

NEVADA LATINO VOTERS IN THE 2016 ELECTION

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Overview

- Nationally, the Latino vote will approach 13 million in 2016. Nevada's electorate is 17% Latino, making them especially influential in the Silver State.
- What effect will positioning on immigration issues have in presidential and key senate races
- 1st of three AV/LD studies (July, October) on Latino voters in battleground states. Check back soon.....

The Research

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Implemented
by Latino
Decisions

- N = 400 Latino registered voters in Nevada
- Representative of Nevada's registered Latino electorate
- Conducted April 3-13, 2016
- Landline, cell and online blended sample
- Margin of error is +/- 4.9%
- Interview in Spanish or English at subject's discretion

The Research

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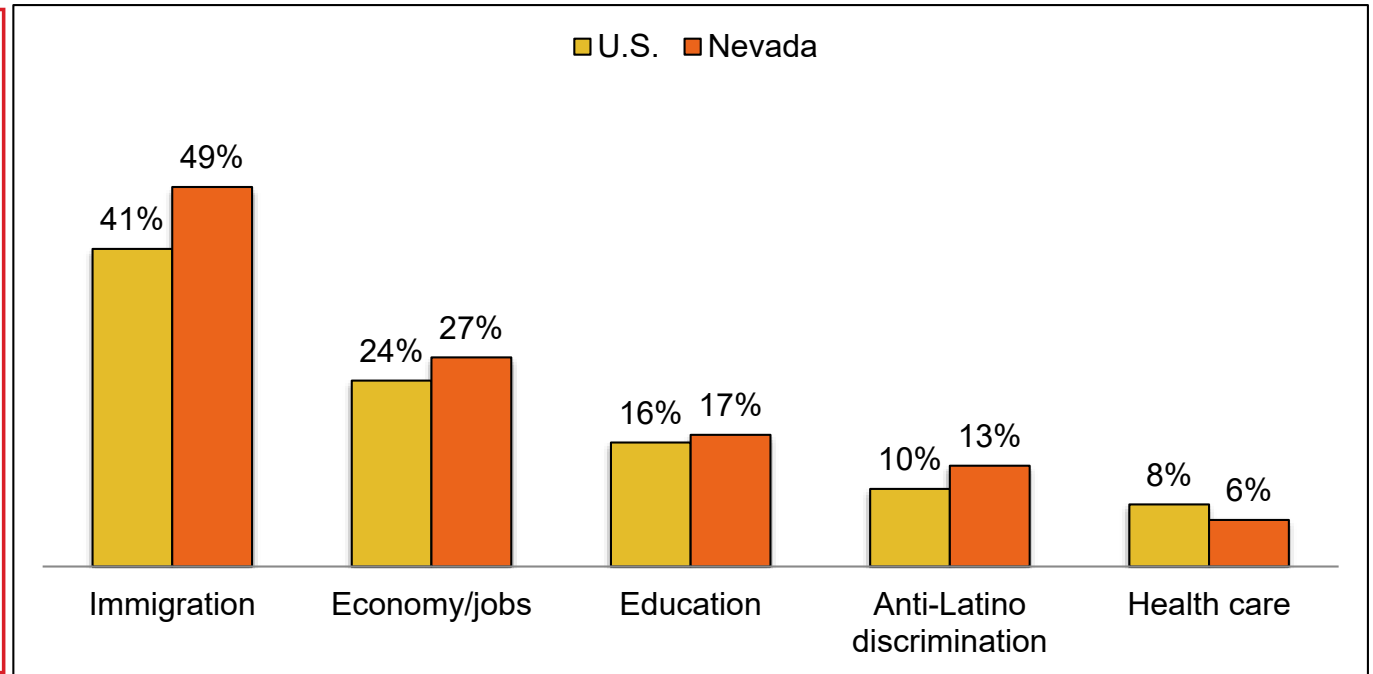
Implemented
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Decisions

Disclosure note: In August 2015, Matt Barreto and Gary Segura of Latino Decisions were hired as consultants to the Hillary Clinton presidential campaign. This study was not coordinated, sponsored, or otherwise endorsed by any campaign, party, or political organization. This poll was directed by Sylvia Manzano, Principal at Latino Decisions

Most Important Issue

Latino Community: Immigration

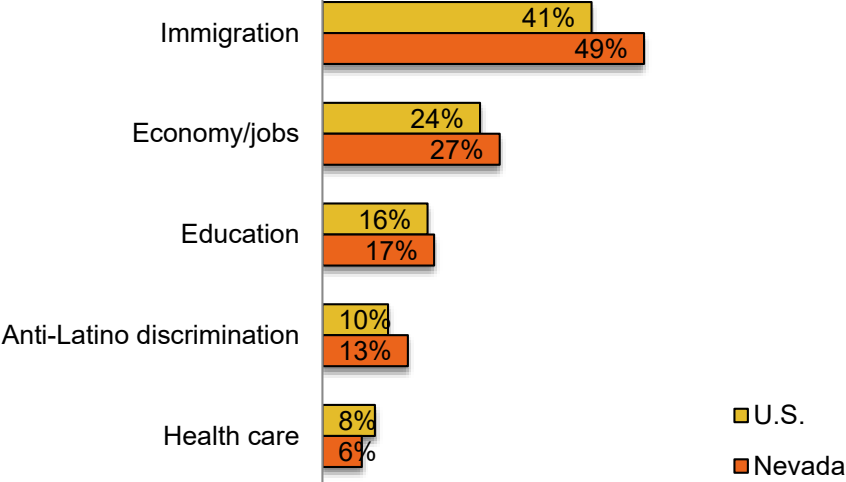
What are the most important issues facing the Latino community that you think Congress and the President should address?



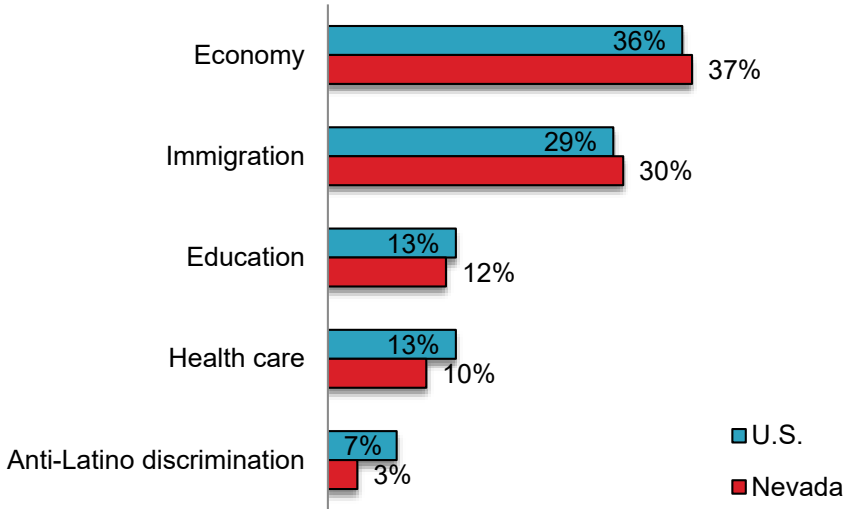
Source: America's Voice/Latino Decisions Nevada Survey April 2016
(State N=400, MoE +/-4.9%; National N=2,200, MoE +/-2.1%)

