LATINO ENTHUSIASM AND VOTE CHOICE SUMMER 2018

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Co-Founder and Principal

Latino Decisions

July 30, 2018

Project Overview

- Focus groups and quantitative survey with Latino voters across the country
- Targeting a mix of medium and low propensity Midterm voters, and those with weak partisan scores who may need some convincing
- Objectives: understand degree of enthusiasm for voting in 2018, what issues are most important, and what could influence their vote for a Democrat or Republican
- Do Latino voters feel included or do they feel ignored?
- What role has the Trump Administration's unrelenting attacks on immigrants had on Latino confidence in government and desire to see change?
- On behalf of CHD BOLD PAC, Priorities USA, House Majority PAC

Strategic Recommendations

- Target Latinos in English and Spanish with clear takeaways on what specifically will change by voting in 2018
- In English, the outreach needs to appear sincere and about the Latino community. A generic ad or mailer that appears targeted to suburban whites will not resonate
- Capitalize on the high levels of anger and frustration by promising policy solutions to the immigration mess that Trump has created. Don’t talk in generalities or buzzwords, take a clear stand so voters can rally behind
- Spanish TV and radio remain highly influential sources
- For younger Latinos, social media and digital are critical – but it needs to be Latino focused, so it gets their attention
- Messages that can mobilize: fighting to protect access to health care; standing up against attacks on Latinos, promoting welcoming/inclusive policy for immigrants

Focus group methodology

- 7 focus groups were held, May 31; June 1; June 9; June 14
- Locations: Miami, FL; Texas Suburban Areas (Houston, Dallas, San Antonio); Orange County, CA; Southwestern States (NV, CO, AZ); Fresno County, CA
- Moderator: Enrique Castillo, Castillo & Associates Research
- Language: Groups were designed to have English dominant Latinos and Spanish dominant in separate groups
- Gender: Groups were gender segregated with Latinas and Latinos in different sessions

Focus groups: Main takeaways

1. **There is large potential for increased engagement with Latinos**, but the groups made clear that they are frustrated with government and feel the political system is not working well for them.

2. **Most participants were interested in voting Democrat**, but they need to be convinced that the Democrats will definitely stand up for them

3. **Bread and butter issues were salient among focus group participants** because many Latino families are just barely getting by due to the economic recovery not being fully felt among the population. Key issues were cost of housing, better wages, and access to health care.

Focus groups: Main takeaways

4. Despite concerns with these bread and butter issues, **immigration remains a very salient issue that is symbolic to Latinos** of their overall relationship with the political system. There is overwhelming frustration, even anger, over the state of immigration issues today and this could be a mobilizing issue.

   - At the same time, many were disillusioned with previous promises of immigration reform leading them to have less and less faith in seeing an eminent solution. Nearly all focus group participants referenced people in their personal network who are being directly or in-directly impacted by immigration policy.

Focus groups: Main takeaways

5. **In Miami, there is still work to be done on persuading longer-time Republican leaners** to change their behavior and begin voting Democratic. Although they are very frustrated with Trump, they don't really consider themselves Democrats – yet – there was a sense that they would be willing to shift if their personal situation gets worse.

6. The participants demonstrated political sophistication and they could connect all the dots, **but they were not always highly engaged and politically knowledgeable on day-to-day current affairs.** We should not assume they are news junkies despite their self-reported news consumption levels – *they are no*t.

Focus groups: Views towards the GOP

- The GOP is the party of the wealthy and big business, and do not care much about the public or the average American

- GOP is viewed the same as Trump, anti-immigrant, *hates Mexicans*, wants to deport all undocumented immigrants

- Participants in a Spanish-speaking group expressed resentment and disappointment over the Obama-era inability to fix immigration – but on most issues Republicans were seen as the problem, particularly on the issue of immigration today. Current immigration policies, the cancellation of DACA and family separations were seen as “racist” actions

Focus groups: Getting out the vote

- Participants understand the importance of voting, but candidates and parties do not communicate a clear agenda to Latinos. Many noted that they have voted in the past and that nothing has changed.

