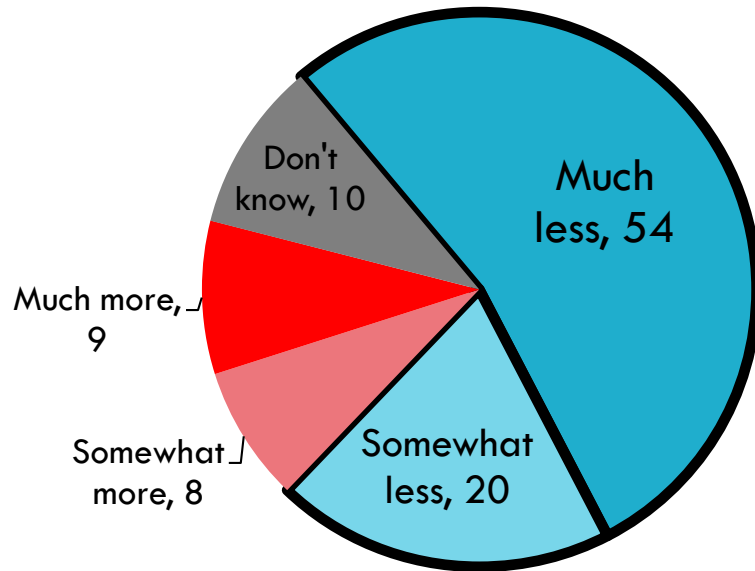
Views towards GOP tied to CIR vote

If Republican John Boehner, who is in charge of the Congress, does not allow the immigration bill to move forward and have a vote, will you feel more favorable to Republicans in Congress or less favorable to Republicans in Congress?



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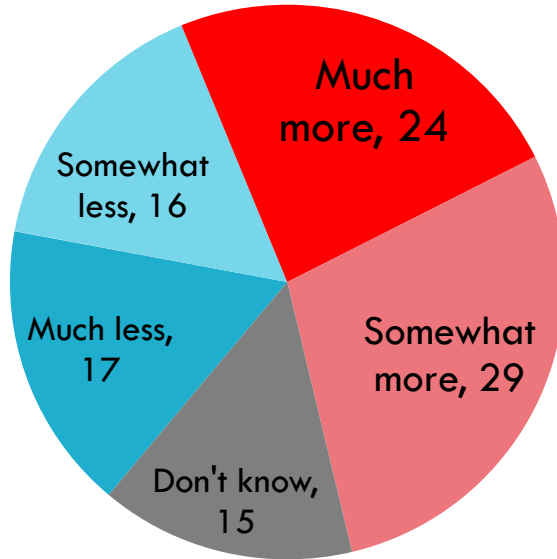


Less Favorable to GOP:

All Latino RVs:	74%
Youth (18-34):	78%
Latinas:	77%
Independents:	66%
Prior GOP vote:	68%
English interview:	70%
Evangelical:	72%

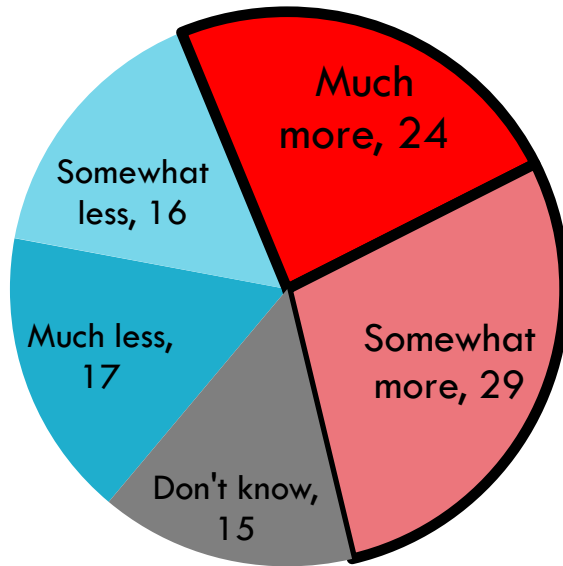
GOP can improve their favorability

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More Favorable to GOP:

All Latino RVs:	53%
Youth (18-34):	53%
Latinas:	57%
Independents:	53%
Democrats:	54%
English interview:	49%
Evangelical:	56%

The message matters...

“I believe our immigration system is broken and in need of real and effective reform. I support providing an earned path to citizenship for those who want it. I am committed to working to find a bipartisan solution to solve this problem. We are a nation of immigrants.”

