

2014 LATINO ELECTION EVE POLL

Presentation of Results
The National Press Club

November 5, 2014

ORIGINATING SPONSORS



LATINO VICTORY PROJECT



PARTNER ORGANIZATIONS



2014 Election Eve Poll

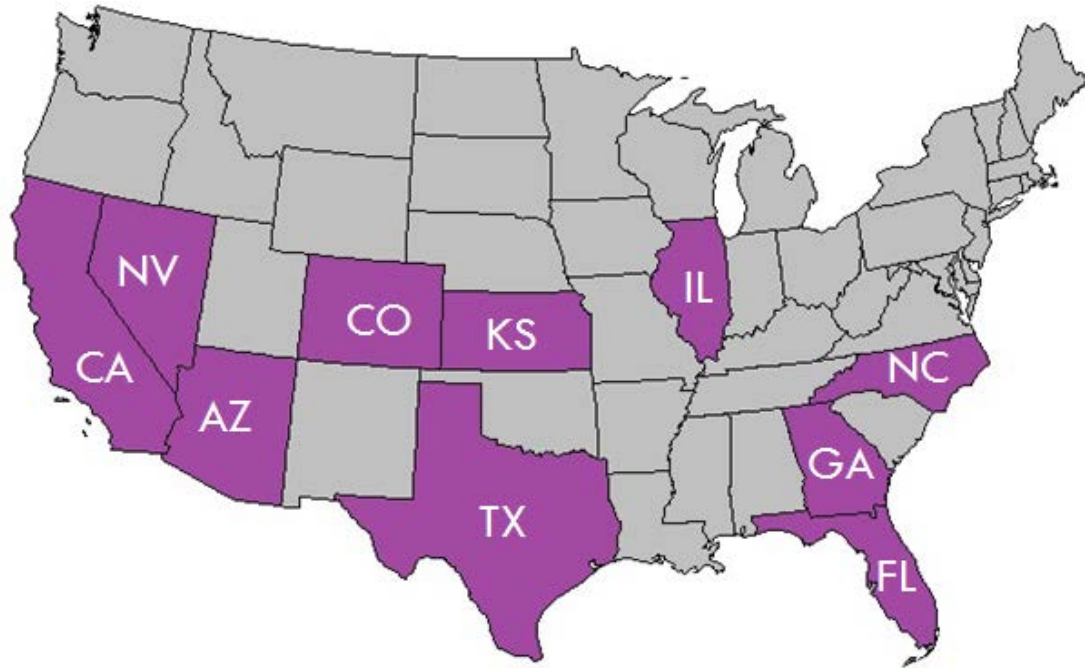
4200 Latino voters

10 state polls

Oct 29th - Nov 3rd

National +/- 1.9%

State +/- 4.9%



Election Eve Methodology

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Language of
choice at
point of
contact;

All live callers;

Landline and
cellphones

- ❑ Sample on extreme high-propensity vote history plus new registrants;
- ❑ Screen on complete vote or certainty to vote;
- ❑ Past samples validated at 88% positive for cast ballot.

UNDERINVESTMENT IN LATINOS AND
THEIR ISSUES CONTRIBUTED TO A
DIFFICULT NIGHT FOR DEMOCRATS AND
A MOSTLY WHITE ELECTORATE FOR
REPUBLICANS.

National Summary

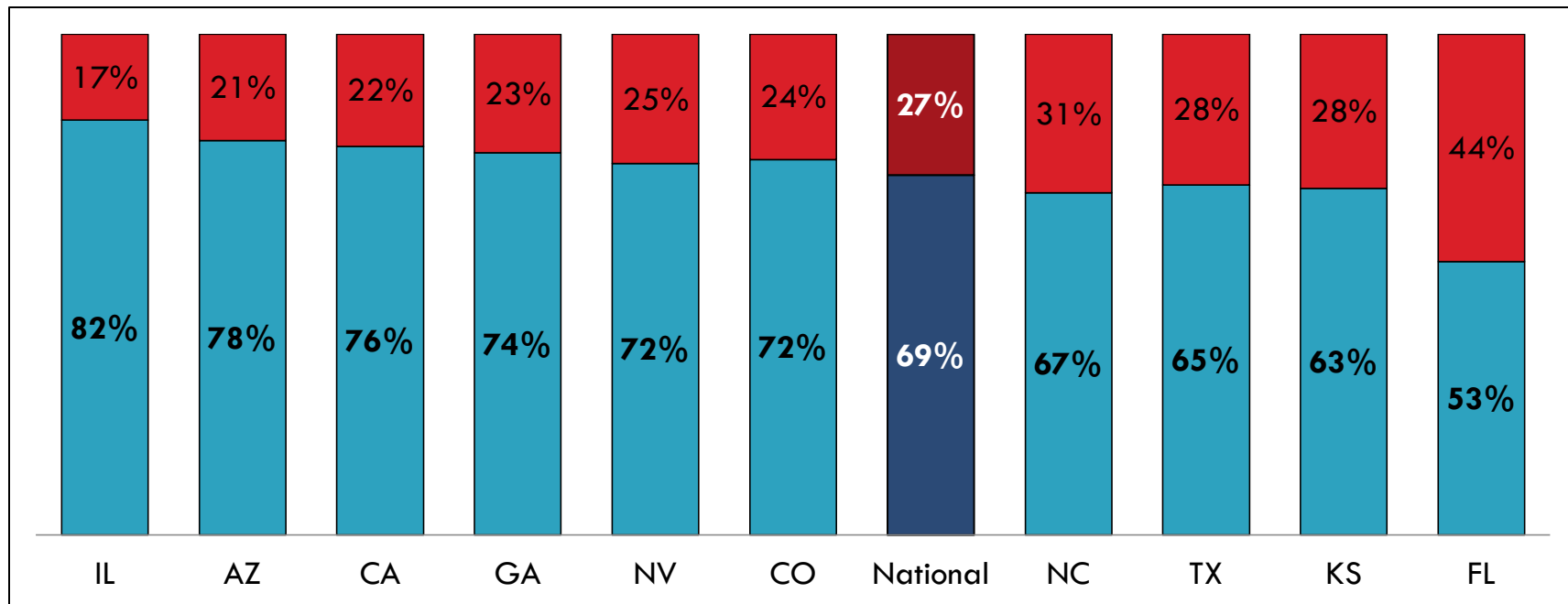
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- ❑ Latinos were on the losing end of close electoral contests in most influence states.
- ❑ Latino margin likely outside the margin of victory (and hence pivotal) in RI, CT, CO, VA
- ❑ Across most contests, Latino vote share was less Democratic than 2, 4, and 6 years ago.