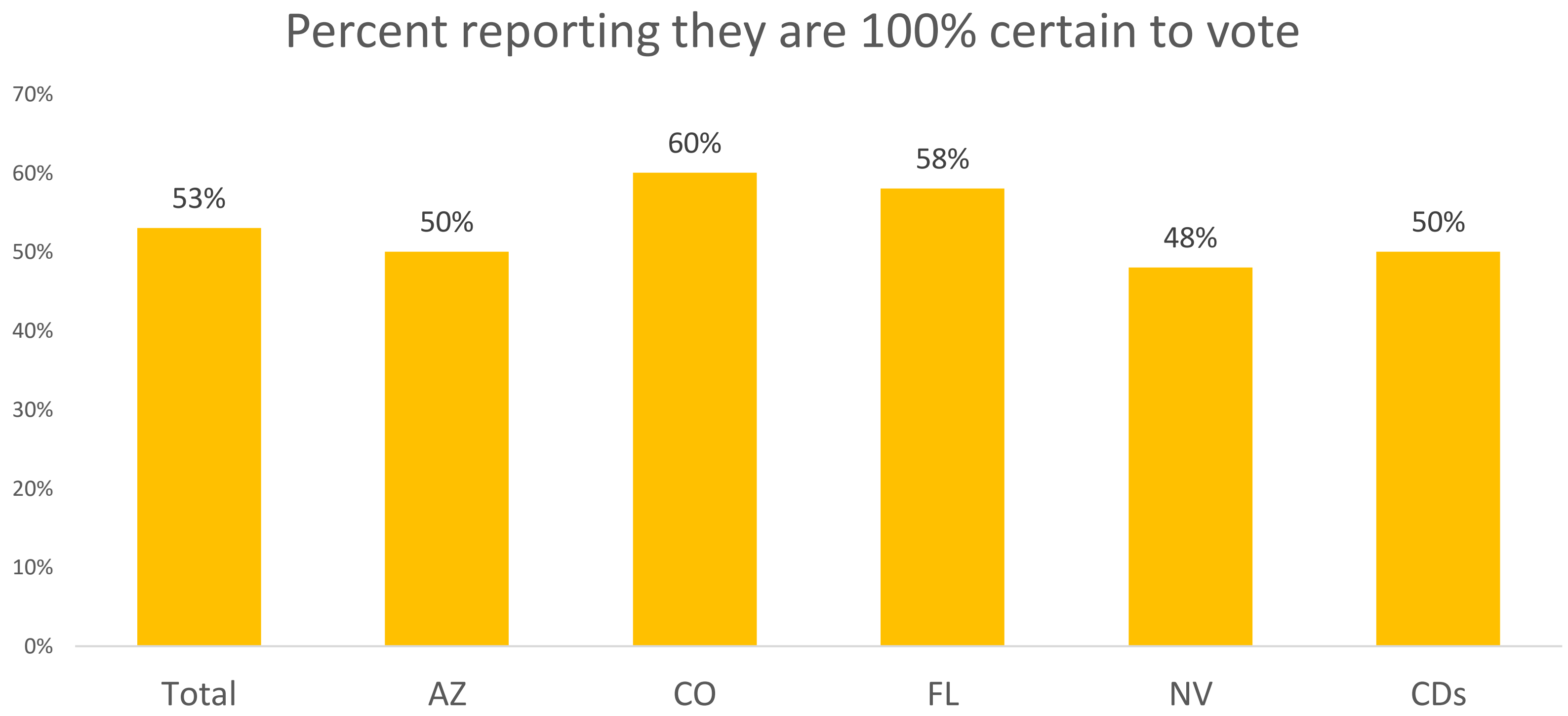
- We need to outline clear implications connecting our votes to outcomes that benefit people's daily lives. Some questioned: "what would actually change if I voted?"