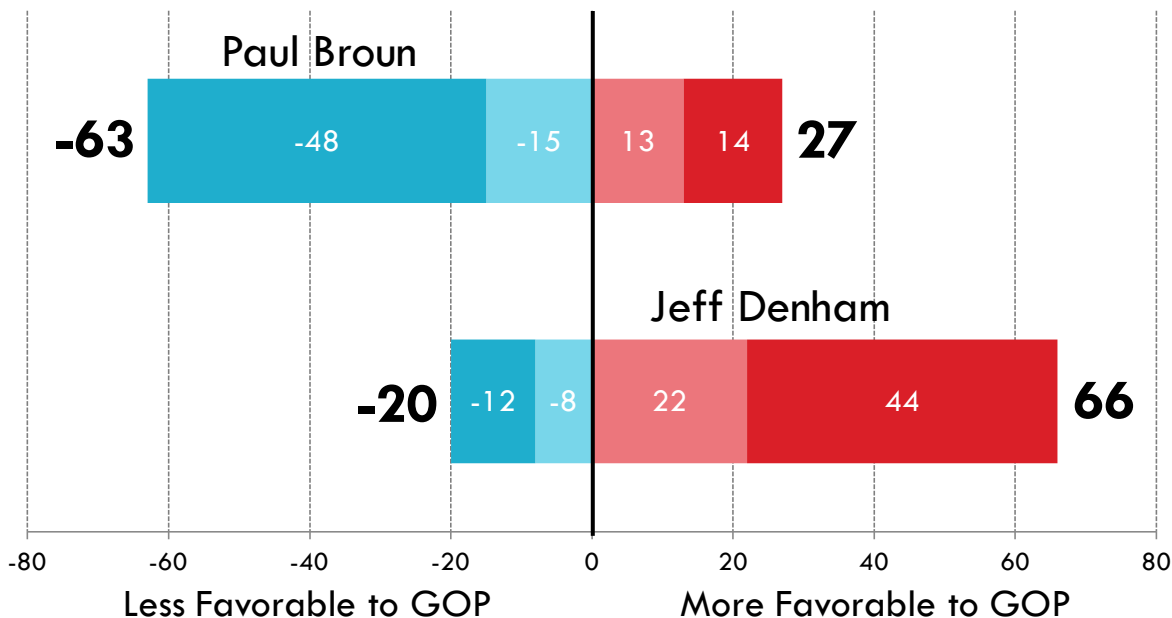
- Republican Jeff Denham, CA-10

“Some Republicans are getting soft on the issue. These illegal aliens are criminals and we need to treat them as such I’m not in favor of giving amnesty to anybody who has broken the law. We must stop the immigration bill from becoming law.”

- Republican Paul Broun, GA-10

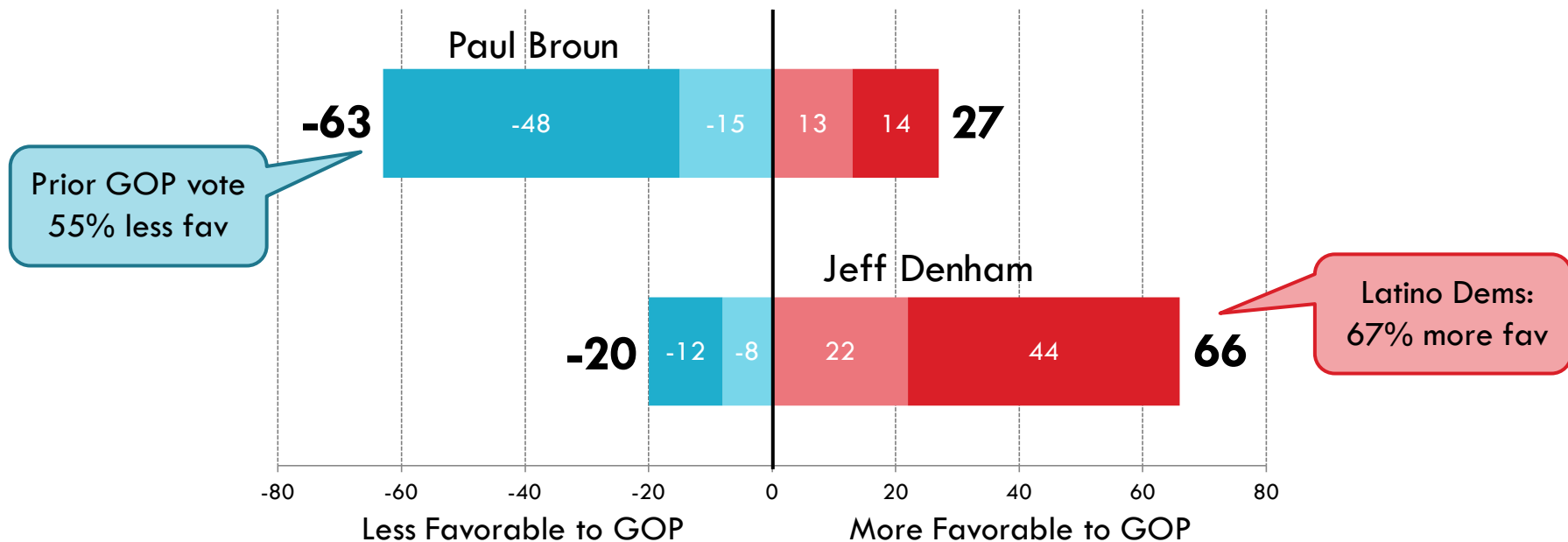
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Latino favorability towards Republican Party overall
after hearing each immigration policy quote