Immigration Remains High Priority

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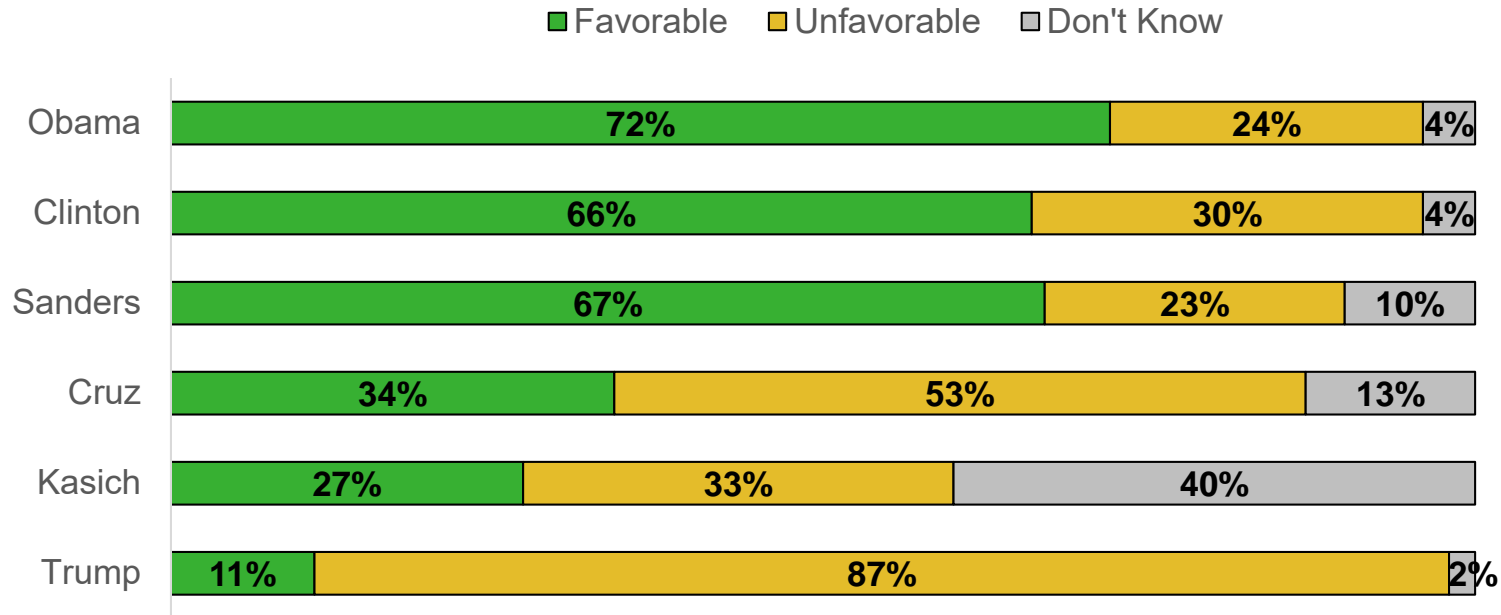


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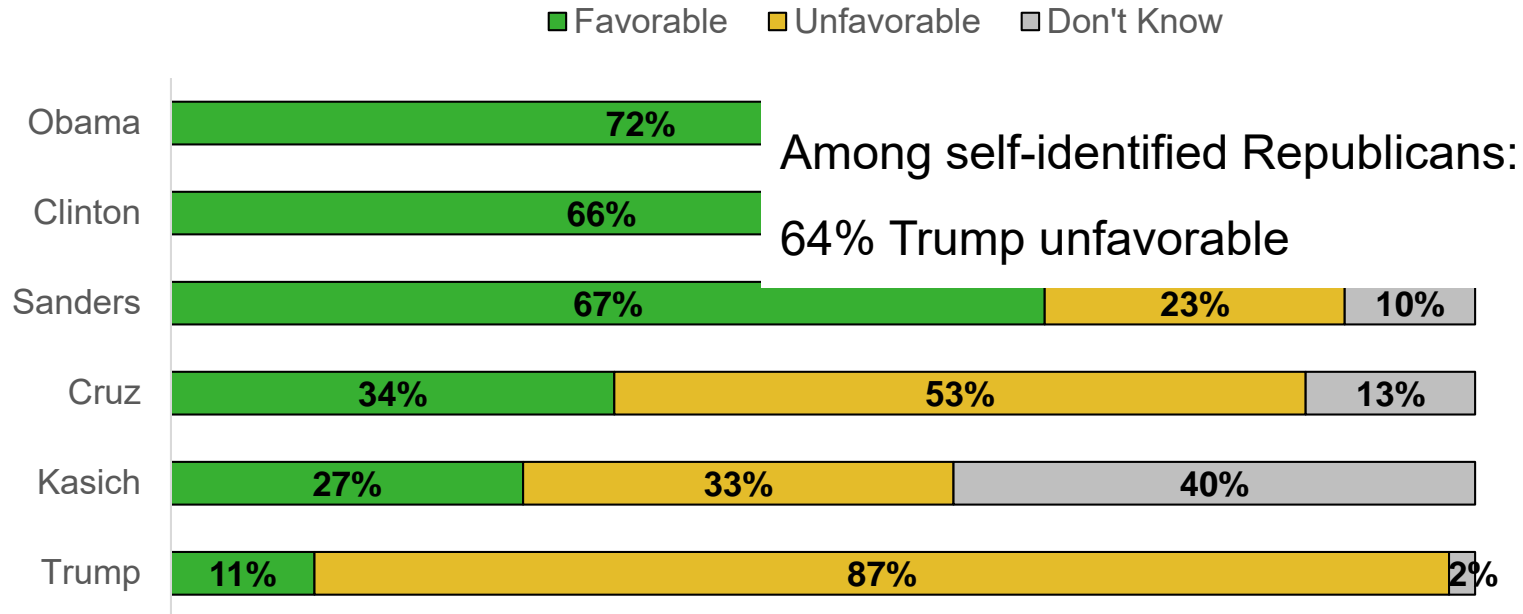
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Nevada Favorability Indicators