- General lack of trust of politicians who make a lot of promises but do not follow through. Nobody sees them working in the Latino community

Poll Methodology

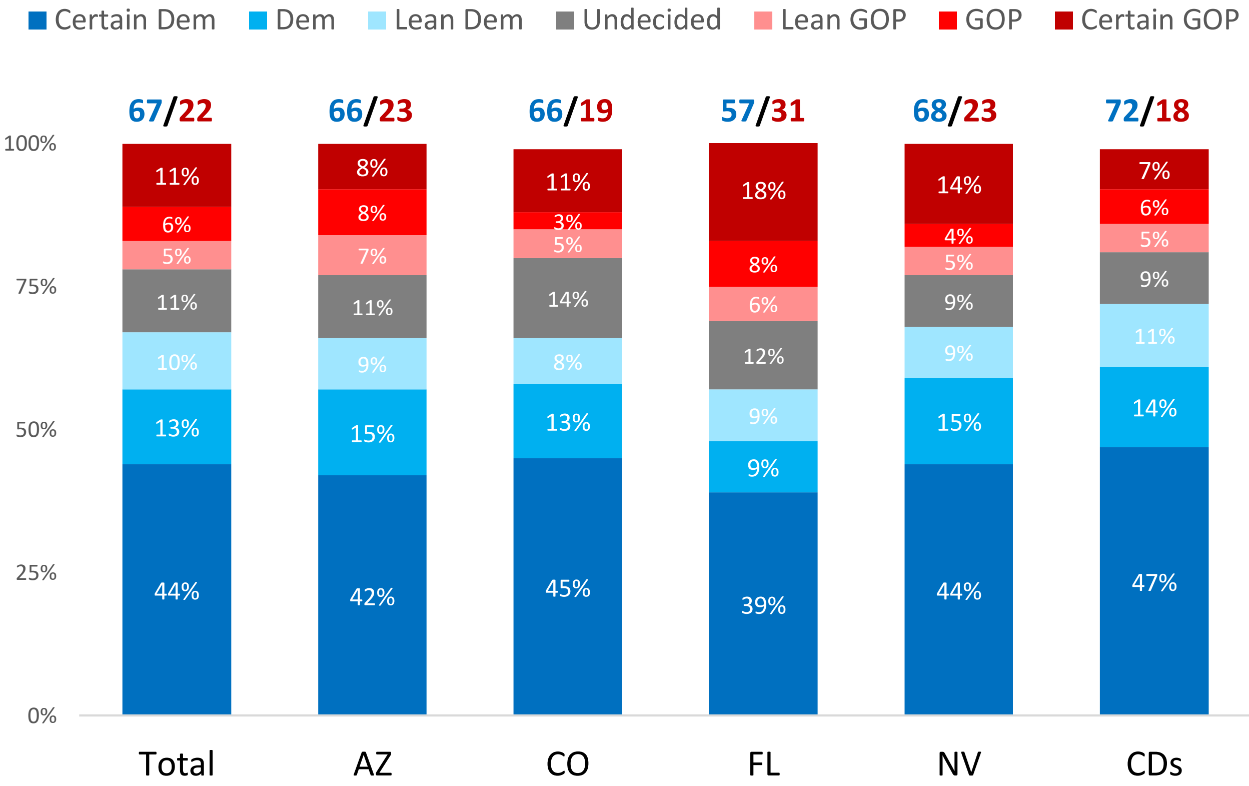
- Total N=1,063 registered Latino voters
- Available in English (60%) or Spanish (40%)
- Margin of error of +/- 3.0 percentage points
- Field dates June 30-July 7, 2018
- Geographies: Florida, Arizona, Nevada, Colorado + 11 Latino influence CDs
  - 11 CDs are heavily Latino, and outside the 4 states sampled
- N=150 per state (n=600) and n=400 across 11 CDs
- Mixed mode: cell phone, landline, online sample, respondents randomly selected, verified to be registered to vote, Latino, and in correct geography
- On behalf of CHC BOLD PAC, Priorities USA, House Majority PAC

Intent to vote in 2018 Midterm Election



Generic Congressional Ballot 2018

If the election for Congress were being held today, would you vote for the Republican candidate in your district, or the Democratic candidate in your district?