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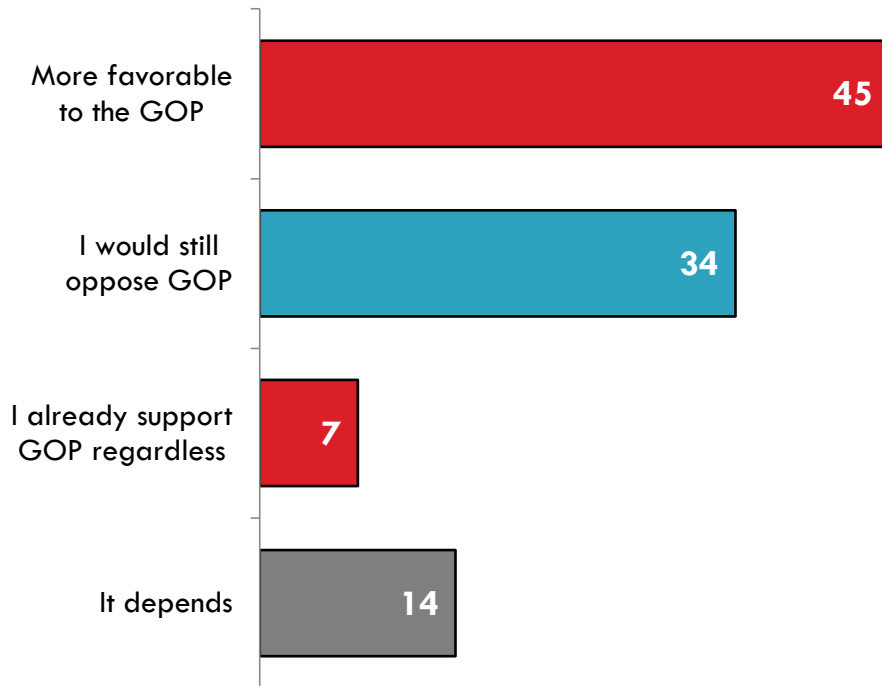
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Is immigration a gateway issue?

Some people we talk to say they **don't agree** with the Republican Party on a variety of issues such as health care, taxes, the environment and gun control and even if Republicans in Congress supported immigration reform with a path to citizenship, it would not change their support for Republican candidates.

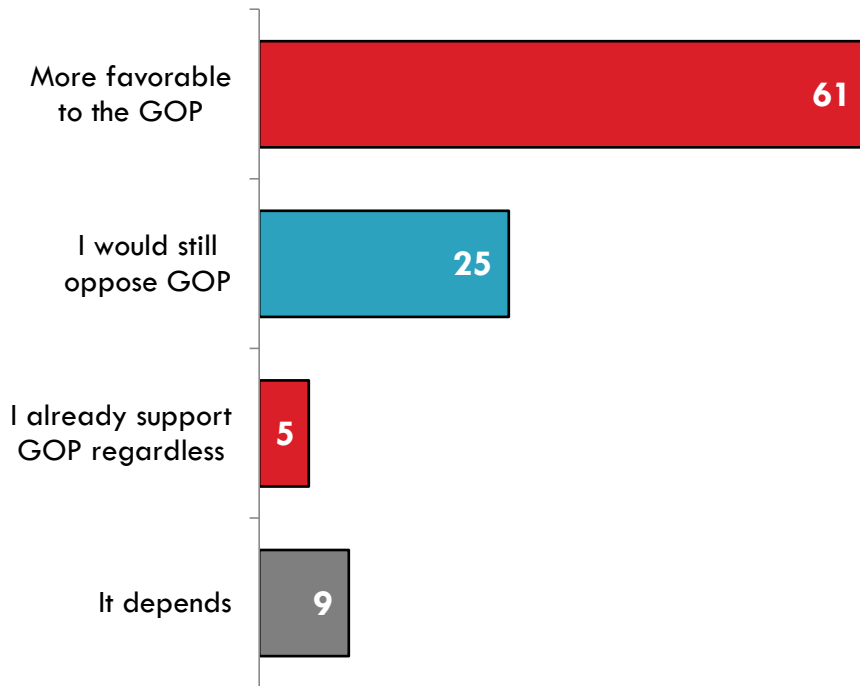
Other people say that while they disagree on some issues, if Republicans in Congress support immigration reform with a path to citizenship they would be more favorable towards Republicans running for office in their district. What about you?