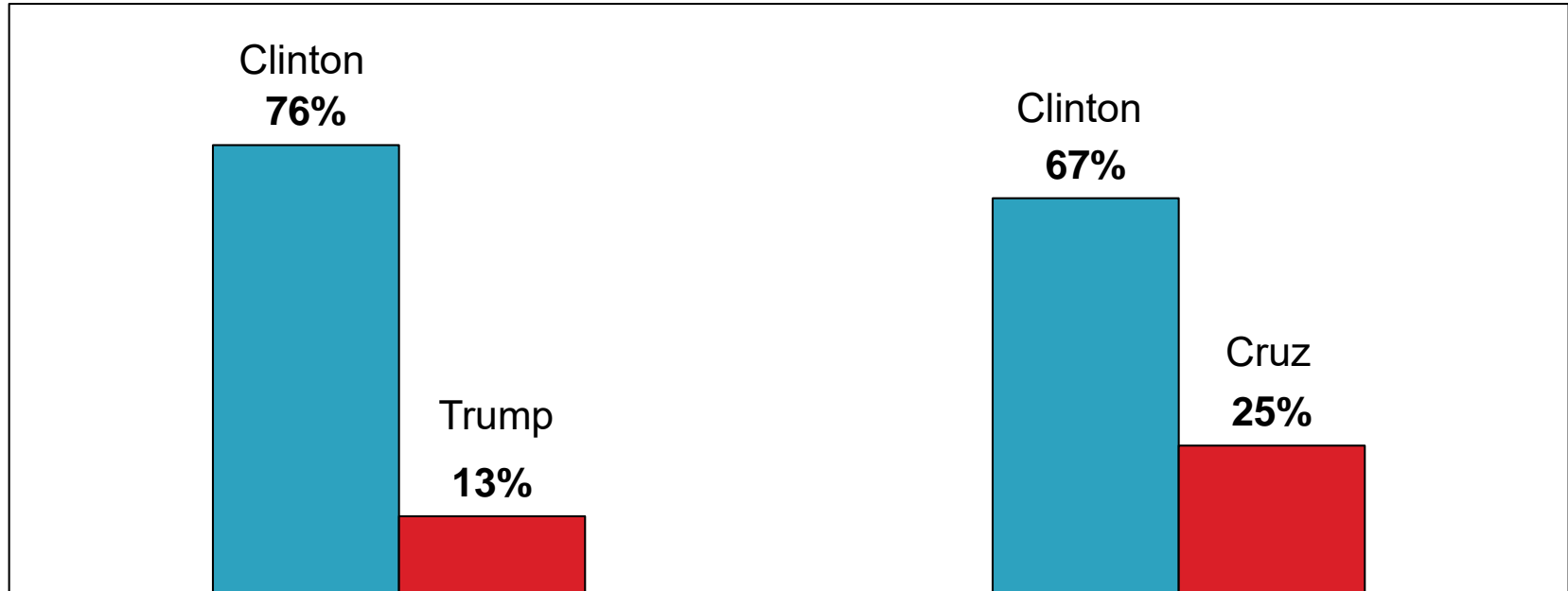
Source: America's Voice/Latino Decisions Nevada Survey April 2016 (N=400; MoE +/-4.9%)

Nevada Favorability Indicators



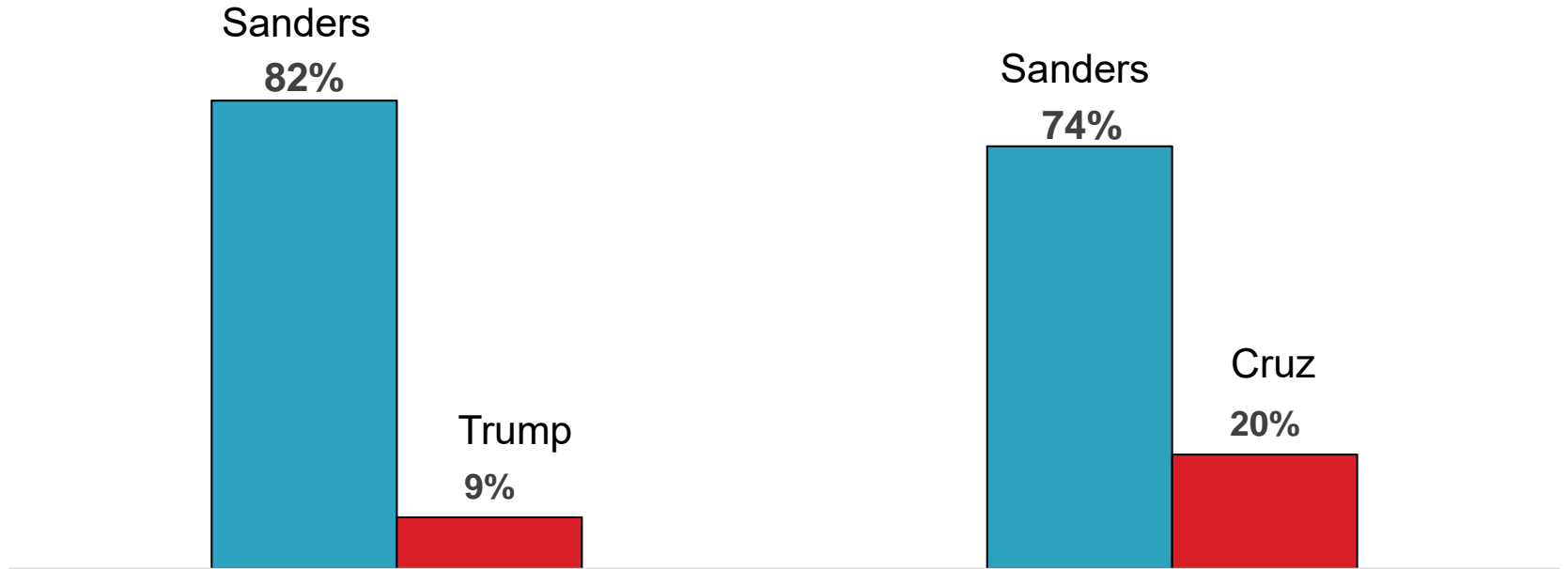
Source: America's Voice/Latino Decisions Nevada Survey April 2016 (N=400; MoE +/-4.9%)

Clinton Match-Ups in Nevada



Source: America's Voice/Latino Decisions Nevada Survey April 2016 (N=400; MoE +/-4.9%)

Sanders Match-Ups in Nevada



Source: America's Voice/Latino Decisions Nevada Survey April 2016 (N=400; MoE +/-4.9%)