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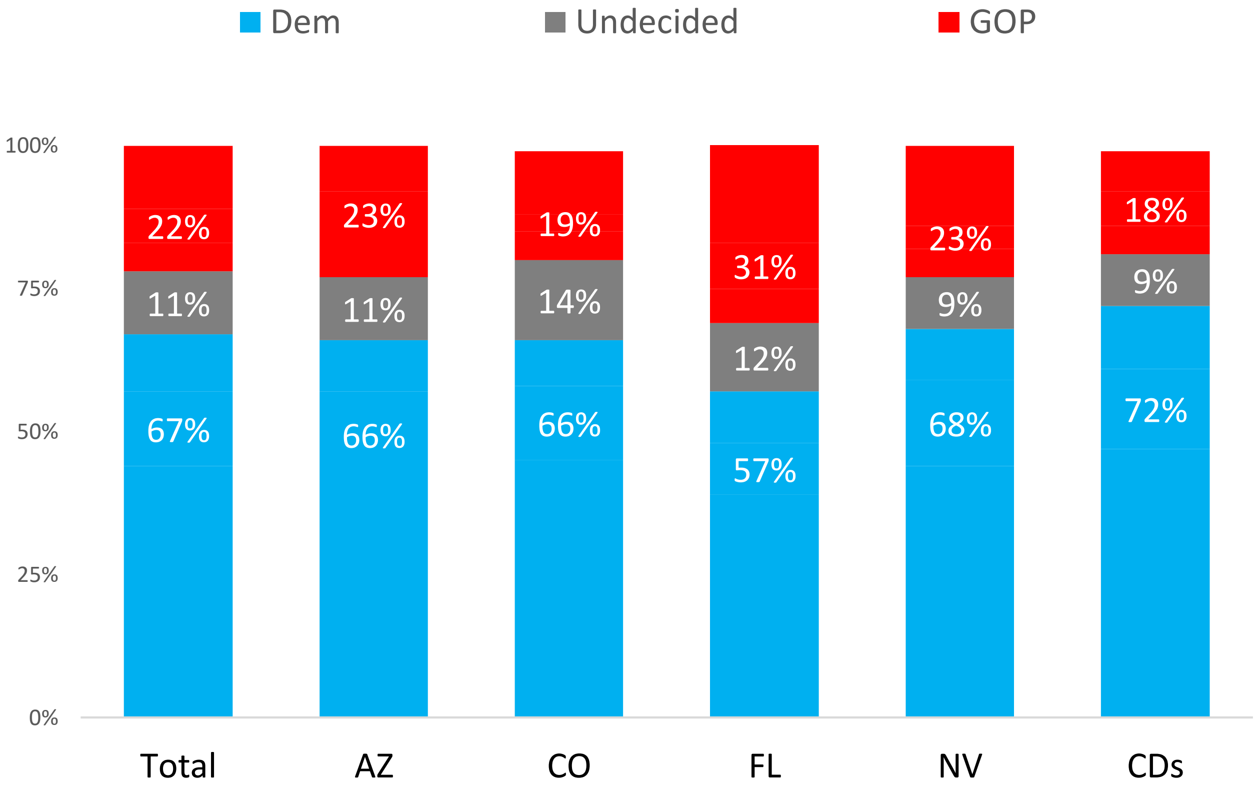
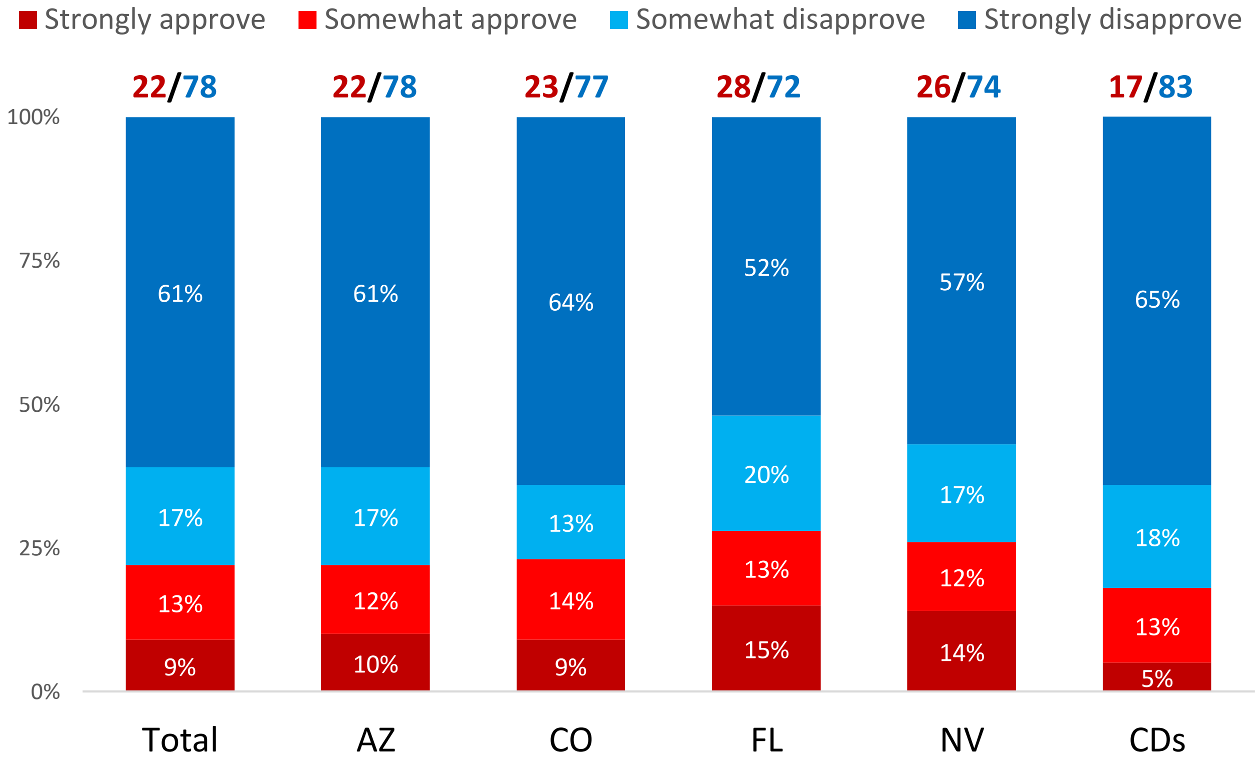


