



THE LATINO ELECTORATE AND ECONOMIC ISSUES

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Latinos and the Economy

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1. Evaluate Latino electorate's tax policy priorities:
Support policies that help working families.
2. Tough economic conditions affect daily life and shape views of candidates and elected officials.
3. Latino voters link economic and immigration factors when making voting decisions.

About the Research

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- Sponsored by National Council of La Raza
- National survey of Latino registered voters
- Field Dates: November 4-14, 2015
- N=1,157 respondents, +/- 2.9% MoE
- Blended sample: mobile phone, landline, online
- English or Spanish, at discretion of each respondent

ECONOMIC CONDITIONS AND IMPACT ON VOTER PERSPECTIVES

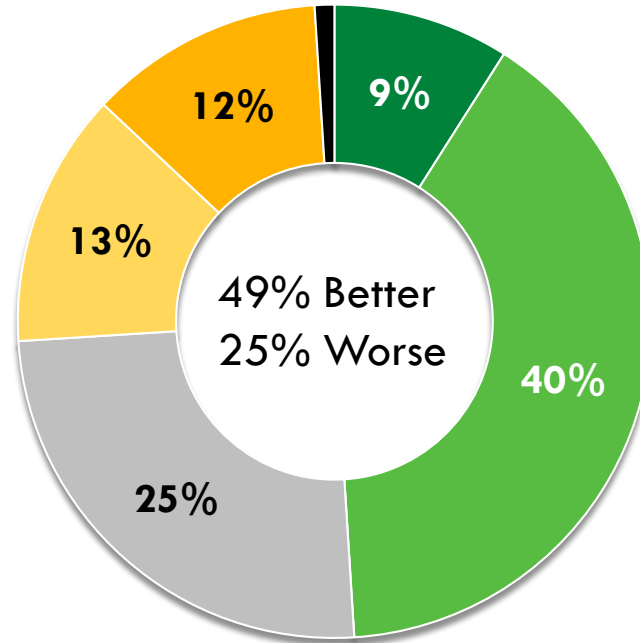


National Economy Evaluation

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What direction would you say the economy is moving?

Would you say the economy is getting a lot better, somewhat better, not really changing, getting somewhat worse, or getting a lot worse?



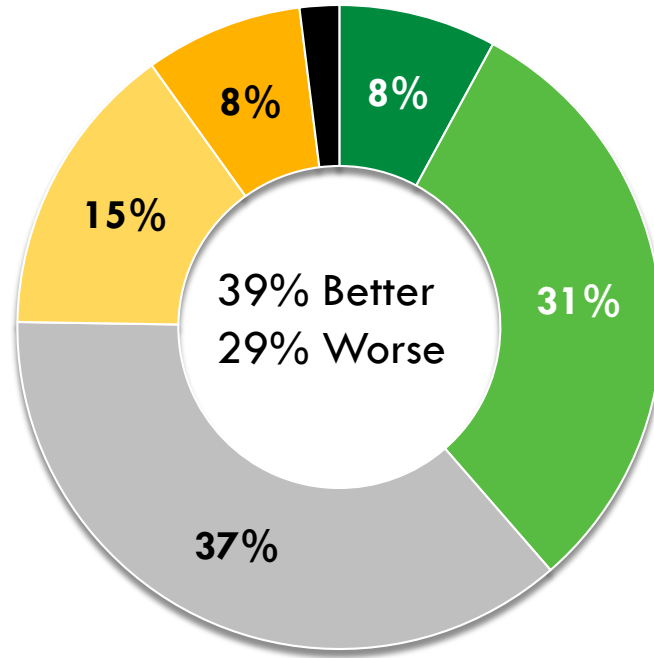
- A lot better
- Somewhat better
- Not really changing
- Somewhat worse
- A lot worse
- Not sure / Don't know

Personal Finances Evaluation

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Would you say that your personal finances have gotten a lot better, somewhat better, has not changed, gotten somewhat worse or gotten a lot worse during the last year?