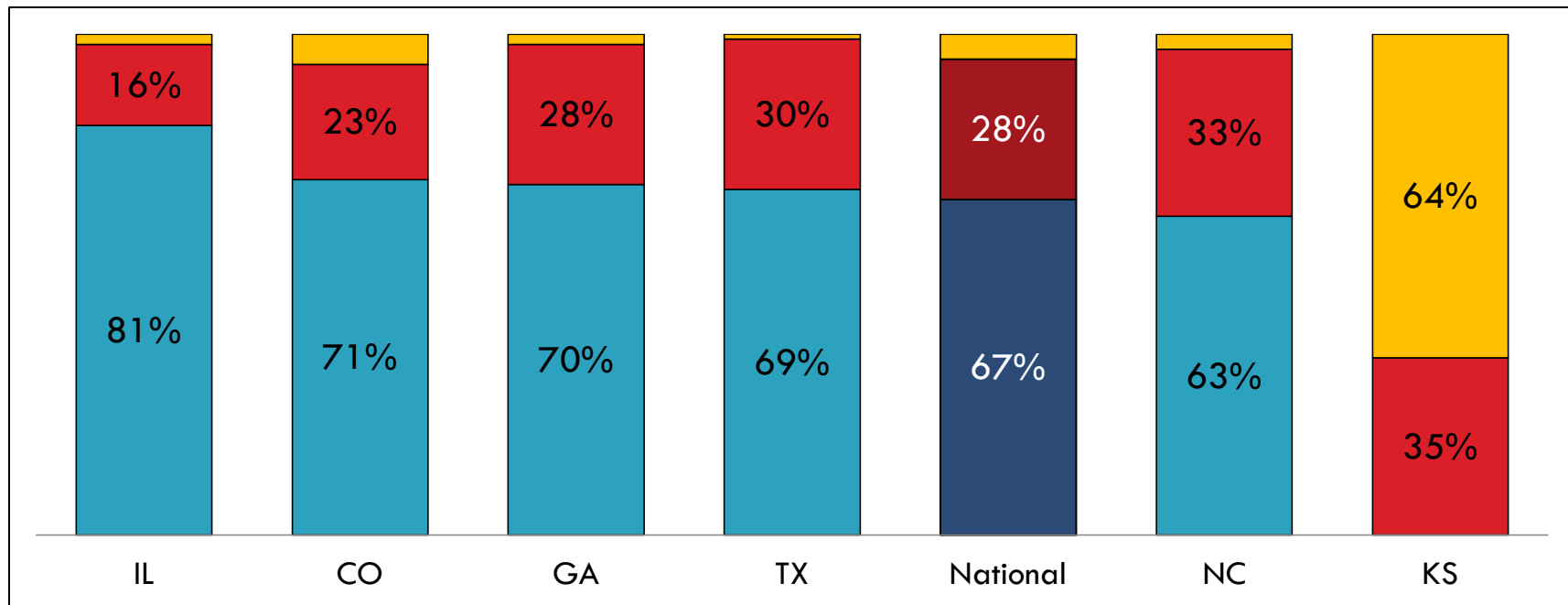
LATINO VOTE IN 2014



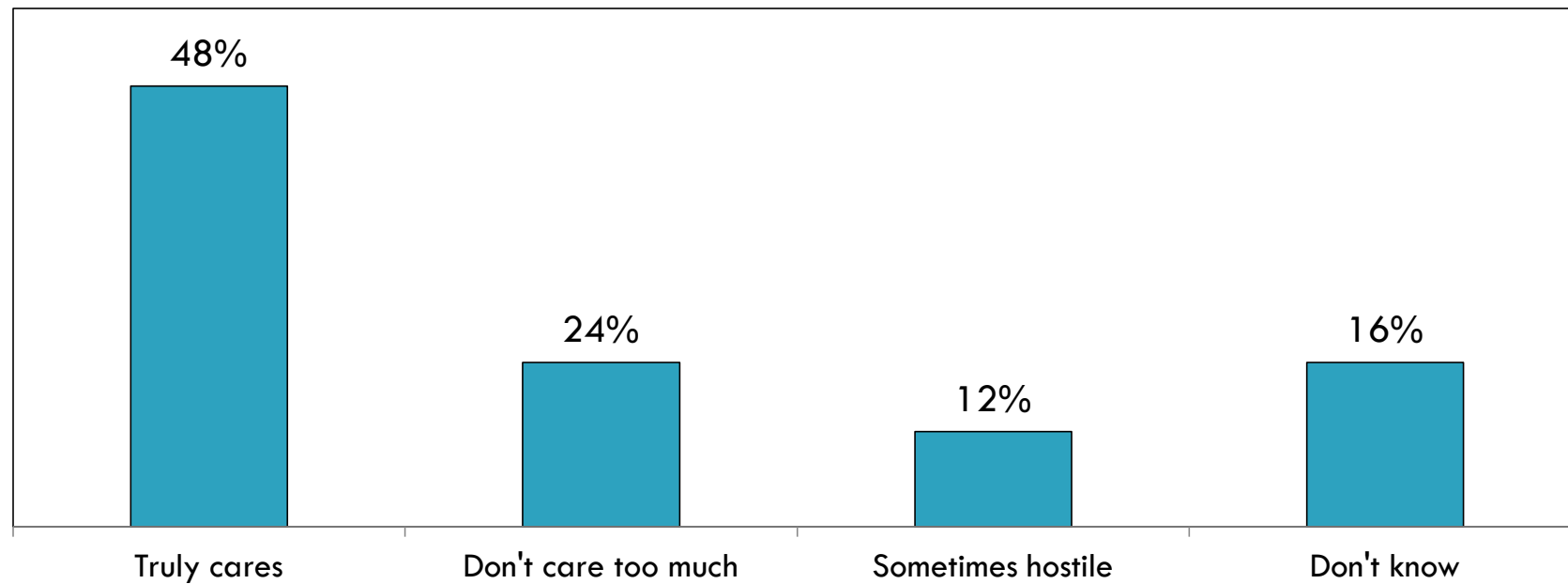
House of Representatives



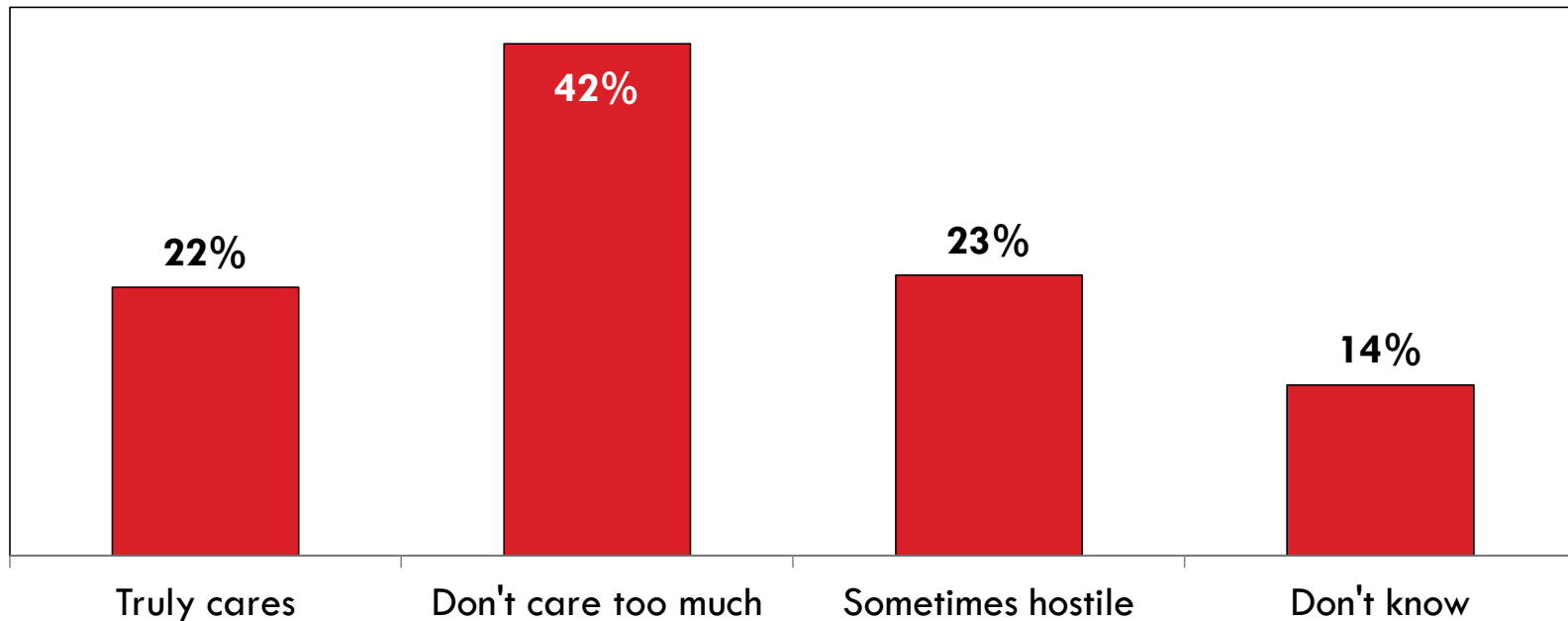
U. S. Senate



View of Democratic Party Toward Latino Community



View of Republican Party Toward Latino Community

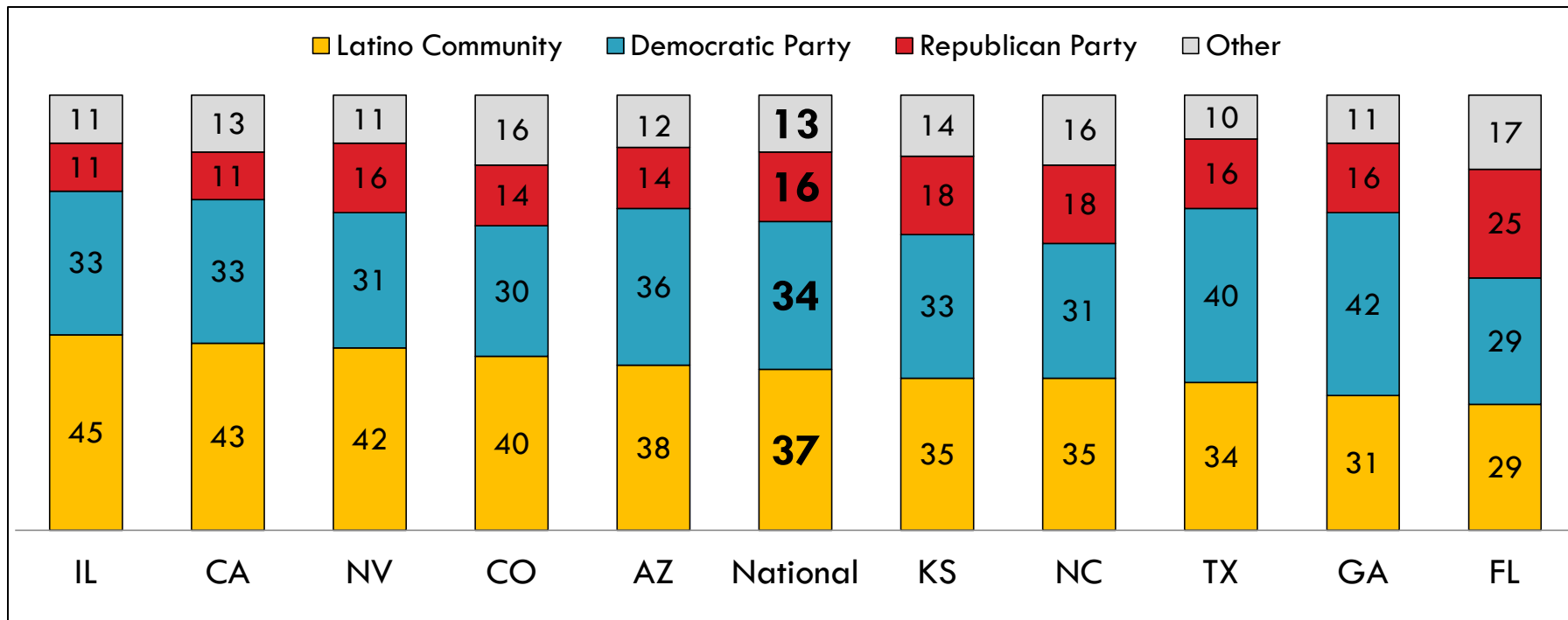


WHY LATINOS VOTED



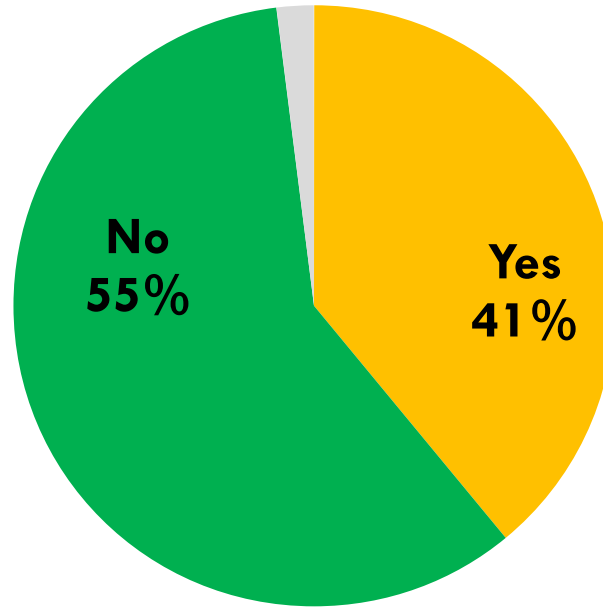
Vote Motivation

Which statement do you agree with most? I am voting in 2014 because I want to support the:



Mobilization

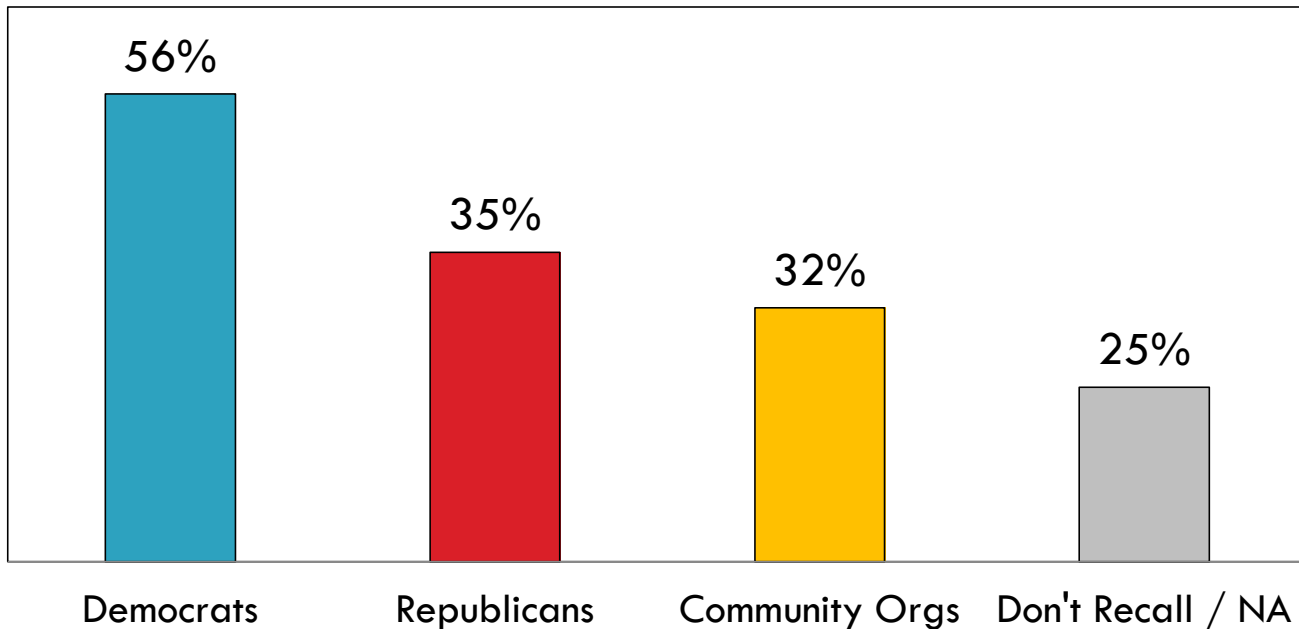
Were you
contacted
about voting
or registering
to vote?