Trump job approval

Overall, do you approve or disapprove of the job Donald Trump is doing as President?



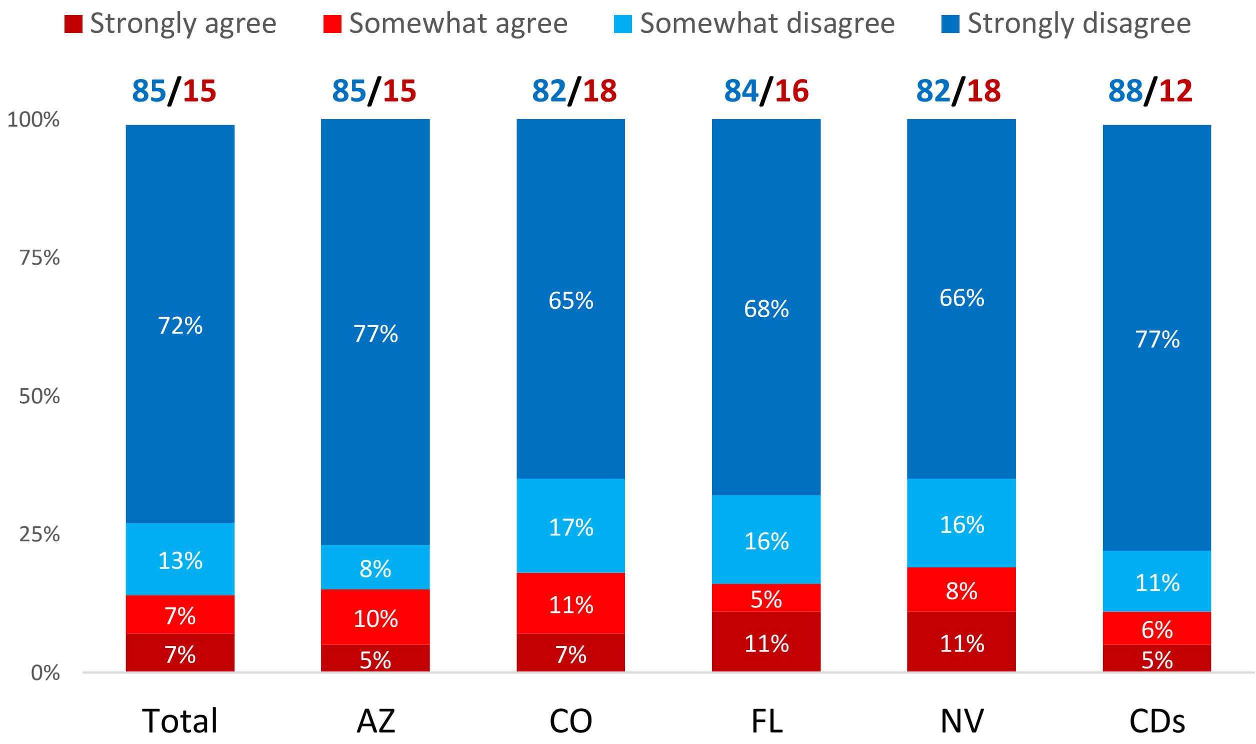
Most important issues

On the whole, what are the most important issues facing the Hispanic/Latino community that you think Congress and the President should address?

	Total	AZ	CO	FL	NV	CDs
Immigration / Fix DACA	59%	61%	55%	52%	62%	60%
Improve the economy / jobs	24%	26%	17%	32%	19%	26%
Education reform	18%	30%	11%	13%	18%	18%
Access to health care	16%	14%	22%	14%	12%	16%
Race relations / discrimination	11%	4%	10%	7%	15%	15%
College affordability	6%	8%	7%	10%	3%	4%
Housing affordability	5%	3%	9%	11%	1%	4%
Decrease government spending	5%	6%	9%	2%	7%	3%
Corruption in government	4%	3%	7%	2%	6%	4%