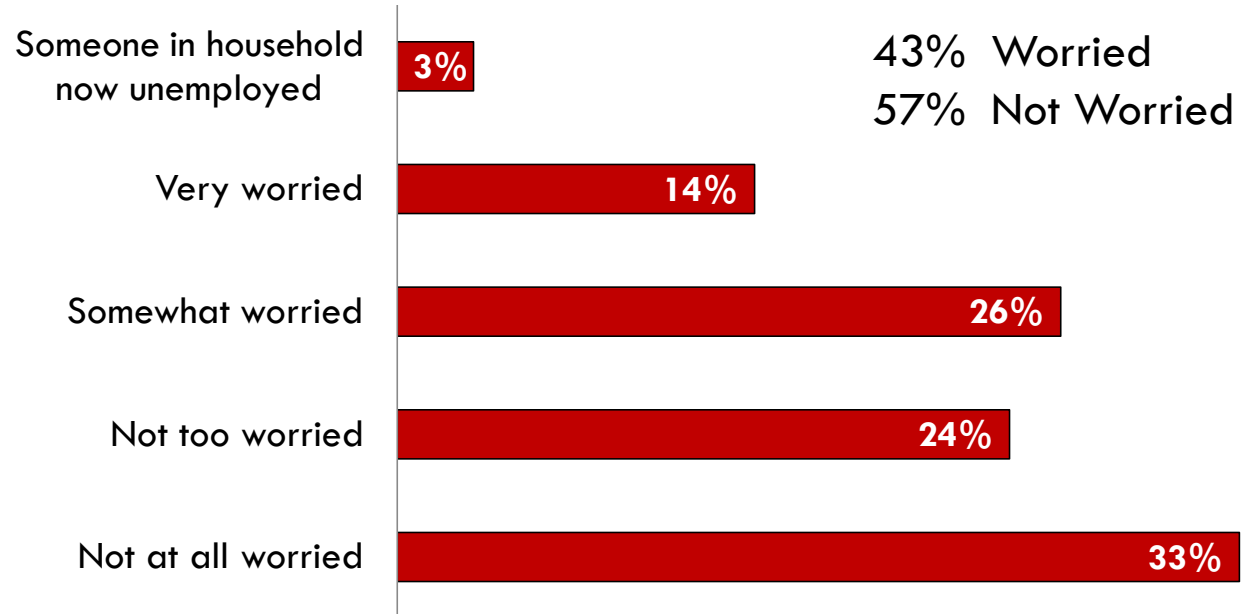
- A lot better
- Somewhat better
- Not really changing
- Somewhat worse
- A lot worse
- Not sure / Don't know



Concerns About Unemployment

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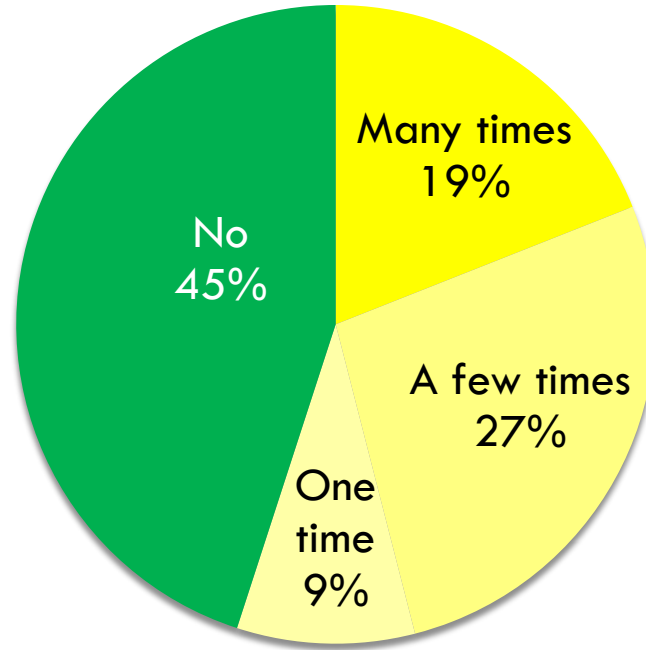
Thinking ahead to the next year, how worried are you that you or someone in your household might lose their job and become unemployed?



Concerns About Household Bills

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Over the last year, was there ever a month that you were worried you might not have enough money to pay all your bills?