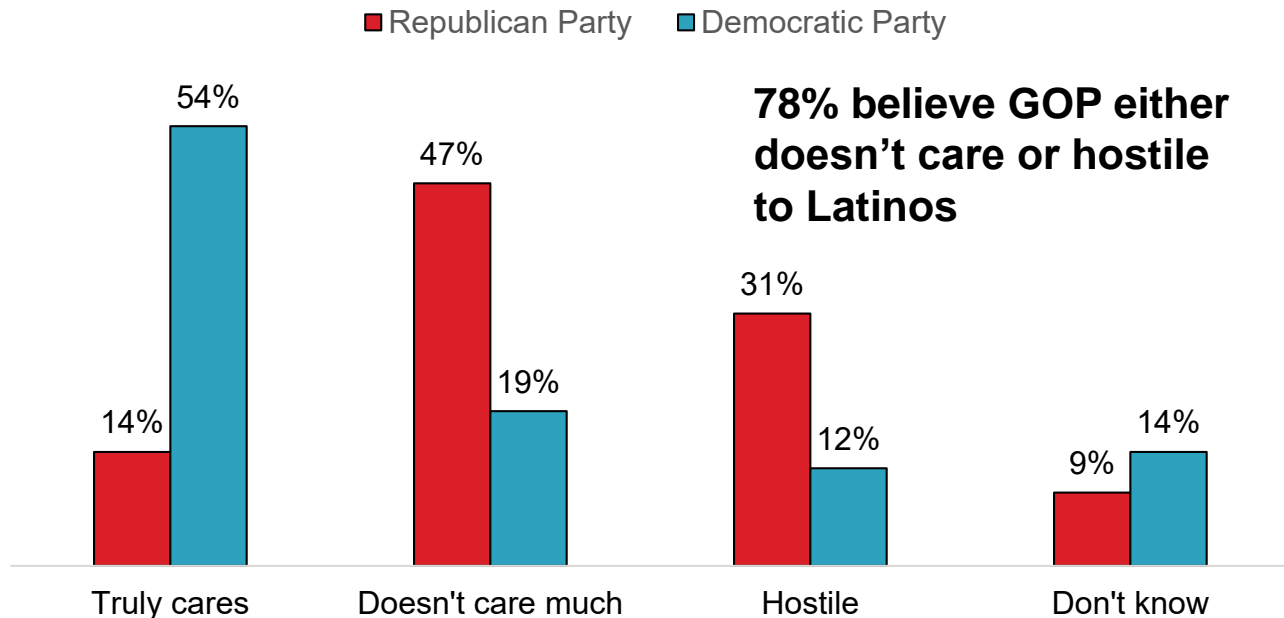
Perceptions of Party: Interest in Latino Community

Which statement do you agree with most: The Republican/Democratic Party:

Truly cares about the Latino community

Doesn't care too much about Latinos

Is sometimes hostile to the Latino community



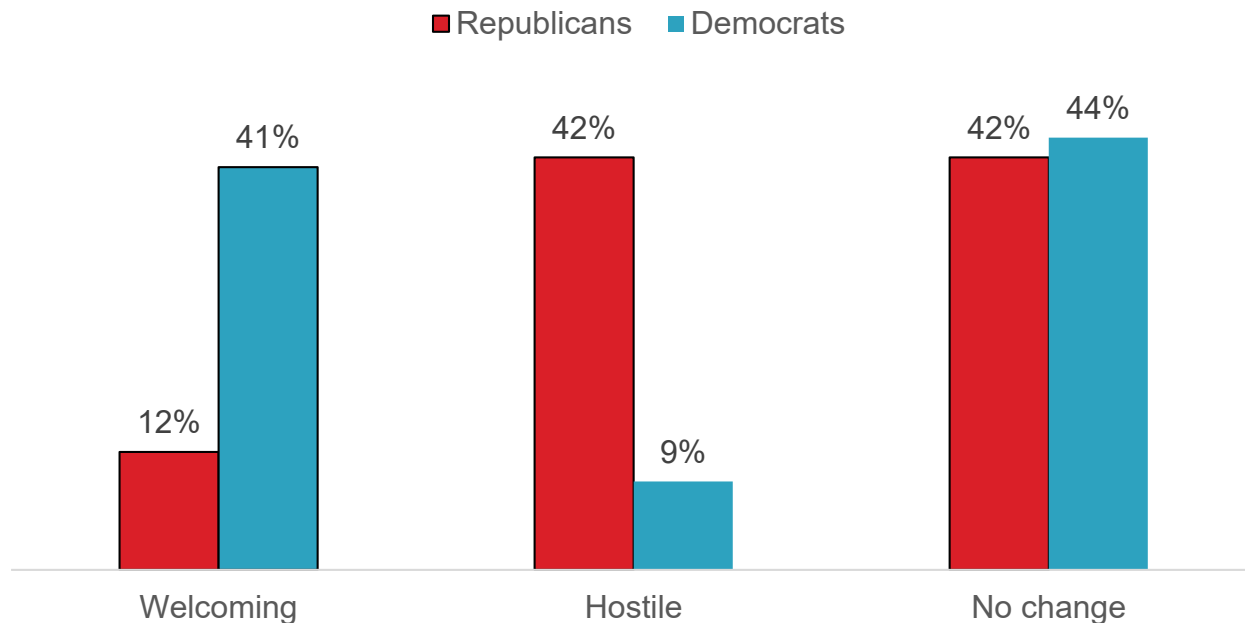
Perceptions of Party: Increasingly Welcome or Hostile

In recent years,
do you think the
Republican/
Democratic
party has
become:

More welcoming
to Latinos,

More hostile to
Latinos,

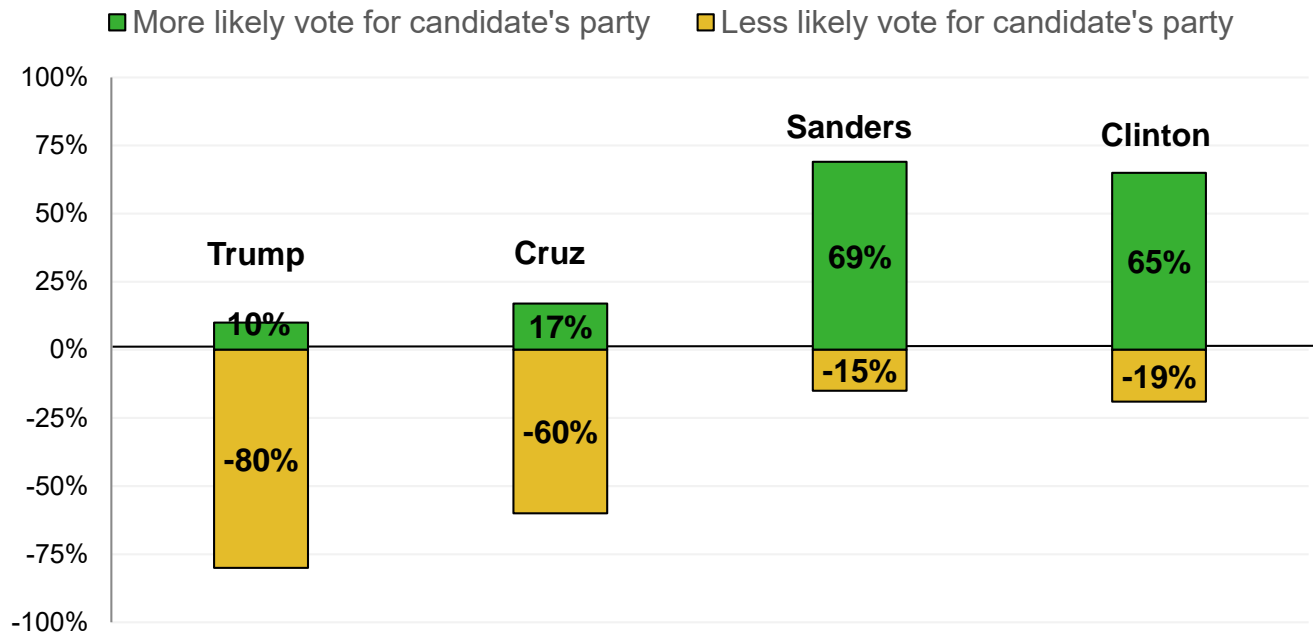
Or hasn't really
changed



Source: America's Voice/Latino Decisions Nevada Survey April 2016 (N=400; MoE +/-4.9%)

Candidate Immigration Views Impact Party

Do [candidate] views on immigrants or immigration make you more-or-less likely to vote for the [candidate party] in November?