National Security	4%	4%	3%	5%	9%	3%
U.S. foreign policy	4%	2%	6%	4%	7%	2%
Climate change	2%	1%	1%	5%	2%	3%
Criminal justice reform	2%	1%	3%	1%	2%	2%

Strong opposition to ending DACA

President Trump has ended the deferred action for childhood arrivals program – or DACA – that provided temporary legal work permits to undocumented immigrant young adults, called dreamers. Without DACA, about 700K people who had completed the application process and passed a thorough background check, will no longer be able to work legally, and will be at risk for deportation. Do you agree or disagree with President Trump's decision to end DACA?



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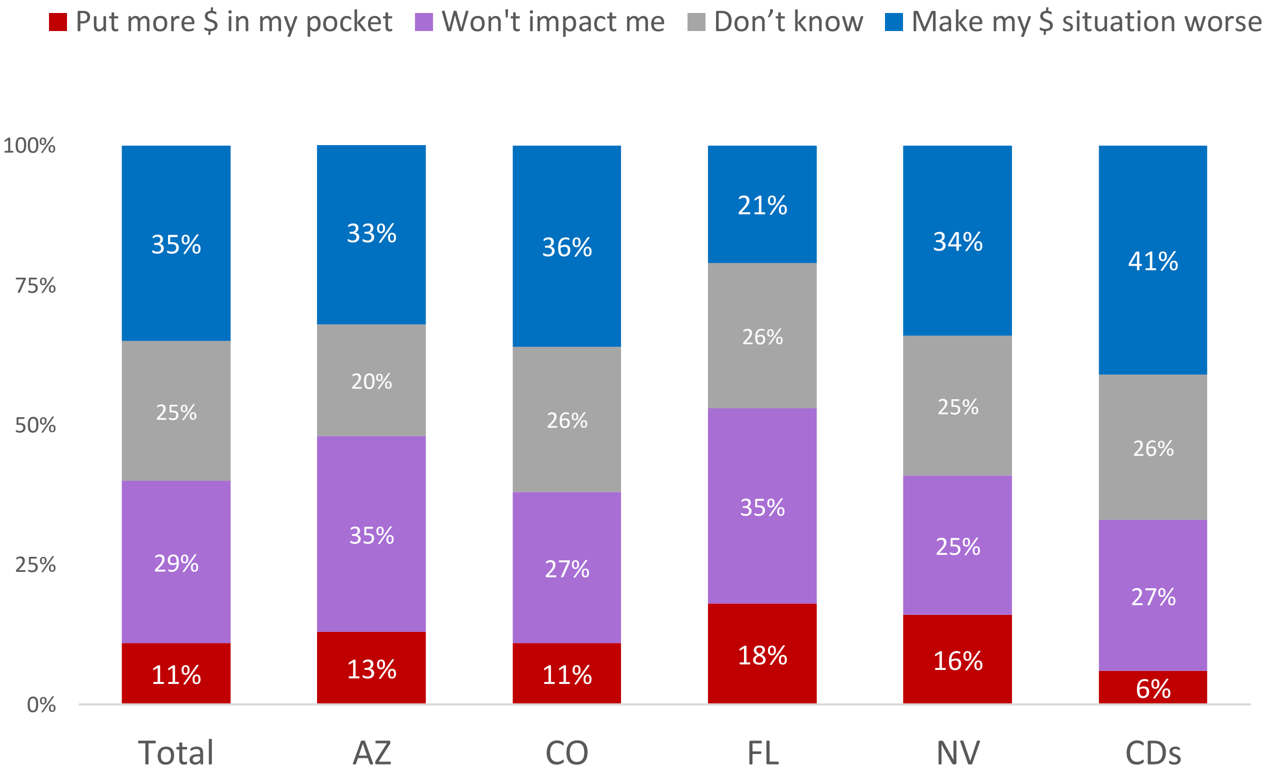
No support for GOP Tax Reform