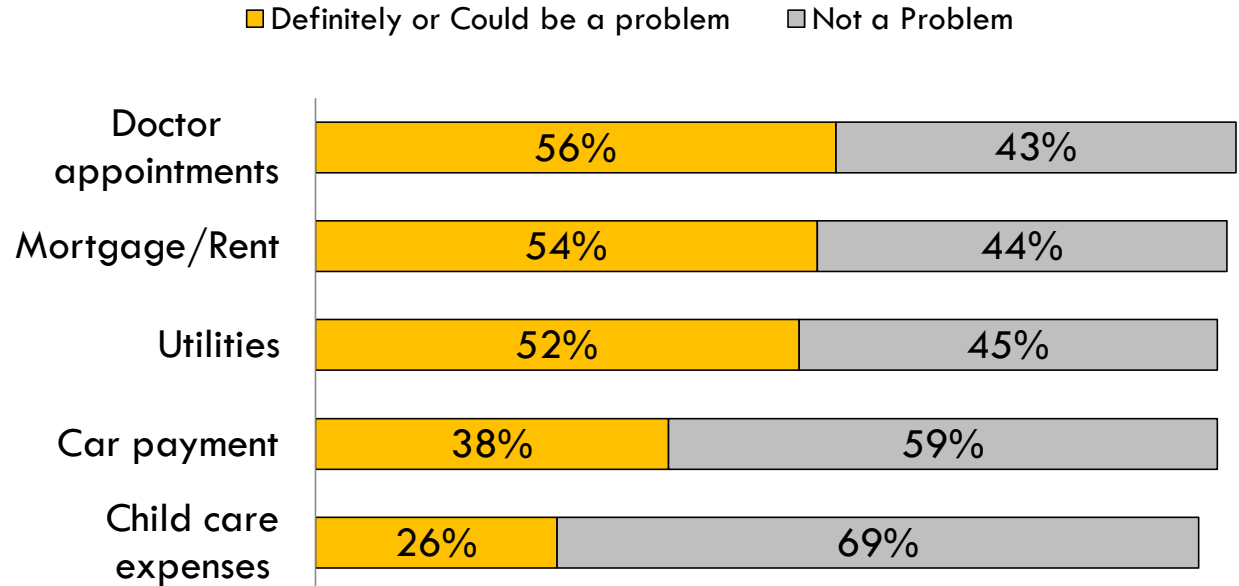


55% worried they might not be able to cover basic expenses

Tax Refunds Essential to Meet Needs

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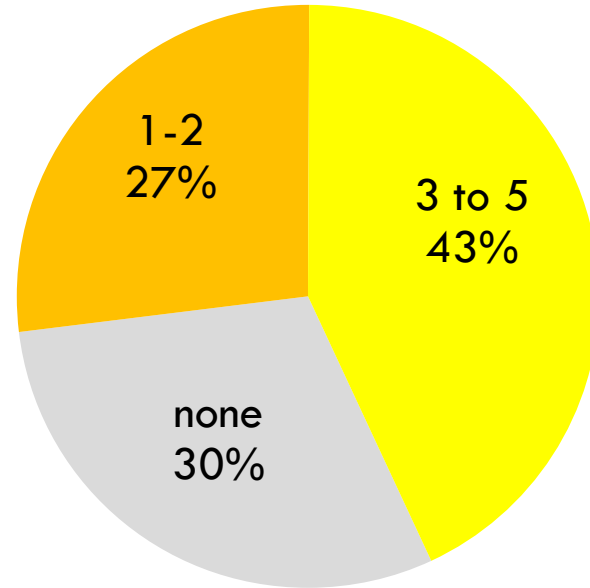
If your tax refund was cut or significantly reduced, which of the following expenses would you have a problem paying?



Tax Refunds Essential to Meet Needs

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Number of these basic expenses (rent, car, utility, child care, doctor appointments) could have trouble paying without a tax refund.