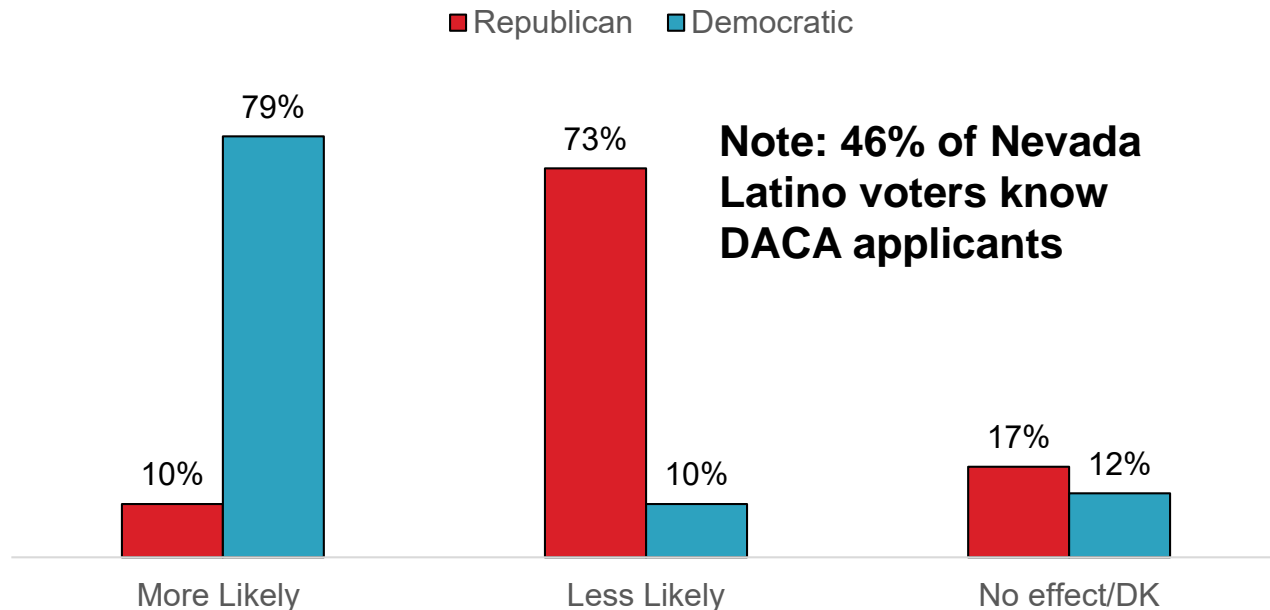


Source: America's Voice/Latino Decisions Nevada Survey April 2016 (N=400; MoE +/-4.9%)

Impact of Presidential Candidates Support / Opposition to DACA on Vote

Democratic candidates want to continue DACA. Does this make you more/less likely to vote for a Democrat in November?

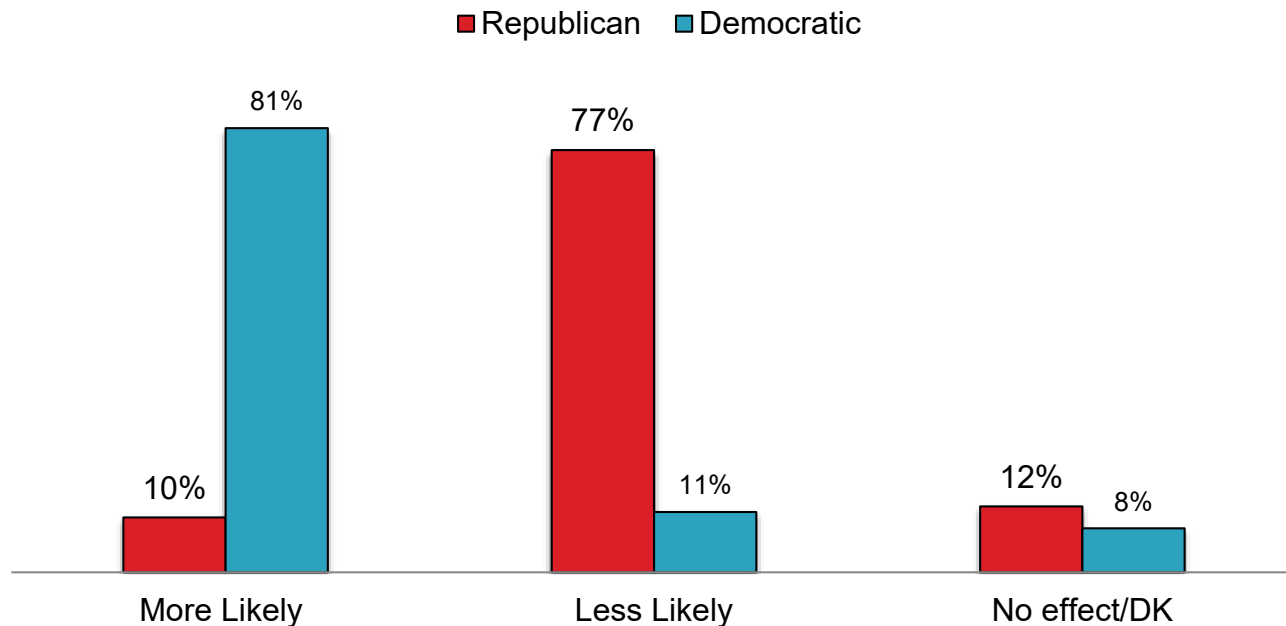
Republican candidates want to end DACA. Does this make you more/less likely to vote for a Republican in November?