Mobilization by Source

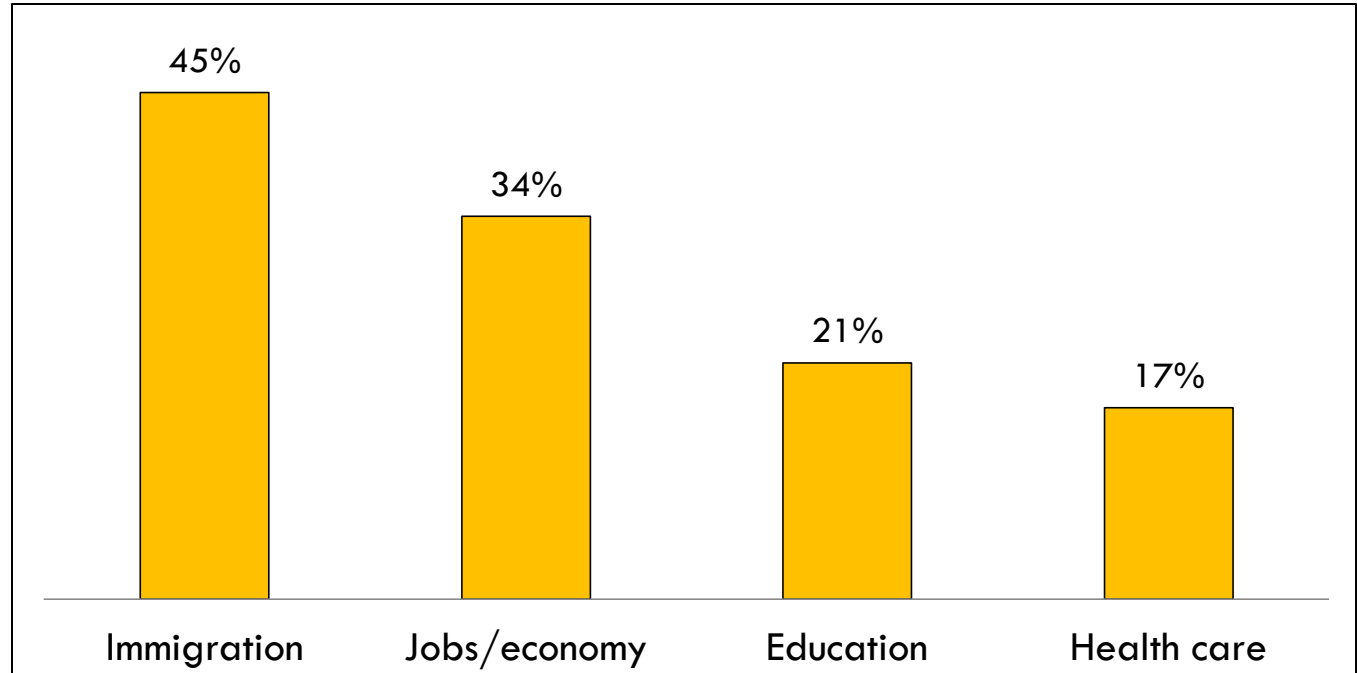
Were you
contacted by:

(Among those
contacted)



Most Important Issue National

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



WHY LATINOS DID NOT VOTE



Reasons for Not Voting in 2014

National
oversample of
200 non-
voting Latinos

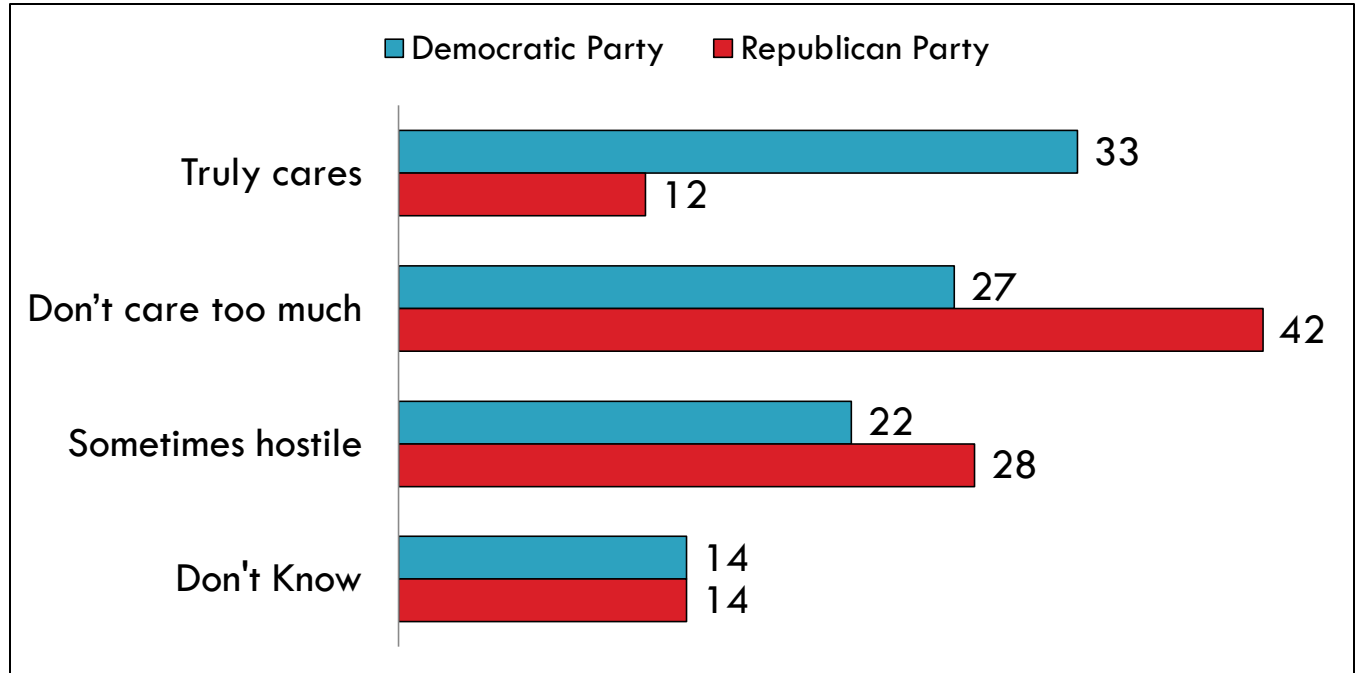
MoE is +/-
6.9%

- ❑ 25% say schedule doesn't allow enough time off to go vote
- ❑ 24% don't know where polling place is
- ❑ 19% frustrated by bad candidates
- ❑ 14% of non-voters said they did not proper voter photo ID

Views of the Parties by Non-Voters

National
oversample of
200 non-
voting Latinos

MoE is +/-
6.9%

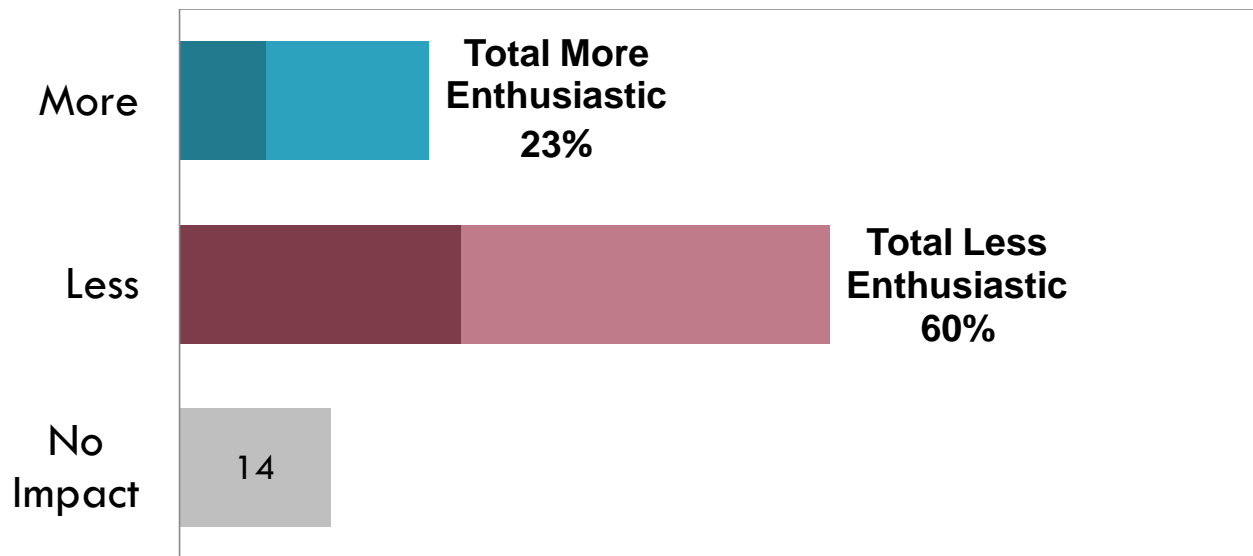


Did Delay Have an Impact?

National
oversample of
200 non-
voting Latinos

MoE is +/-
6.9%

Did executive action delay make you feel more/less enthusiastic about President Obama and the Democratic Party?