70% could have trouble with household expenses without tax refund

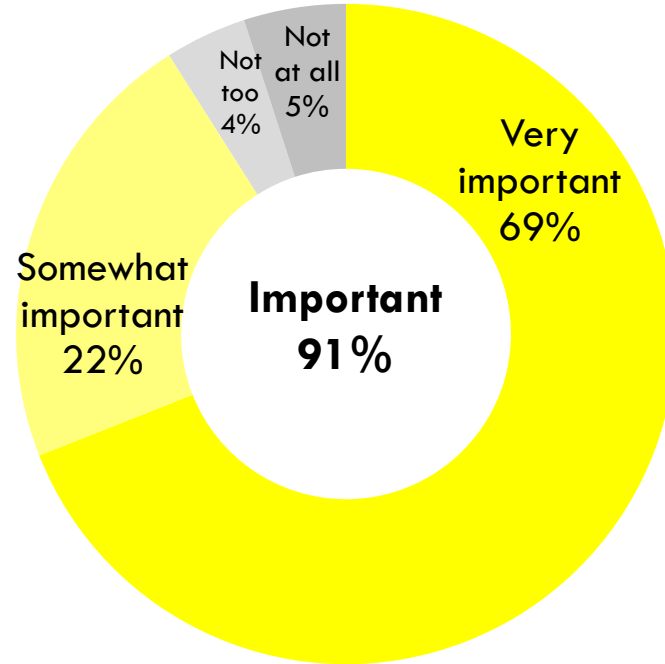
**TAX POLICY PRIORITIES:
SUPPORT POLICIES THAT HELP
WORKING FAMILIES**



Tax Credits for Working Families Very Important to Latino Voters

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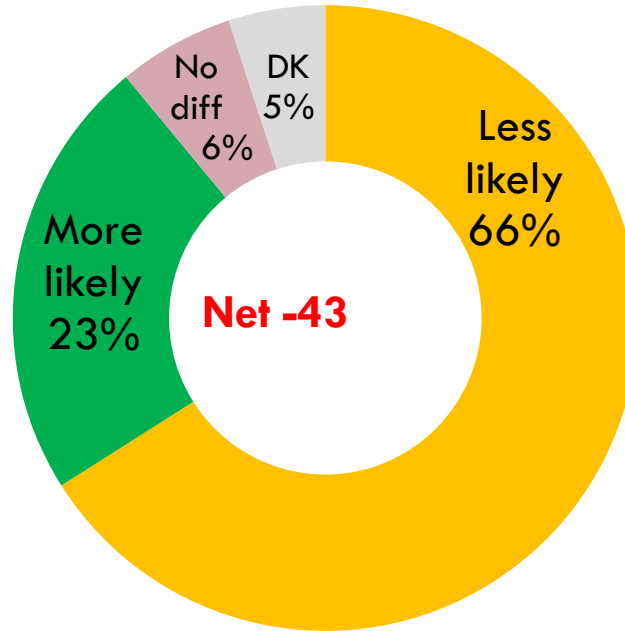
How important do you think it is for Congress to support tax credits for working families?



Tax Cuts Must Include Working Families

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Would you be more or less likely to vote for your member of Congress if they voted to lower taxes for businesses, but not for working families?



Less Likely

66% \$70K+

71% Veteran Households

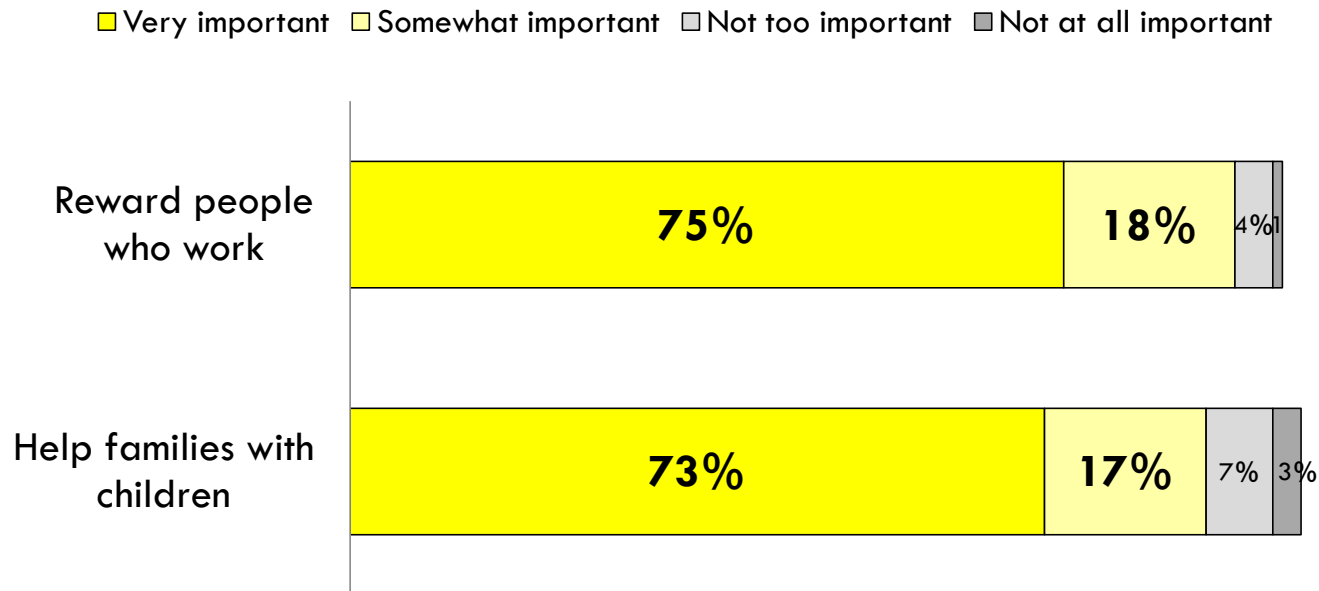
72% English Interviews

77% College Degree

Overwhelming Agreement: Very Important for Tax Rules to Help Working Families

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How important is it to you that the tax rules