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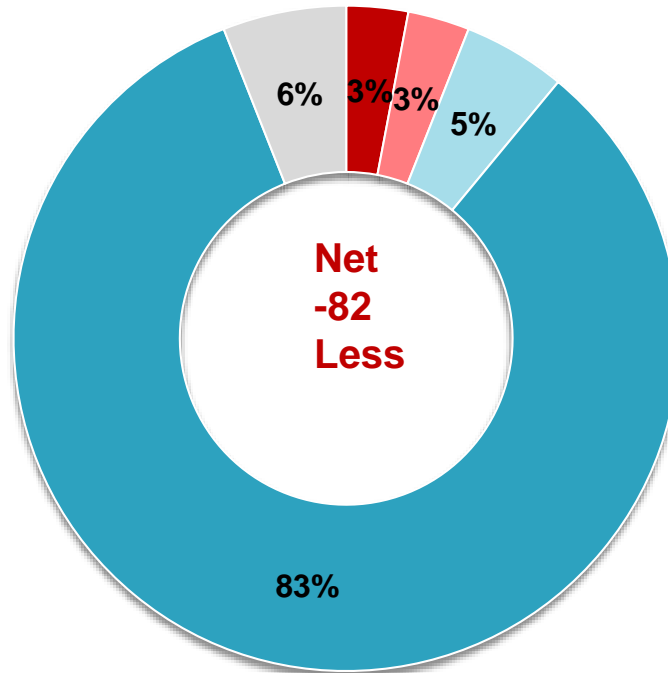
Republican candidates want to end DAPA. Does this make you more/less likely to vote for a Republican in November?



Source: America's Voice/Latino Decisions Nevada Survey April 2016 (N=400; MoE +/-4.9%)

Trump: Deportation forces

Republican presidential candidate Donald Trump has promised that if he is elected, he will deport every undocumented immigrant through the use of deportation forces. Does this make you more-or-less likely to vote for Trump?

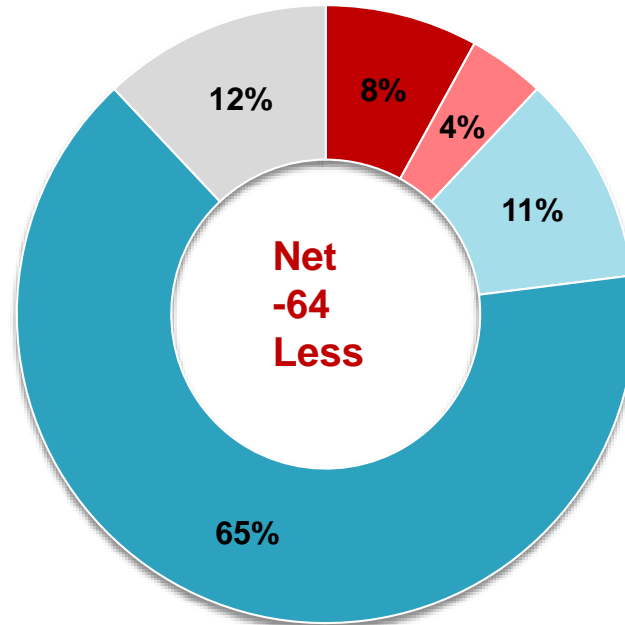


45% of Nevada Latino voters know someone deported or detained for immigration reasons

- Much more
- Somewhat more
- Somewhat less
- Much less
- No effect/DK

Cruz: Self-Deport

Republican presidential candidate Ted Cruz has promised that if he is elected president he will deport every undocumented immigrant through self-deportation. Does this make you more-or-less likely to vote for Cruz?

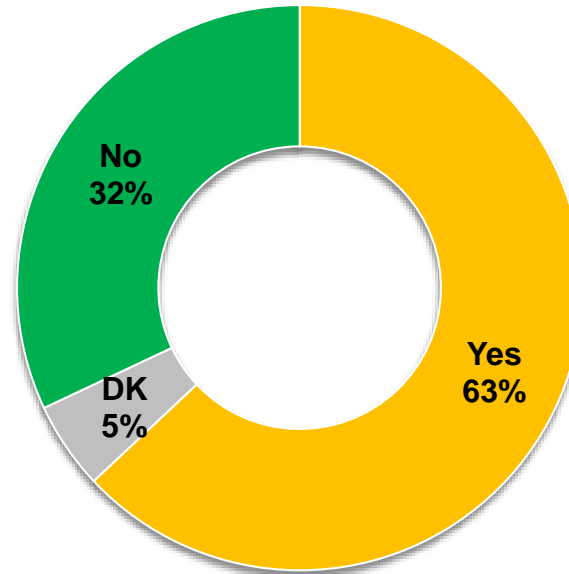


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Latino Voter Ties to Undocumented Community

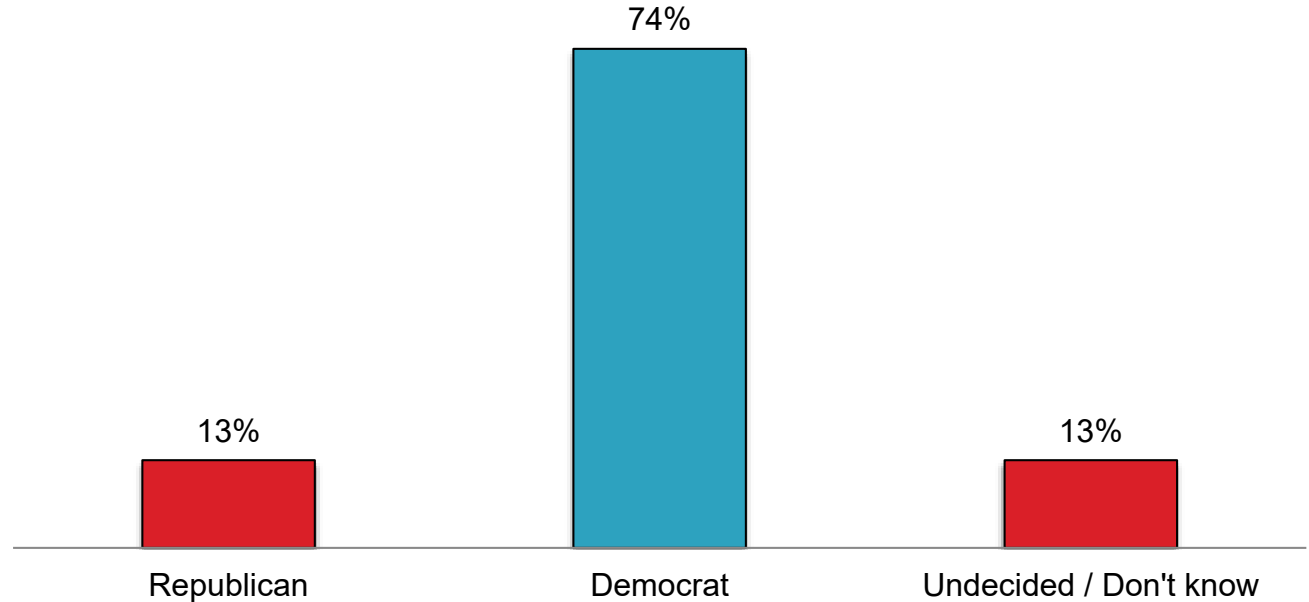
Thinking about all the people in your family, your friends, co-workers, and other people you know, do you know anyone who is an undocumented immigrant?