Is immigration a gateway issue?

Some people we talk to say that the Republican Party **has decent ideas** on some issues like lowering taxes, helping small business, and improving our schools but it's hard to support the Republican Party today because they seem too unwelcoming to immigrants and Latinos. Other people say they oppose the Republican Party and would never consider voting Republican.

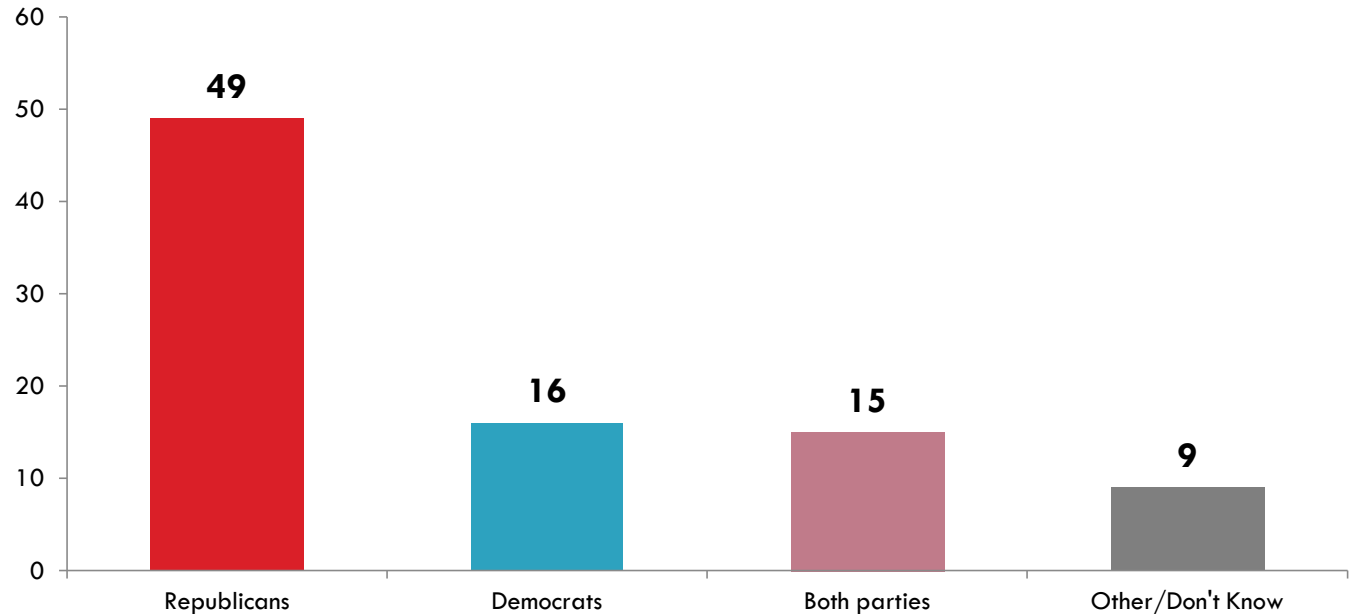
If Republicans in Congress support immigration reform and pass a bill that includes a path to citizenship would you be more likely to listen to what the party has to say on other issues and give them a second chance?



Republicans will face the most blame

By a 3-to-1 margin, Latinos will blame GOP if immigration reform does not pass

If comprehensive immigration reform does not pass in 2014, which political party will be to blame?



Significant characteristics of Latino voters

- Thinking back over all the times you have voted, have you ever voted for a Republican in any local, state, or national election?
 - ▣ **49% Yes, have voted Republican**
- Do you happen to know somebody who is an undocumented immigrant
 - ▣ **62% Yes, know an undocumented immigrant**
 - ▣ **30% say it's a family member; 32% say it's a friend**

Concluding Thoughts

- ❑ Immigration reform is a very salient issue, Latino voters are paying close attention and expect Congress to act this year
- ❑ Positioning on immigration, especially on path to citizenship, will influence Latino vote in 2014 election
- ❑ Republicans have an opportunity to repair their image with Latino voters if they demonstrate leadership on immigration reform
- ❑ But - if House Republicans do not allow a vote they only further their image as anti-immigrant and anti-Latino

Center for American Progress Action Fund



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

Thank You!