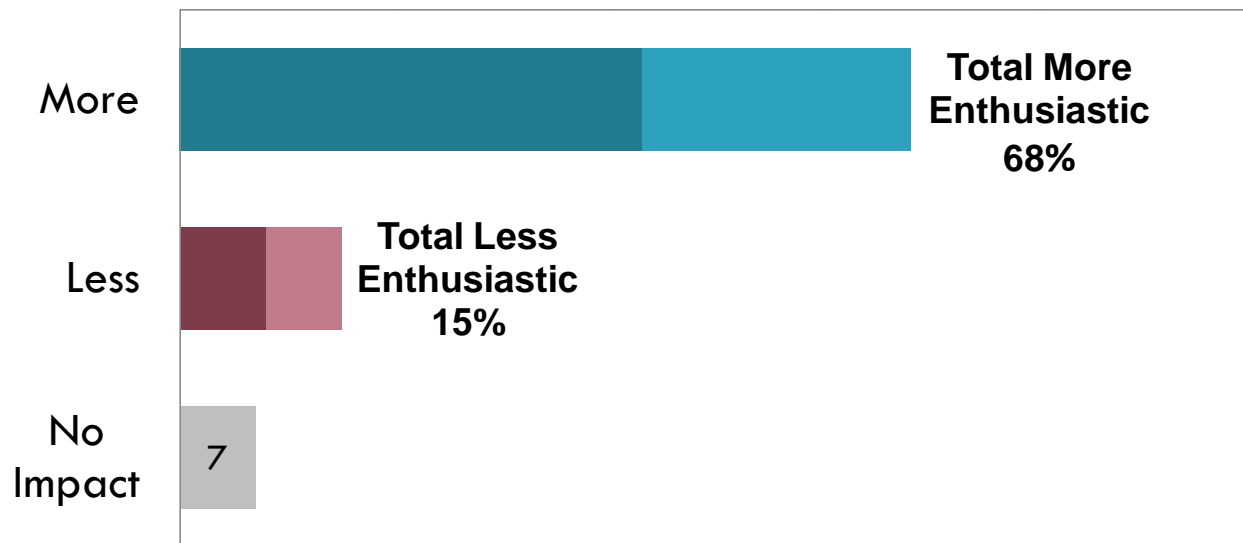


Making Non-Voters Voters in 2016

National
oversample of
200 non-
voting Latinos

MoE is +/-
6.9%

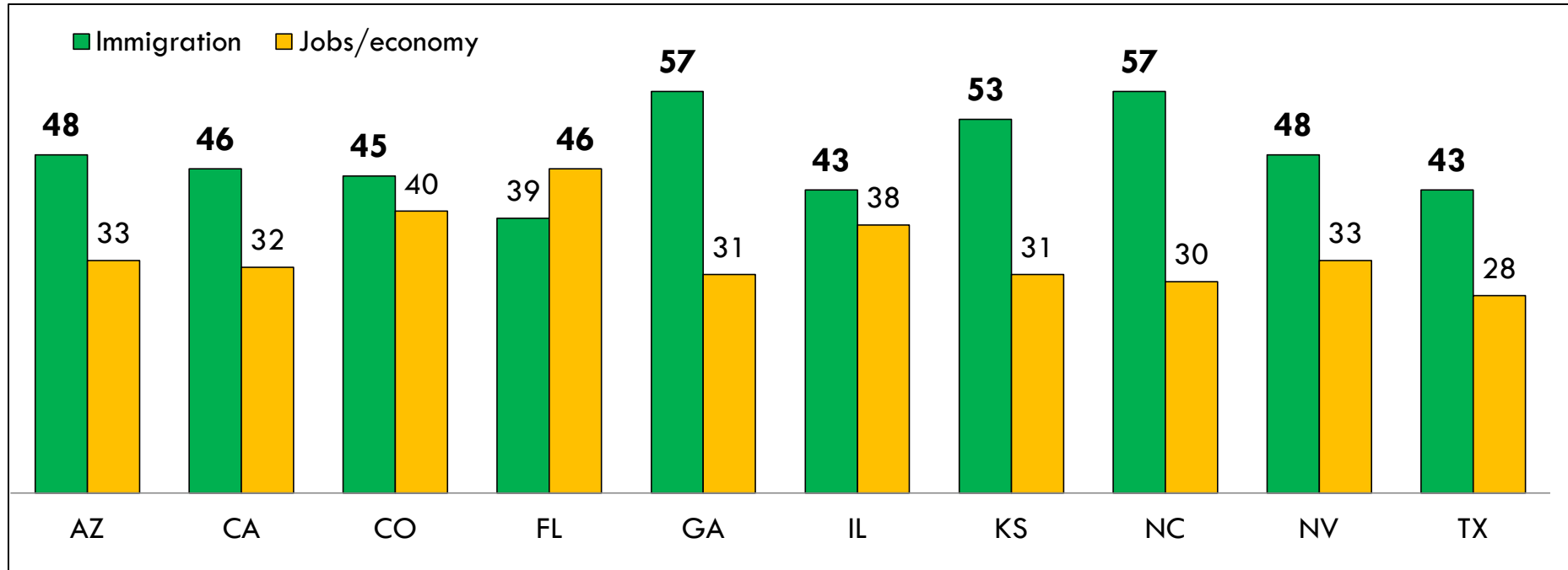
If President Obama enacts executive order before the end of this year would that make you more/less enthusiastic about the Democratic Party into the future?



DID IMMIGRATION MATTER IN 2014?

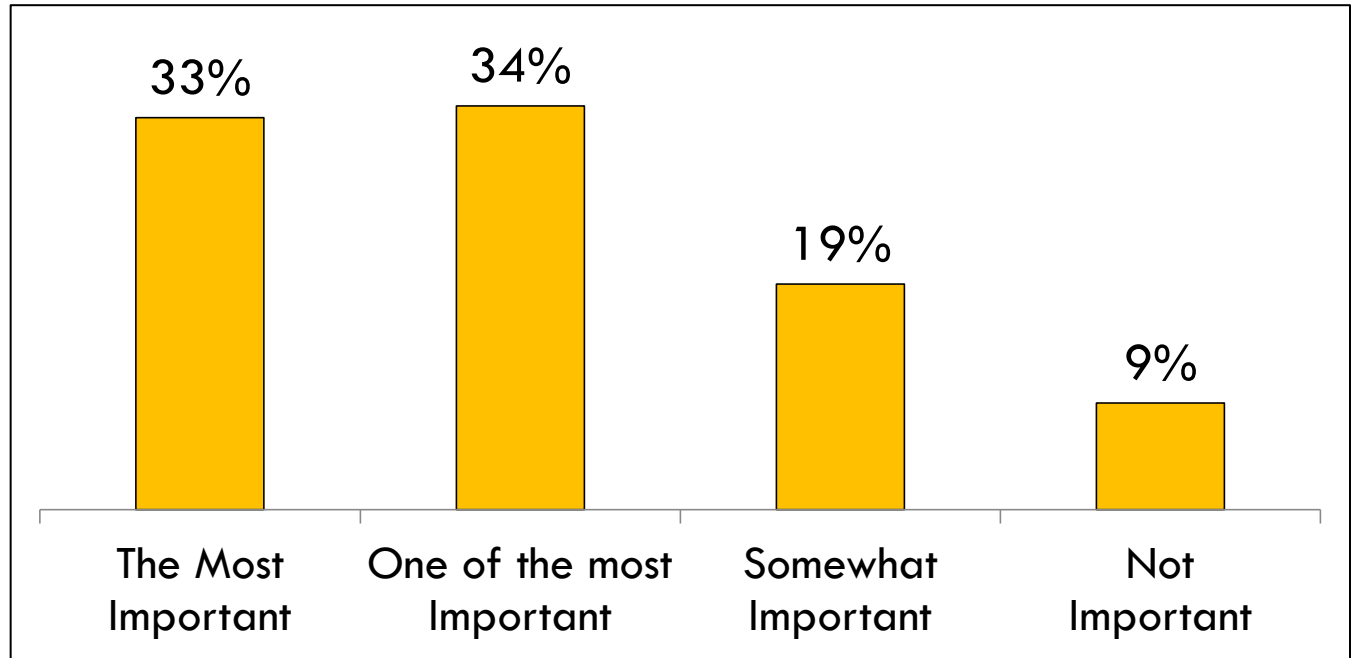


Most Important Issue



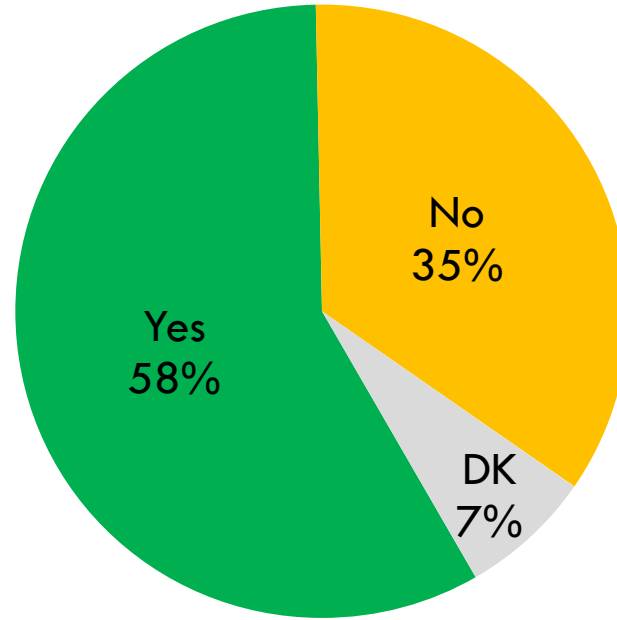
Immigration Salience

How important is the issue of immigration in your decision to vote, and who to vote for in this election?



Ties to Undocumented Immigrants

Do you
happen to
know
somebody
who is an
undocumented
immigrant?



DESPITE OVERWHELMING
DEMOCRATIC ADVANTAGE,
DEM SHARE DOWN

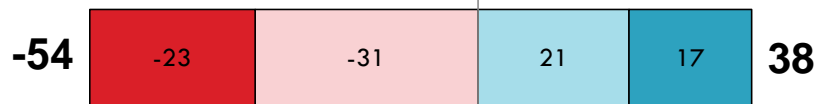


No Executive Action Impact—Back in June

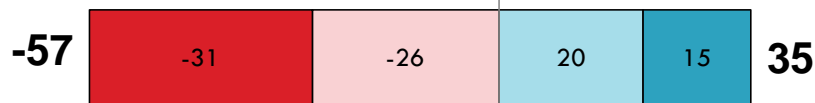
If President Obama decides NOT to sign any executive orders, making no changes in immigration policy, would that make you feel more/less enthusiastic about [supporting Democrats/turnout out to vote] in the November 2014 election?

Enthusiasm for Democratic Candidates and Turnout

Voter turnout enthusiasm



Support for Democratic candidates



Democratic Share of House Vote Compared with Past Election Eve Polls

	2010 House	2012 House	2014 House	Change from 10	Change from 12
NATIONAL	76	77	69	-7	-8
Arizona	83	82	78	-5	-4
California	86	80	76	-10	-4
Colorado	84	88	72	-12	-16
Florida	39	58	53	+14	-5
Illinois	87	--	82	-5	--
Nevada	89	79	72	-17	-7
North Carolina	--	70	67	--	-4
Texas	82	71	65	-17	-6

Democratic Share of Gubernatorial Vote Compared with Past Election Eve Polls

	2010 GOV	2012 PRES	2014 GOV	Change from 10	Change 12 Presidential
NATIONAL	76%	75%	68%	-8	-7
Arizona	85%	79%	74%	-11	-5
California	86%	78%	76%	-10	-2
Colorado	77%	87%	70%	-7	-17
Florida	48%	58%	52%	+4	-6
Illinois	83%	--	77%	-6	--
Nevada	84%	80%	52%	-32	-28
Texas	80%	70%	68%	-12	-2

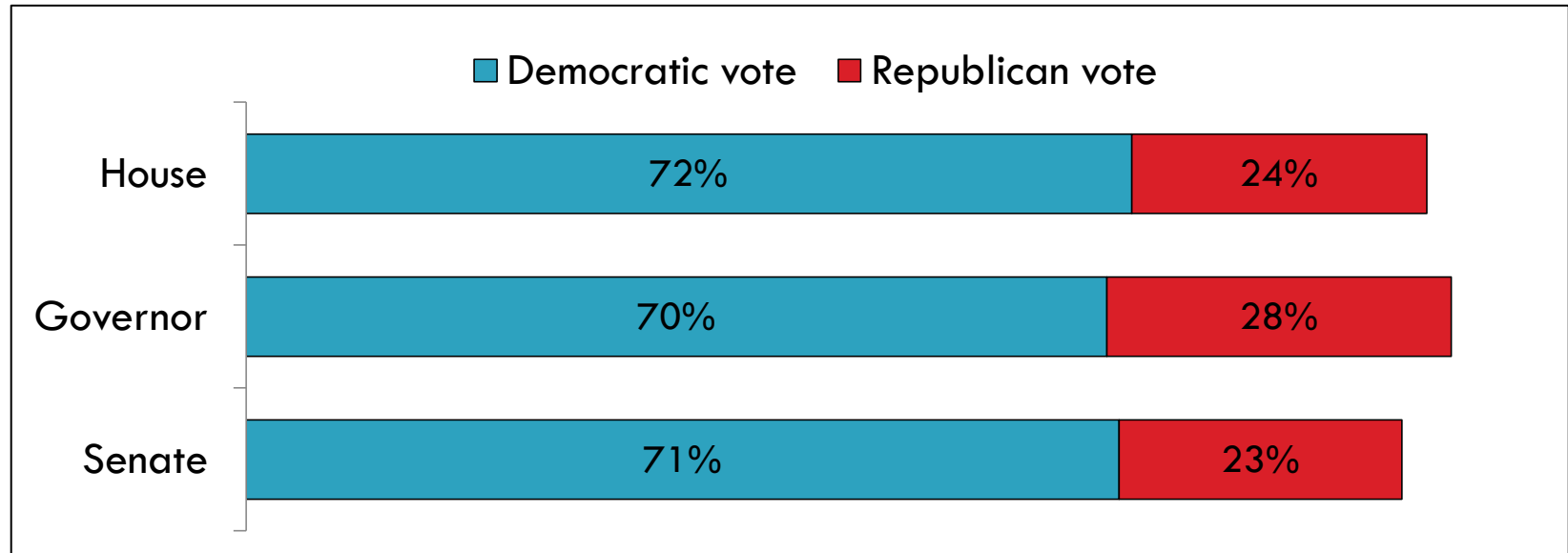
Compared with Past Election Eve Polls

	2010 Senate	2012 Senate	2012 Pres	2014 Senate	Change from last Senate	Change from Pres
NATIONAL	69%	72%	75%	67%	-5	-8
Colorado	81%	--	87%	71%	-10	-16
Illinois	84%	--	--	81%	-3	--
North Carolina	--	--	72%	63%	--	-9
Texas	--	65%	70%	69%	+4	-1