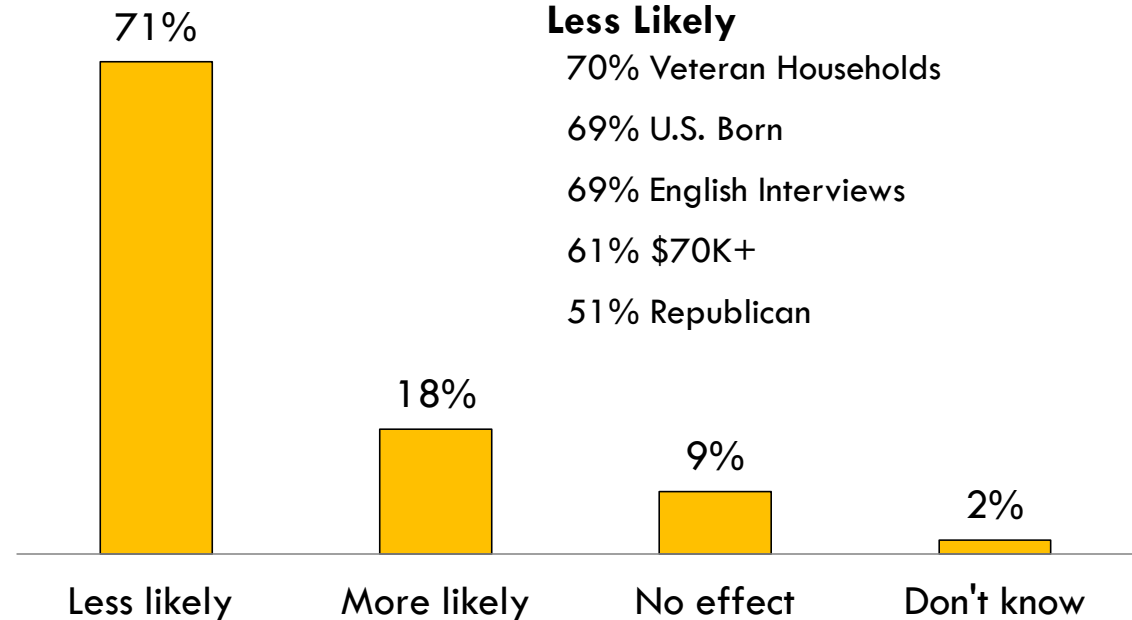
Vote Against CTC Diminishes Latino Support

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Some in Congress are considering taking away the tax refund from people who currently qualify because they are not yet U.S. citizens.

85% of taxpaying parents who would lose the credit are Latino and have citizen children.

Would you be more/less likely vote for a candidate that supports cutting this tax credit?



ECONOMIC AND IMMIGRATION ISSUES: IMPORTANT AND LINKED

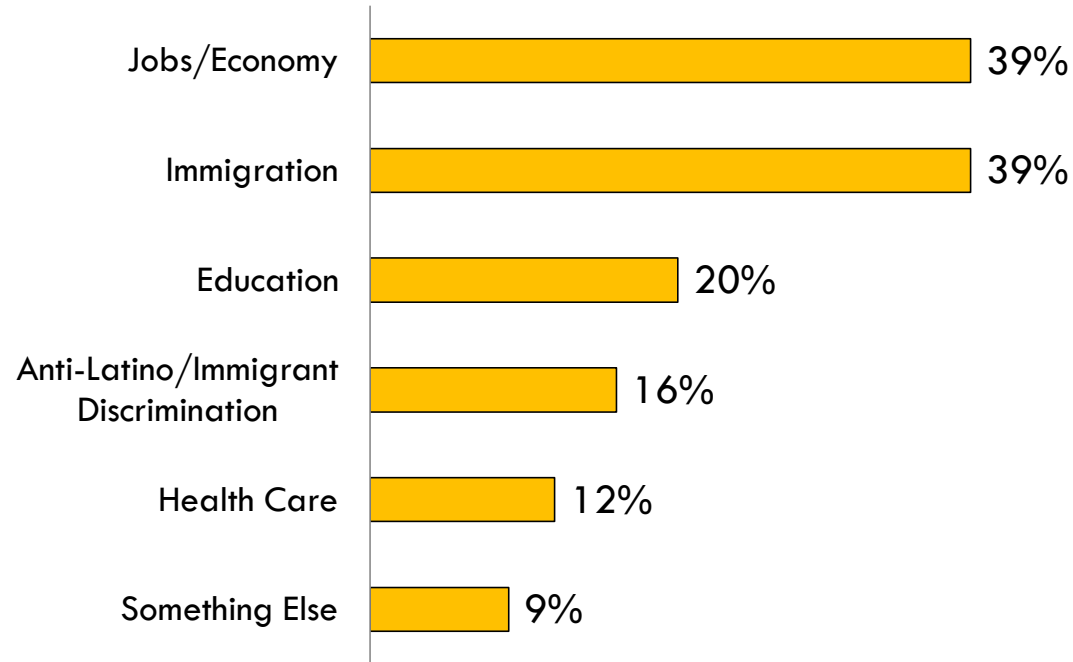


Most Important Issues

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What do you think are the most important issues facing the Latino community that our politicians should address?