In December 2017 Congress passed the tax reform bill which President Trump signed into law. Do you think the tax reform bill will put more money in your family's pocket, that it will make your financial situation worse, or it won't really have any impact on you?



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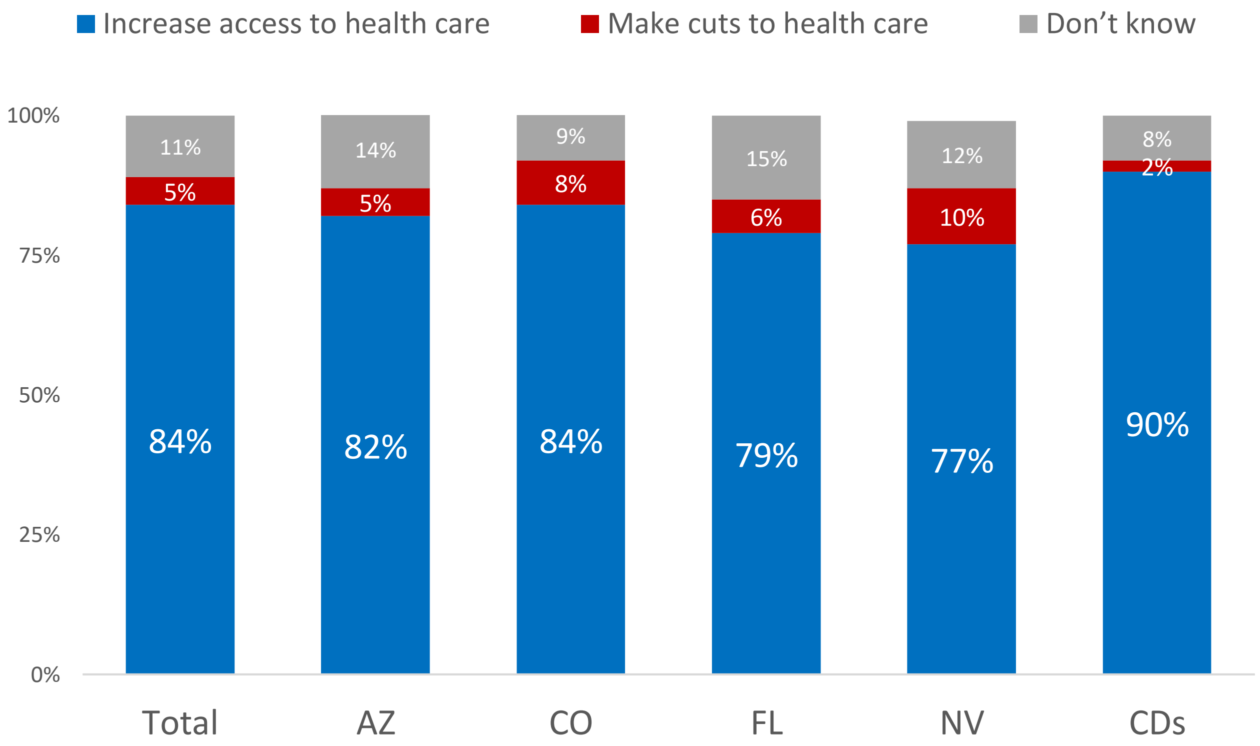