CLOSER LOOK AT KEY STATES

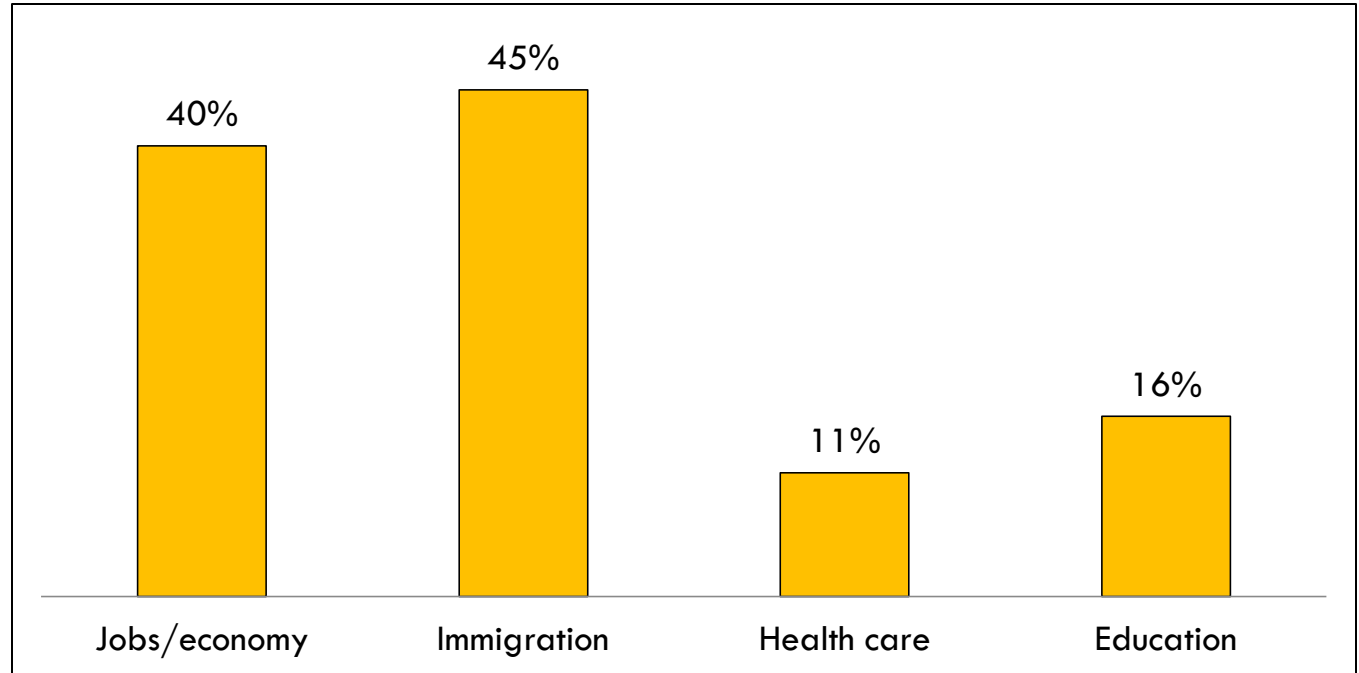


Colorado Vote: Congress and Governor



Most Important Issue in Colorado

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



Udall on Immigration

34

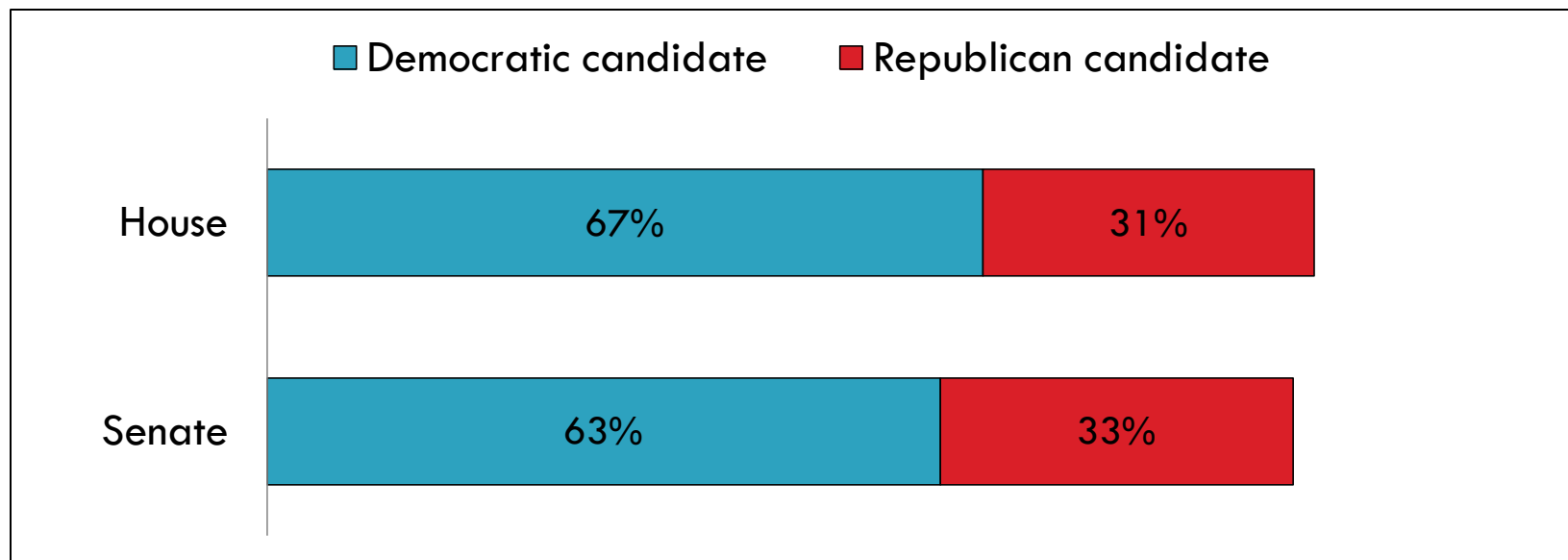
- While 46% of Colorado Latinos correctly identified Udall as pro-CIR, 47% reported not knowing and 6% thought he was opposed.
- For Gardner, 21% mistakenly believed he supported CIR while only 38% knew he was opposed. Another 40% didn't know Gardner's position.
- By any measure, this is a messaging fail for Udall.

Colorado

35

- ❑ Story of Colorado is one of under-mobilization and a tragic mis-messaging to Latino voters.
- ❑ Latino voter priorities virtually unmentioned in Udall campaign.
- ❑ Latinos even uncertain of immigration positions of both Gardner and Udall.

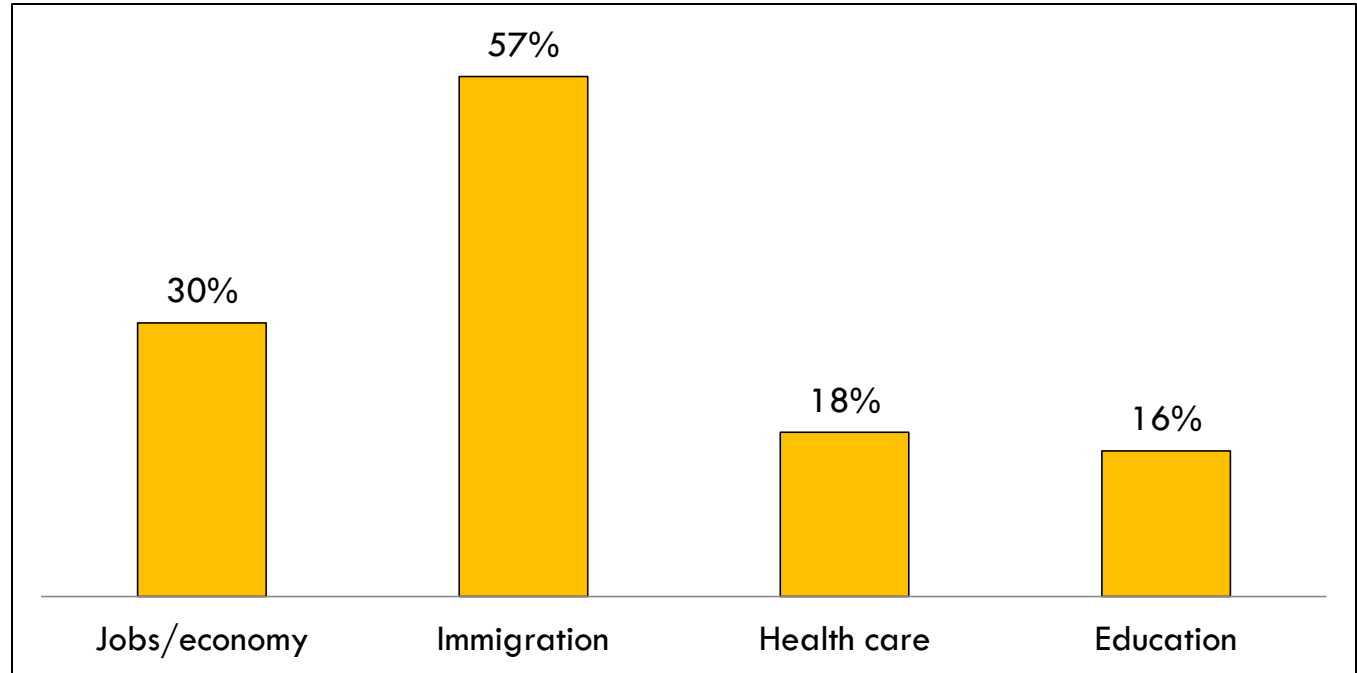
North Carolina Vote: House and Senate



Source: Latino Decisions Election Eve 2014 Poll Sponsored by: LVP/NCLR/AV

Most Important Issue in North Carolina

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

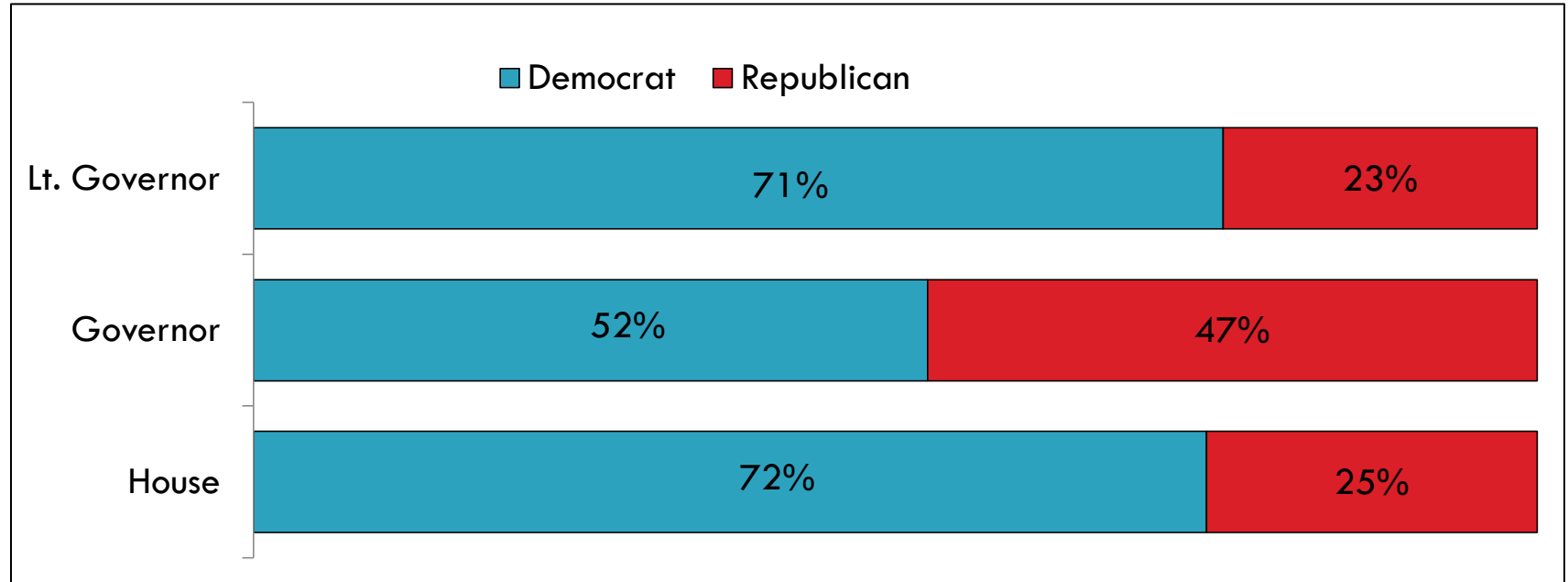


North Carolina Summary

38

- ❑ Latinos gave Hagan the smallest vote share in any state we surveyed, at only 63%.
- ❑ Immigration was highly important to Latino voters and her position, and administrative inaction, likely had something to do with her performance.