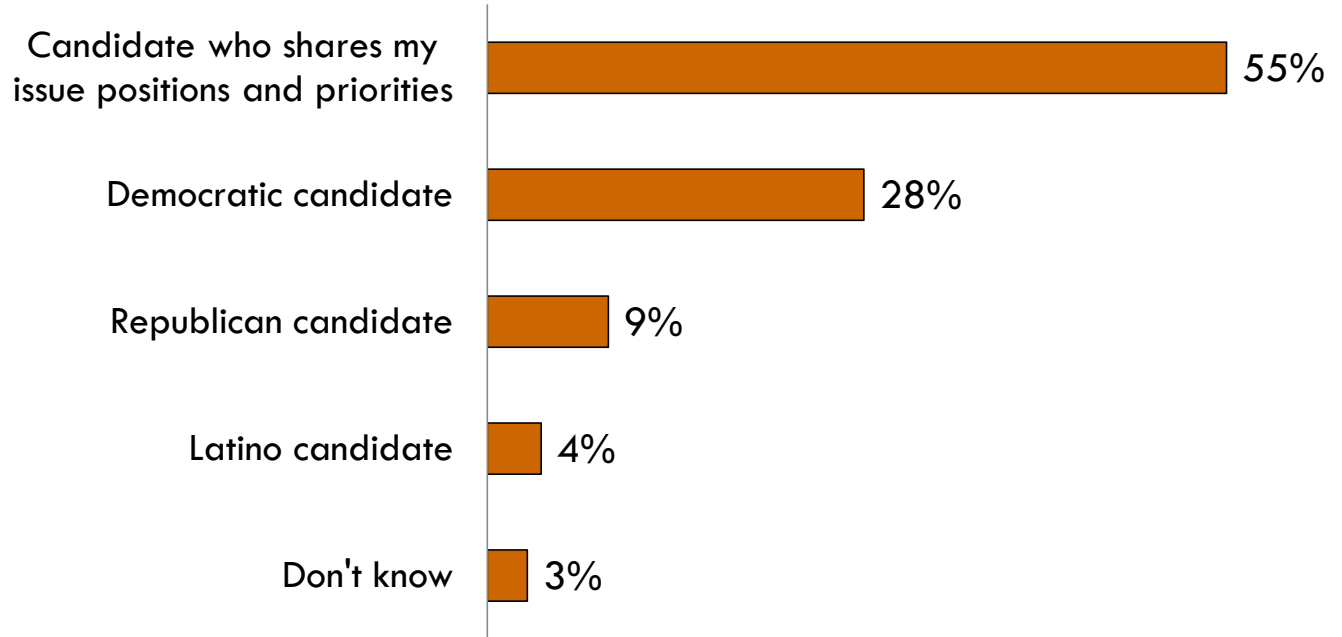
(Top 2 responses)