Source: America's Voice/Latino Decisions Nevada Survey April 2016 (N=400; MoE +/-4.9%)

Nevada House Vote 2016

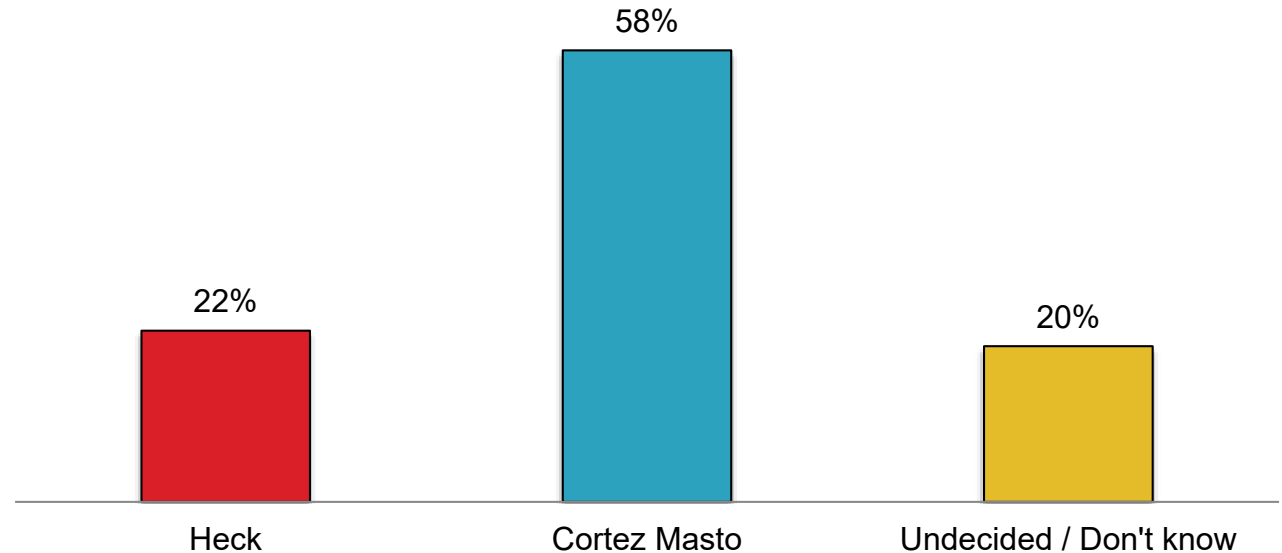
Now thinking about the upcoming elections for U.S. Congress in November, do you plan to vote for the Republican or Democratic candidate in your district?



Source: America's Voice/Latino Decisions Nevada Survey April 2016 (N=400; MoE +/-4.9%)

Nevada Senate Vote 2016

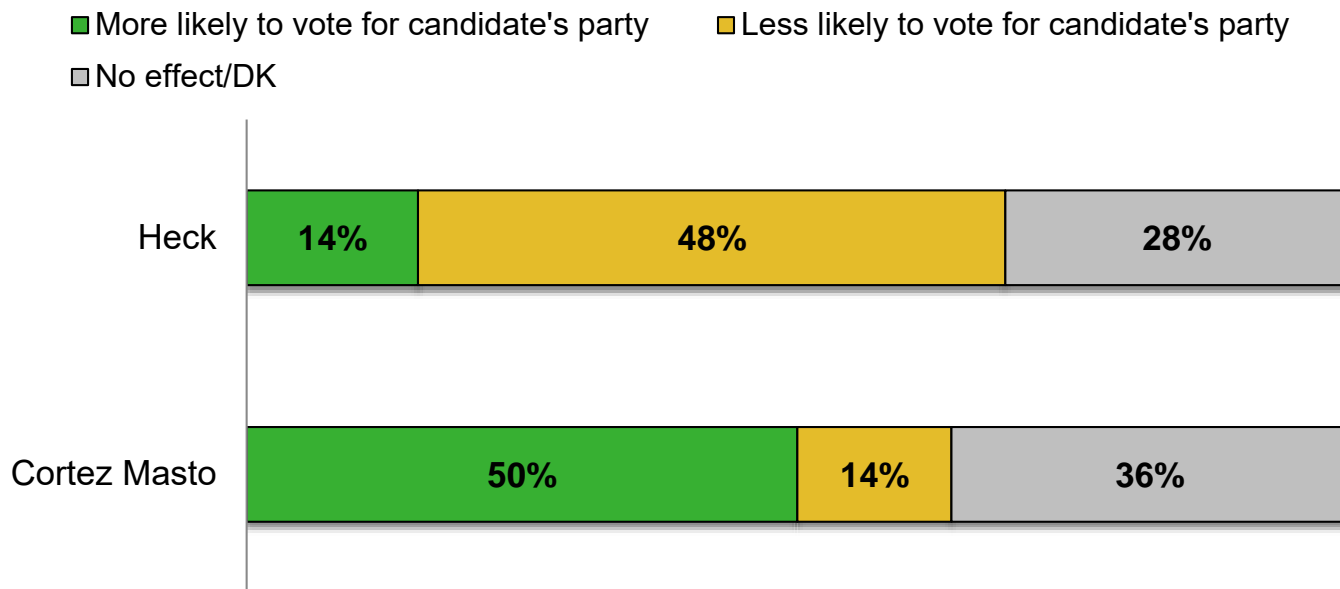
If the 2016 U.S. Senate in Nevada was held today and the candidates were Joe Heck and Catherine Cortez Masto, who would you for?



Source: America's Voice/Latino Decisions Nevada Survey April 2016 (N=400; MoE +/-4.9%)