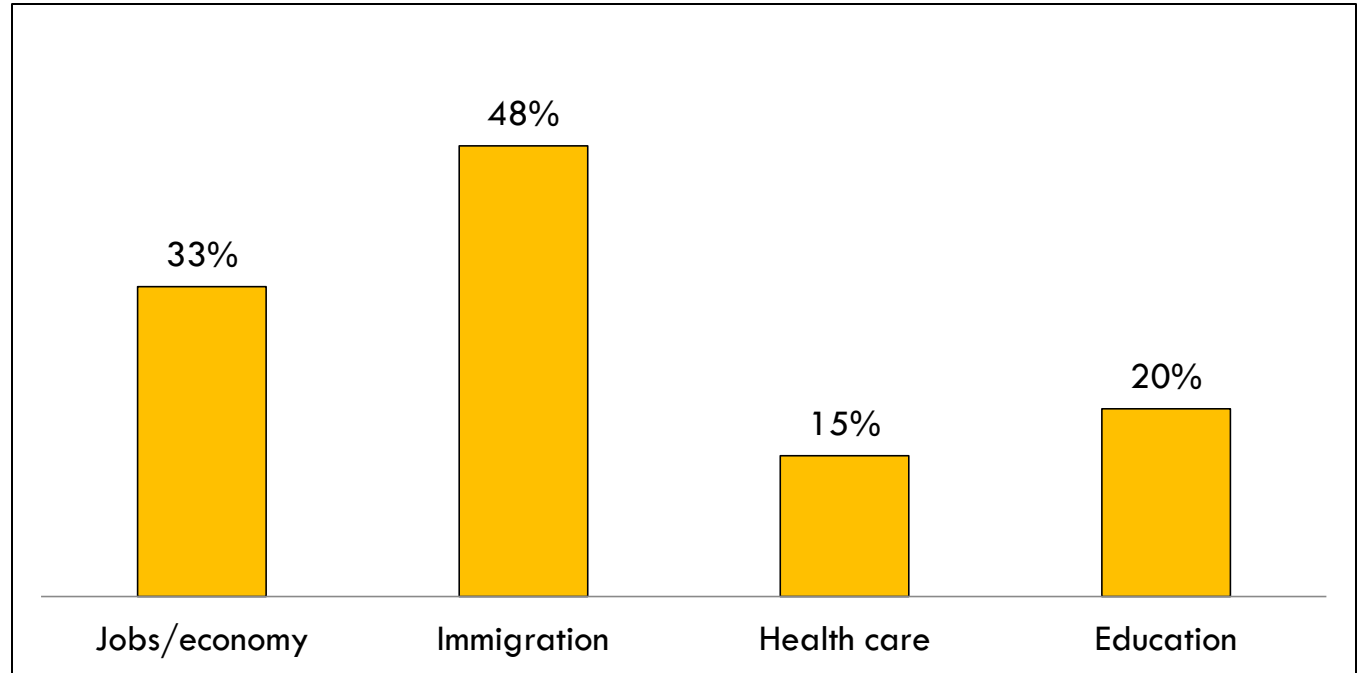
Nevada Vote: Lt. Gov., Gov. and House



Source: Latino Decisions Election Eve 2014 Poll Sponsored by: LVP/NCLR/AV

Most Important Issue in Nevada

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

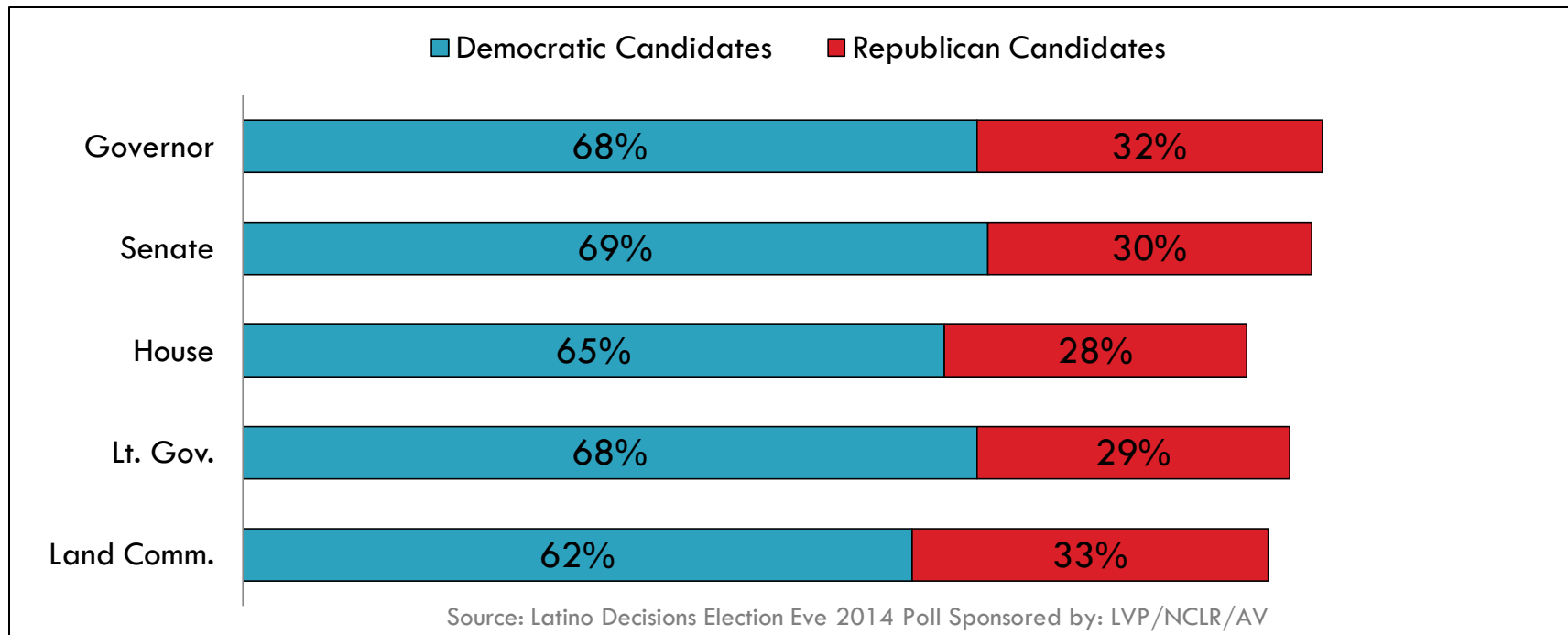


Nevada Summary

41

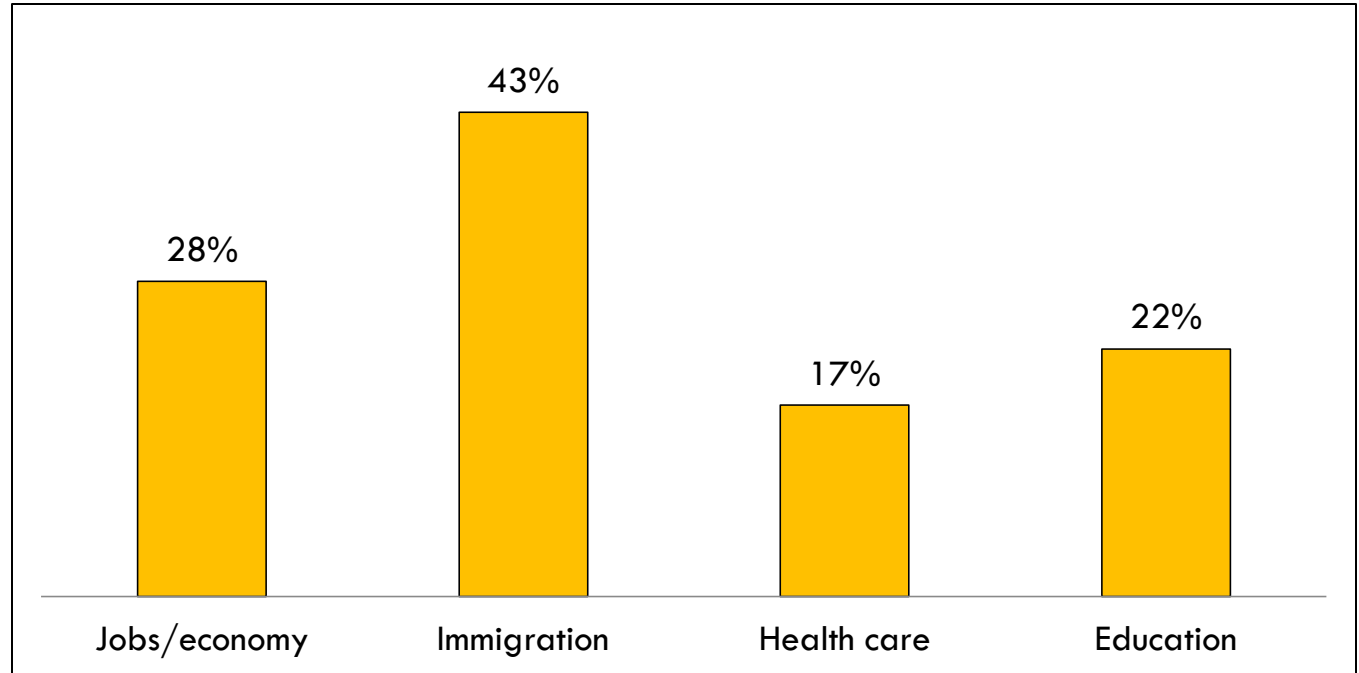
- ❑ Governor Brian Sandoval substantially improved his position in the Latino electorate;
- ❑ Significant policy actions on priorities of the Latino community;
- ❑ Though he faced only token opposition, his vote percent suggests the availability of Latino votes to Republicans who address community needs and issues.

Texas Vote: Congress and Governor



Most Important Issue in Texas

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



Texas Summary

44

- ❑ Wendy Davis lost considerable ground among Latinos compared with past cycles.
- ❑ Abbott did make concerted efforts to campaign to Latino voters.
- ❑ Texas still requires significant investment for Latino political power to be realized.