Vote Based on Issue Priorities

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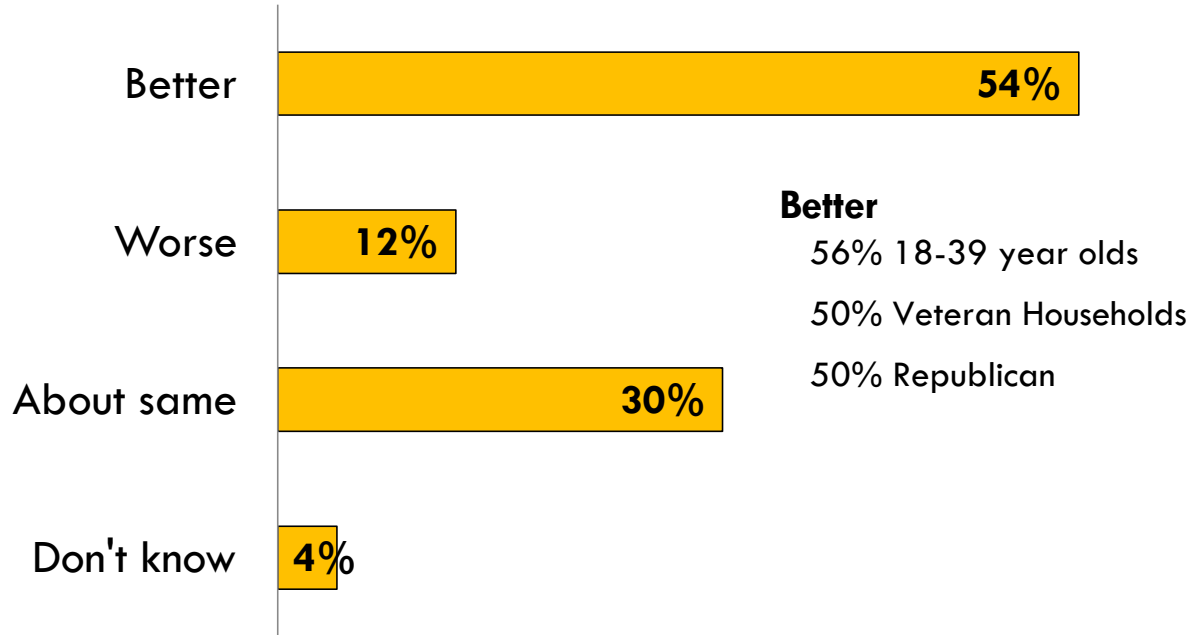
Which is the most important factor for you when you decide who you will vote for? Would you say you are most likely to vote for:



Immigration and Economy Are Linked

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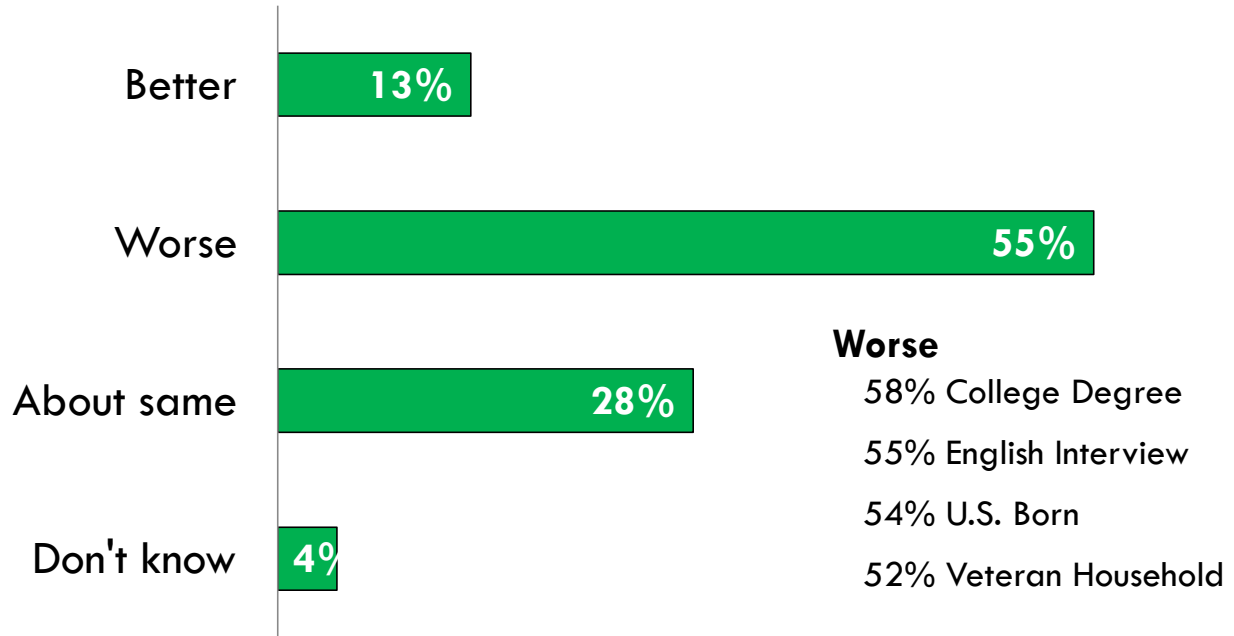
If a candidate that **strongly supports** immigration reform is elected president, do you think jobs and economic opportunities for the Latino community will get better, worse, or stay about the same?