Senate Candidates' Immigration Views Impact on Party Vote Choice

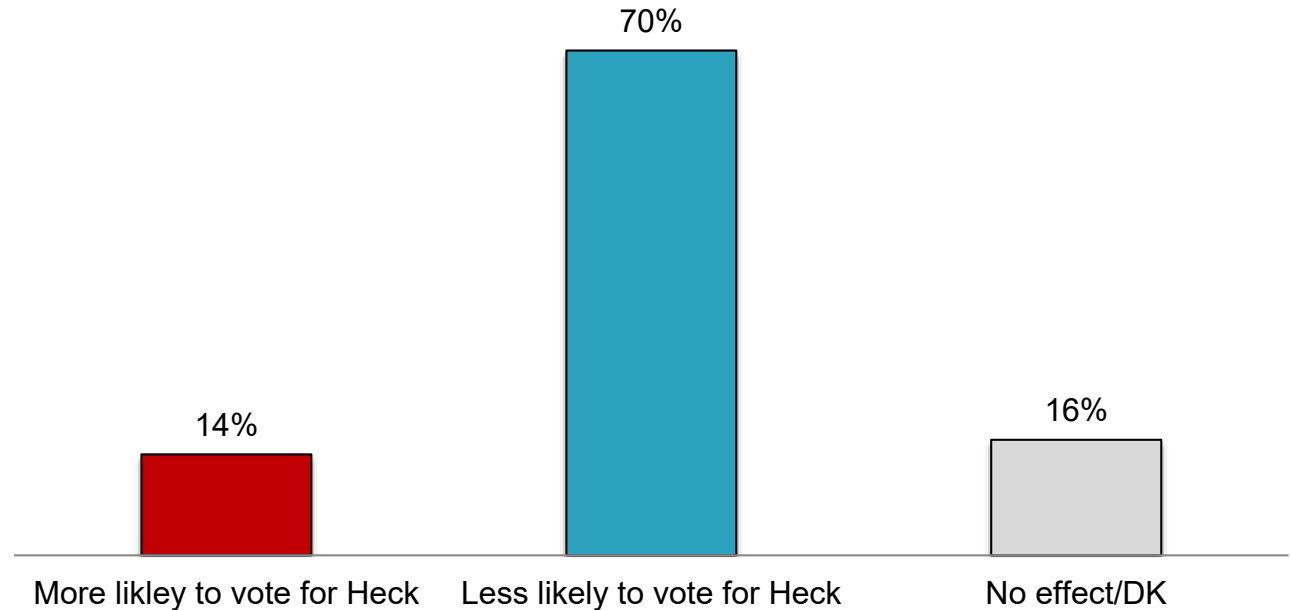
Do Joe Heck's/Catherine Cortez Masto's views on immigrants or immigration make you more-or-less likely to vote for the candidate's party in November?



Source: America's Voice/Latino Decisions Nevada Survey April 2016 (N=2,200; MoE +/-2.1%)

Impact of Trump on Voting for Heck

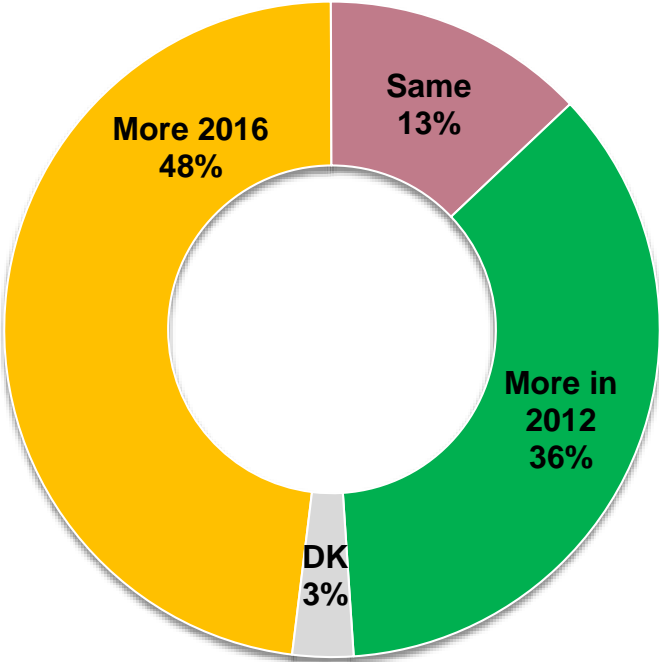
In November, Joe Heck will be running for Senate on the same ticket as likely Republican presidential nominee Donald Trump, and Heck has said he would support whoever is the Republican nominee. Does this make you more or less likely to vote for Heck?



Source: America's Voice/Latino Decisions Nevada Survey April 2016 (N=400; MoE +/-4.9%)

Interest and Enthusiasm 2016

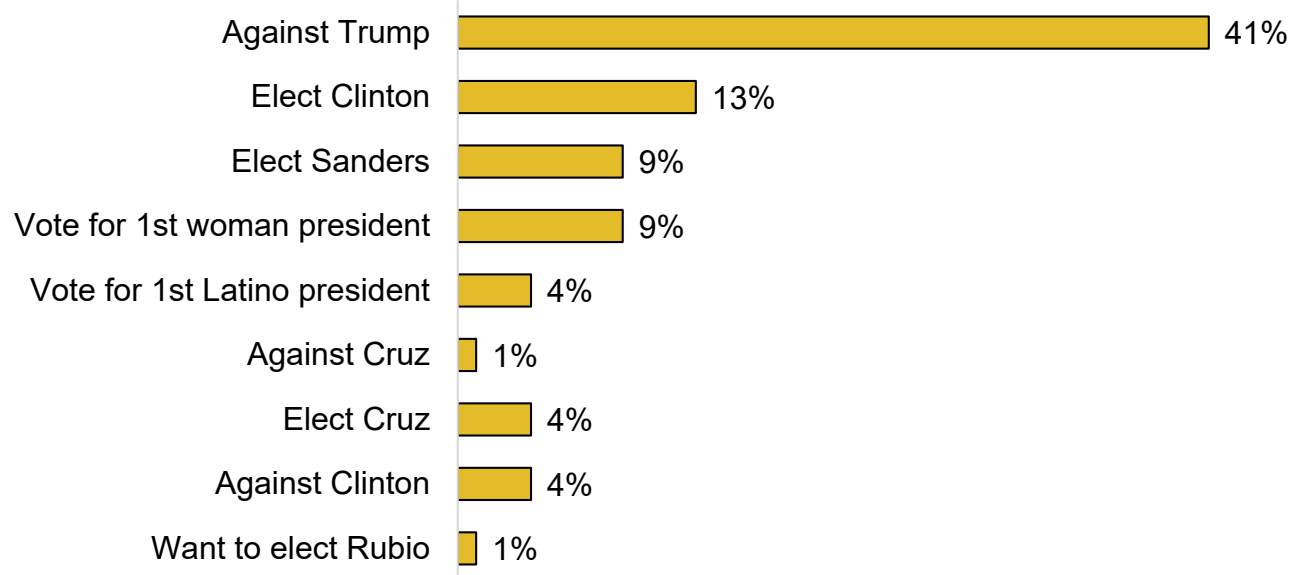
Thinking ahead to the November 2016 presidential election, would you say you are more enthusiastic about voting in 2016, or that you were more enthusiastic about voting back in 2012?



Source: America's Voice/Latino Decisions Nevada Survey April 2016 (N=400; MoE +/-4.9%)

Reason for Enthusiasm in 2016

What is different about 2016 that makes you more enthusiastic to vote this time?



Source: America's Voice/Latino Decisions Nevada Survey April 2016 (N=400; MoE +/-4.9%)

Key Findings

- See parties heading in opposite directions on immigration, and general disposition towards the Latino community.
 - ▣ Spike in concern about anti-Latino/immigrant discrimination
 - ▣ Enthusiasm largely driven by interest in stopping Trump.
- Ties to immigrant community make political attacks personal:
 - ▣ 63% know someone undocumented
 - ▣ 45% know someone deported/detained
 - ▣ 46% know DACA applicants
- In the U.S. Senate race, Cortez Masto is running behind the Democratic presidential candidates and generic House candidates.

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