Important Texas Polling Issues

45

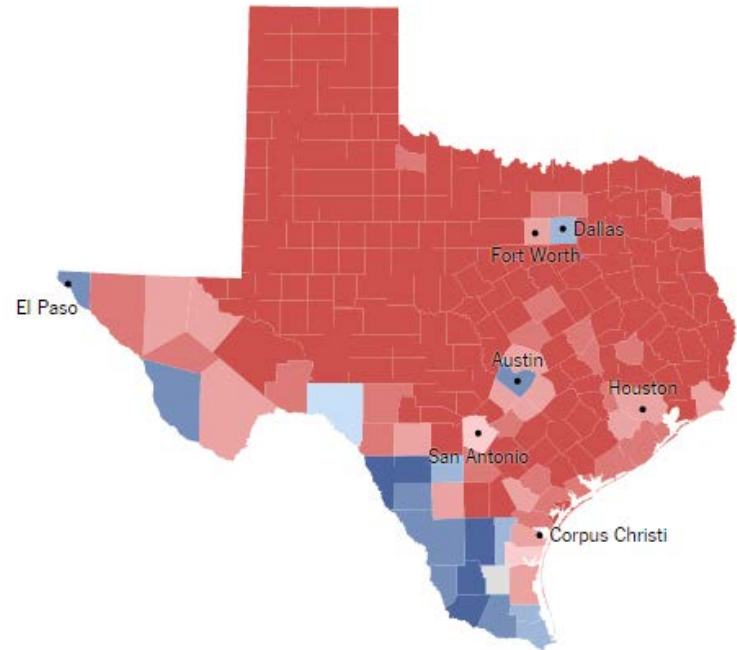
- ❑ Some reports of Exit Polls claiming Latino vote for Abbott in the 42% range.
- ❑ Complete non-sense, again reflecting the sampling design of the Exit Polls.
- ❑ Find out what share of interviews were completed in Spanish, the distribution of precincts selected, and the representation of the Rio Grand Valley.

Important Texas Polling Issues

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□ Exits: 42% for Abbott

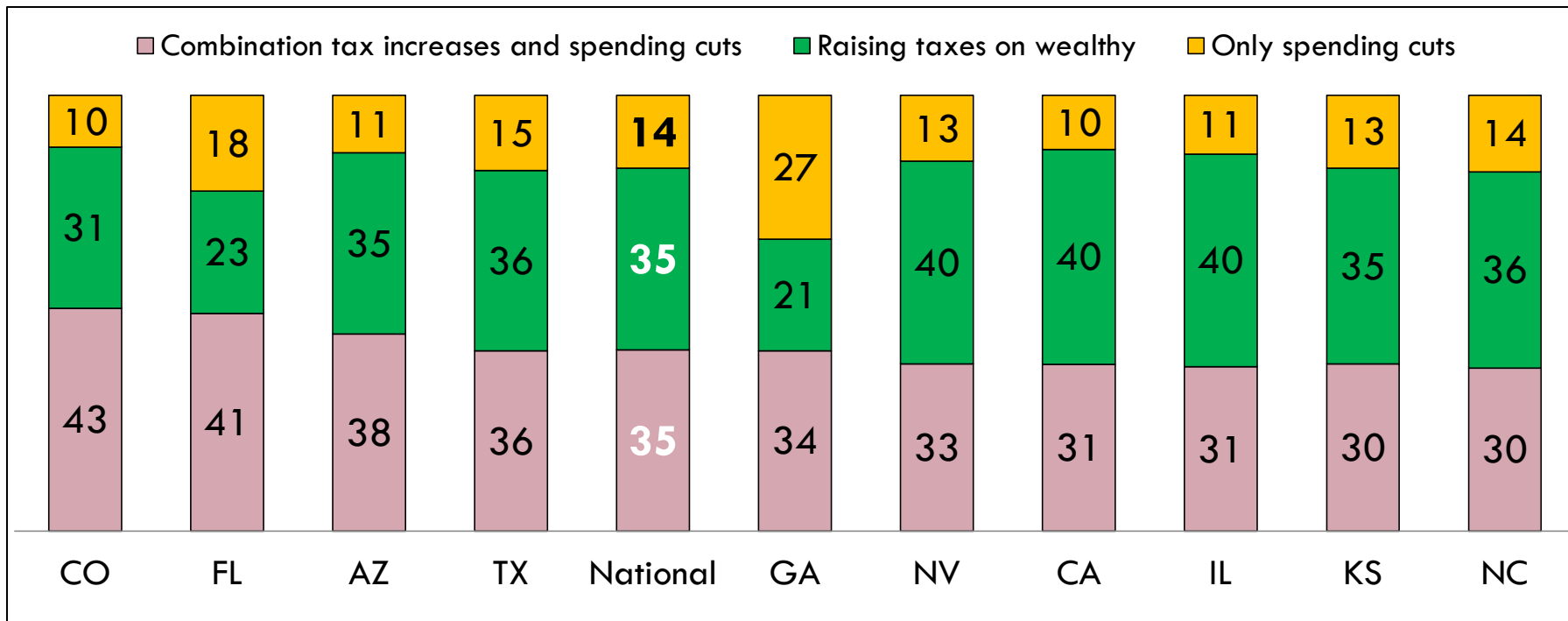
County	Latino	Abbott
Starr	96%	21%
Maverick	95%	26%
Zavala	93%	23%
Jim Hogg	92%	26%
Duval	89%	24%



OTHER ISSUE AREAS OF IMPORTANCE TO LATINO VOTERS

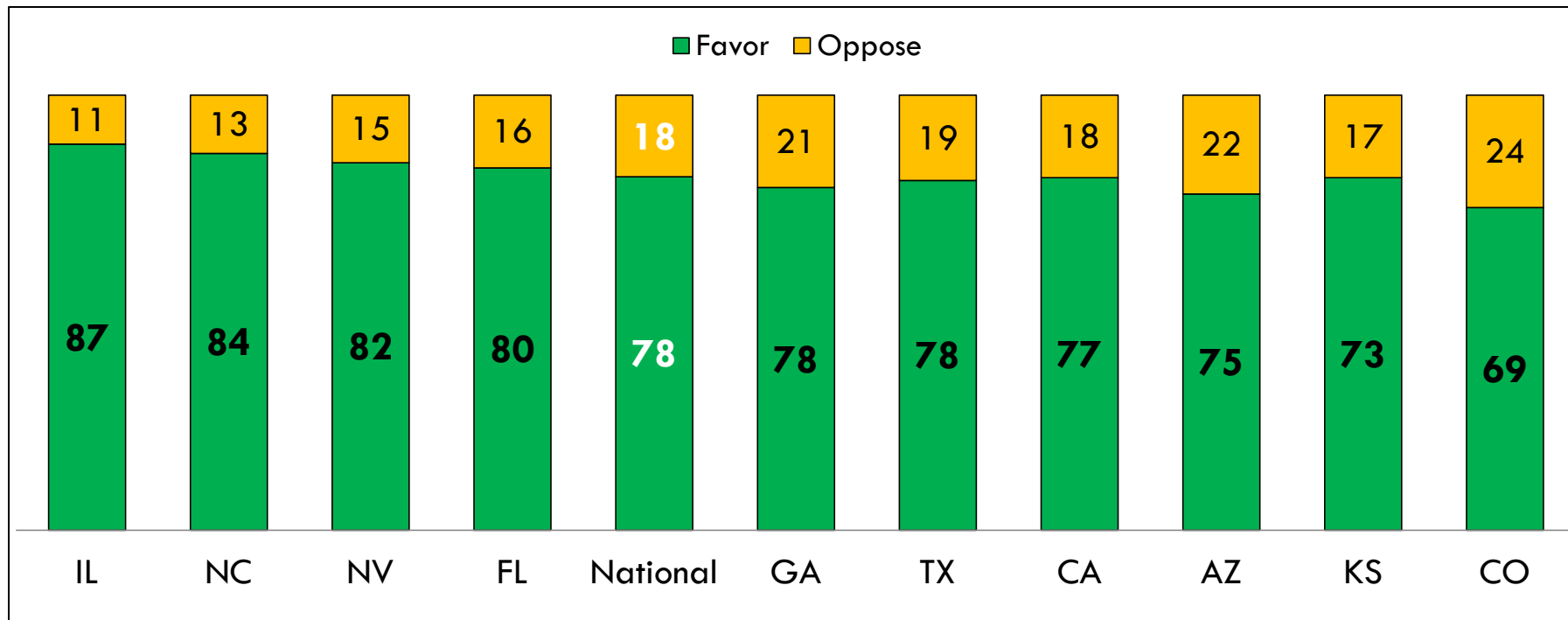


Best Approach to Deficit



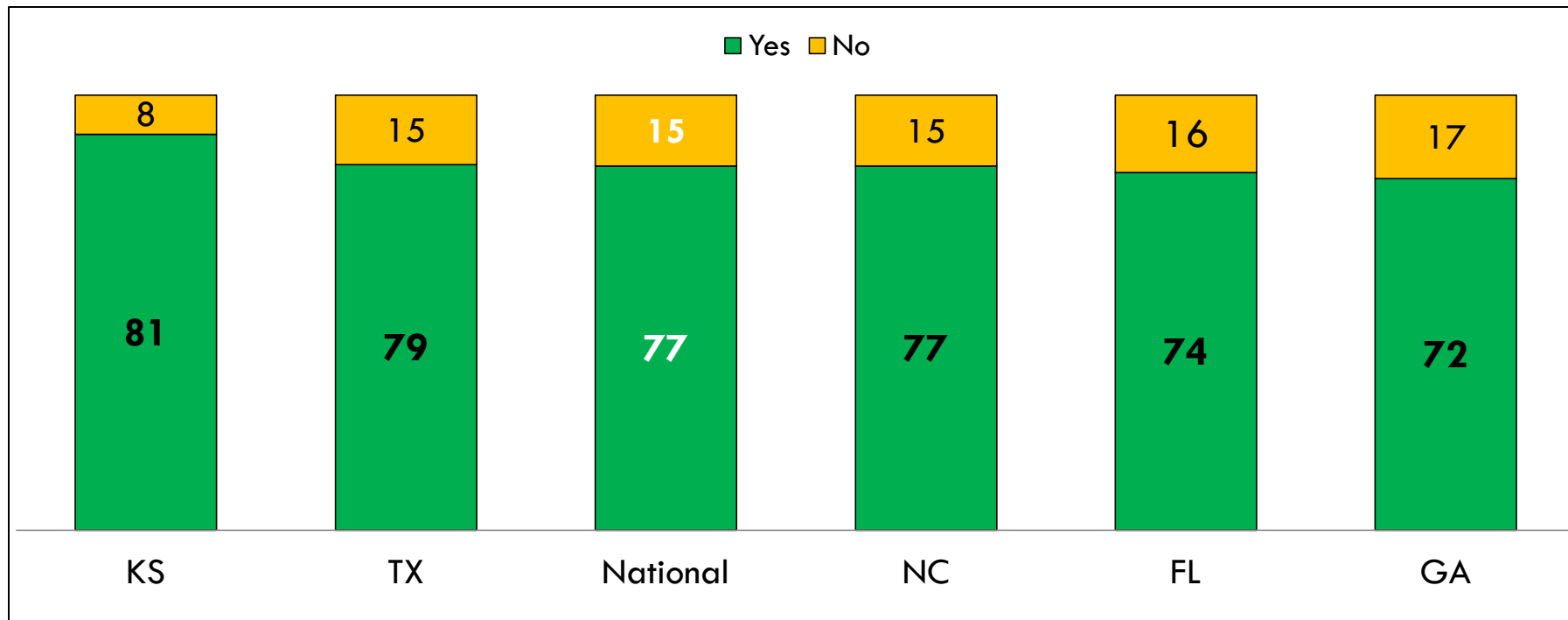
Source: Latino Decisions Election Eve 2014 Poll Sponsored by: LVP/NCLR/AV