Immigration and Economy Are Linked

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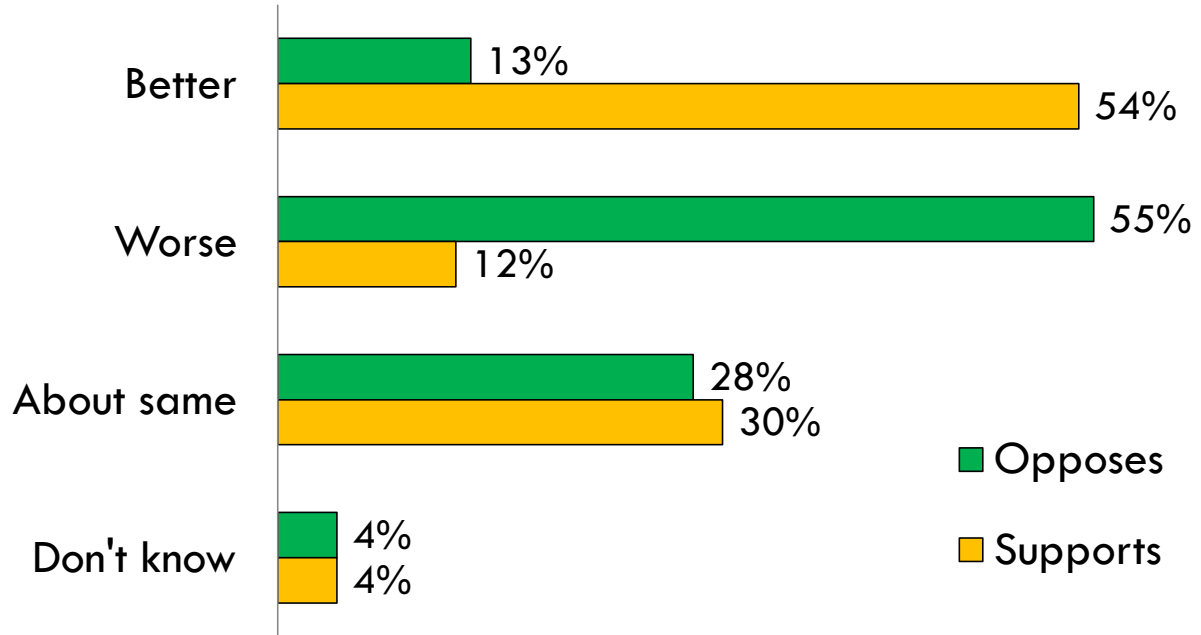
If a candidate that **strongly opposes** immigration reform is elected president, do you think jobs and economic opportunities for the Latino community will get better, worse, or stay about the same?



Immigration and Economy Are Linked

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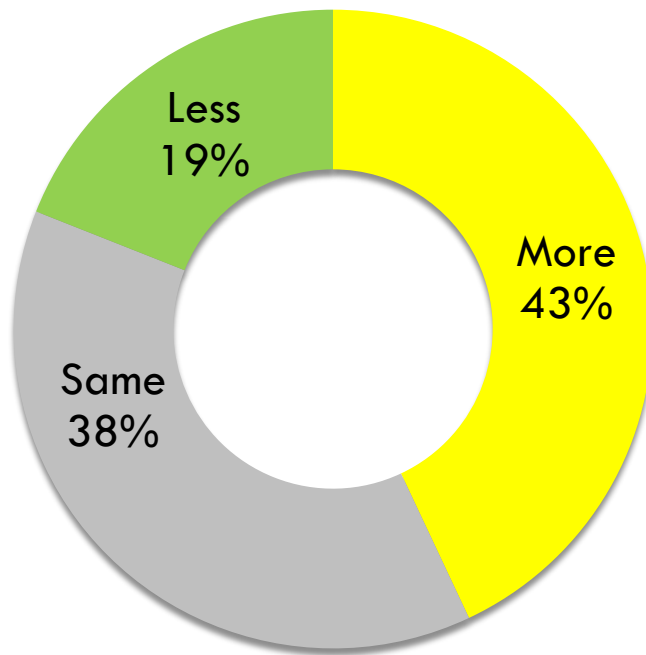
If a candidate that strongly [opposes /supports] immigration reform is elected president, do you think jobs and economic opportunities for the Latino community will get better, worse, or stay about the same?



Interest in 2016 Race Compared to 2012

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Compared to the last presidential election, would you say that you are more interested now than you were during the 2012 election, have the same level of interest, or less interested now?



Key Findings

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- Latino voters want Congress to support tax policies that help working families and children.
 - Majority of ALL Latinos across income, education, party, language ability.
- Majority of Latino voters count on tax credits to meet important needs.
 - CTC cuts will be extremely difficult, already stretched
- Latino voters are more attuned than ever to presidential races so early in the process
 - Link immigration policy with their economic prospects

Thank You