Support Increase Minimum Wage to \$10.10



Source: Latino Decisions Election Eve 2014 Poll Sponsored by: LVP/NCLR/AV

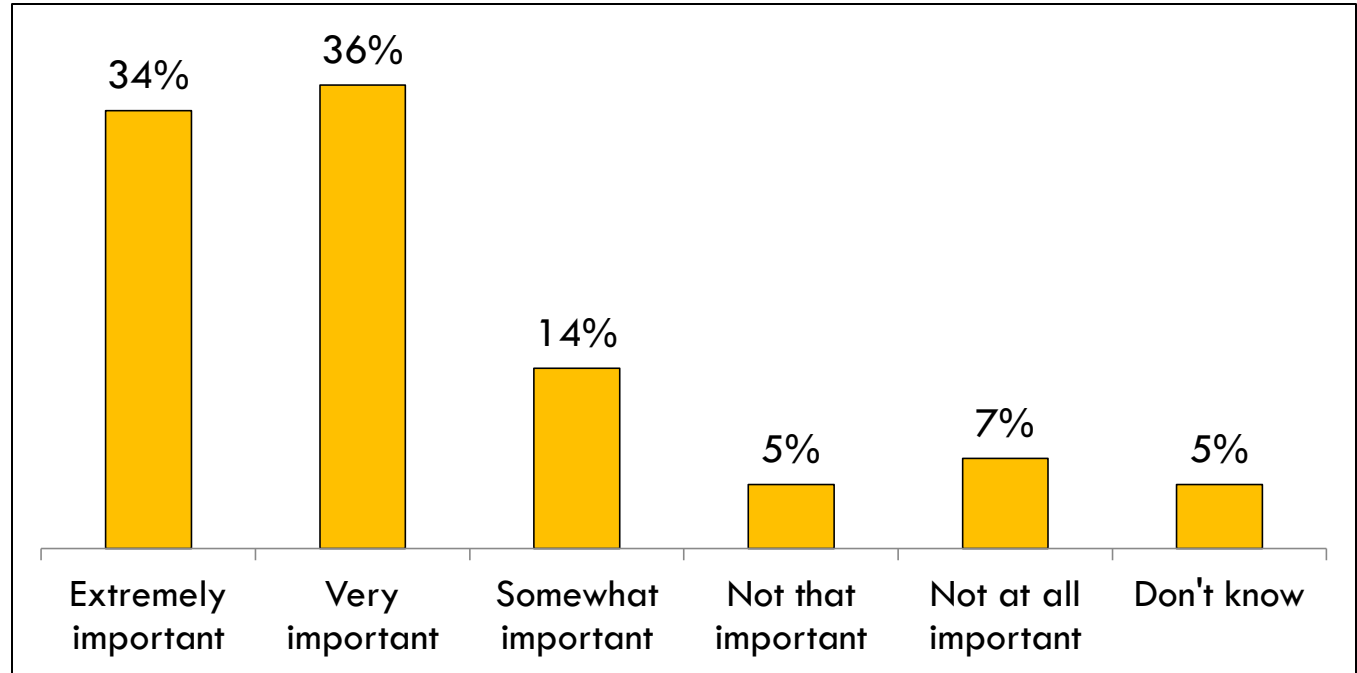
Should state expand Medicaid program



Source: Latino Decisions Election Eve 2014 Poll Sponsored by: LVP/NCLR/AV

Carbon pollution & climate change

How important is it for federal government to take measures to reduce carbon pollution that causes climate change?

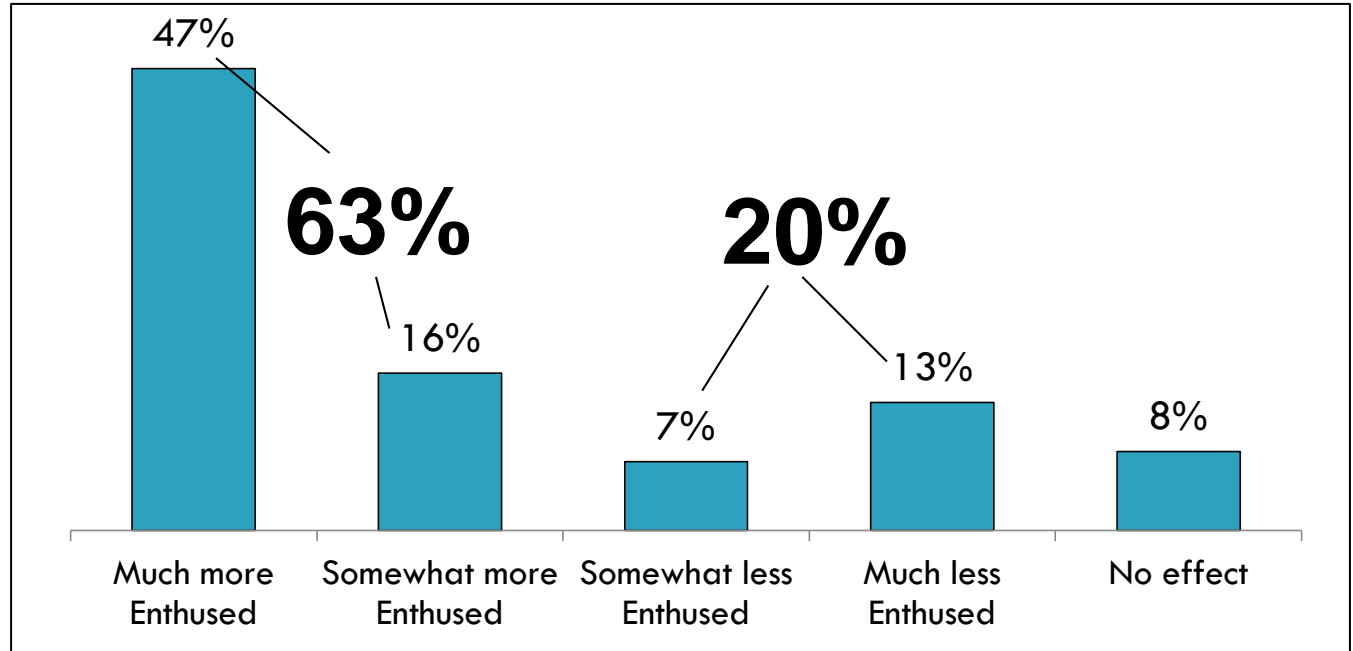


LOOKING FORWARD



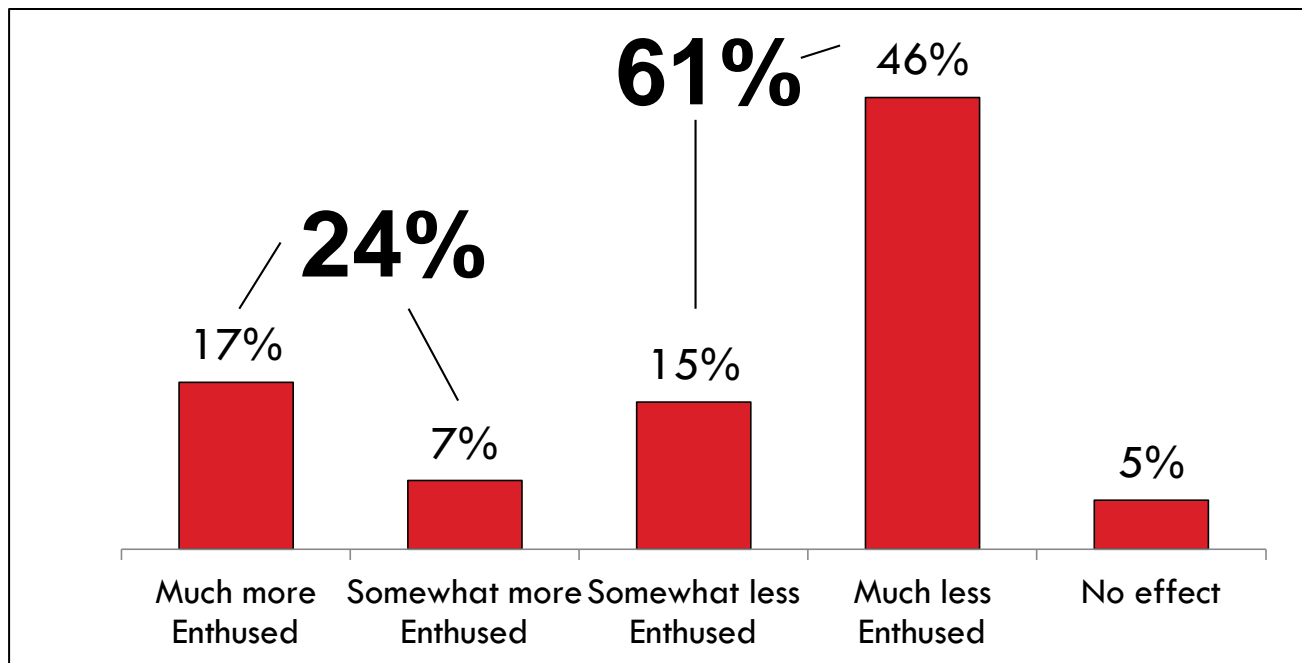
Executive Action Impact on Democrats

If President Obama enacts this executive order before the end of this year would that make you feel more / less enthusiastic about the Democratic Party?



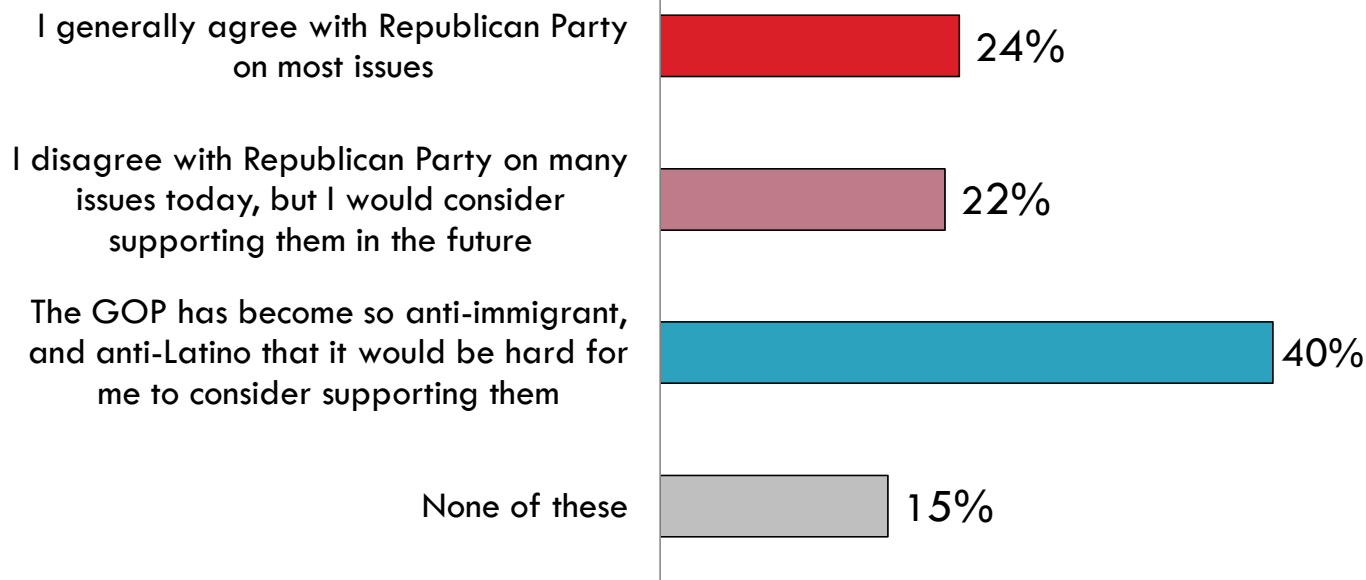
Block Executive Action Impact on GOP

If Republicans block President Obama from taking any action on immigration would that make you feel more / less enthusiastic about the Republican Party?



Republican Party Standing

Thinking about the Republican Party, which do you agree with most?



2016 Presidential Election

If the 2016 Presidential election were held today, would you vote for the Democratic candidate for President, or the Republican candidate for President?

- ☐ 52% will vote Democrat
- ☐ 20% will vote Republican
- ☐ 28% are undecided

2014 Take Aways

- ❑ Latino vote continues to grow dramatically
- ❑ However voters need to be inspired and mobilized by candidates
- ❑ Many Latinos feel ignored by Democrats
- ❑ Many Latinos feel under attack by GOP