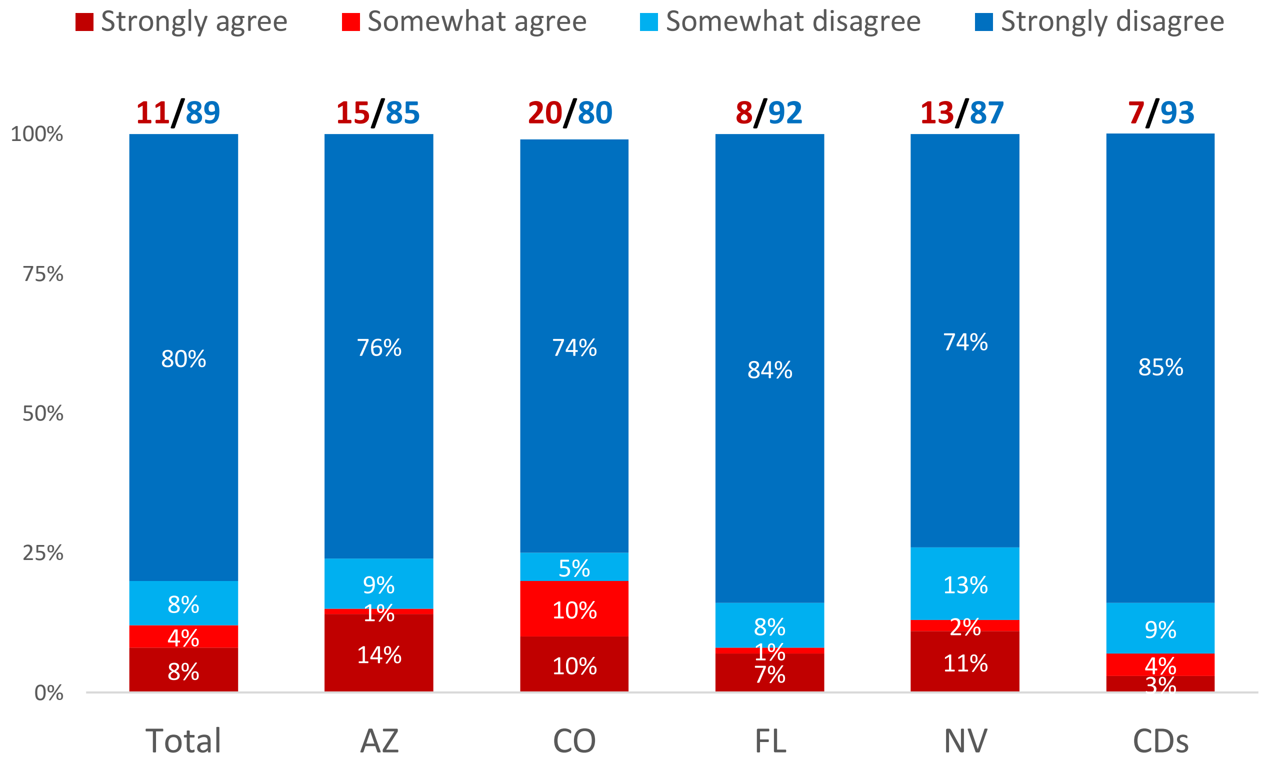
Strong support for expanding health care

Republicans in Congress have proposed cuts to Medicaid and Medicare, reducing the number of working-class families and the elderly who have access to health insurance. Do you think we should make cuts to health care access, or that the government should do more to increase access to health care?

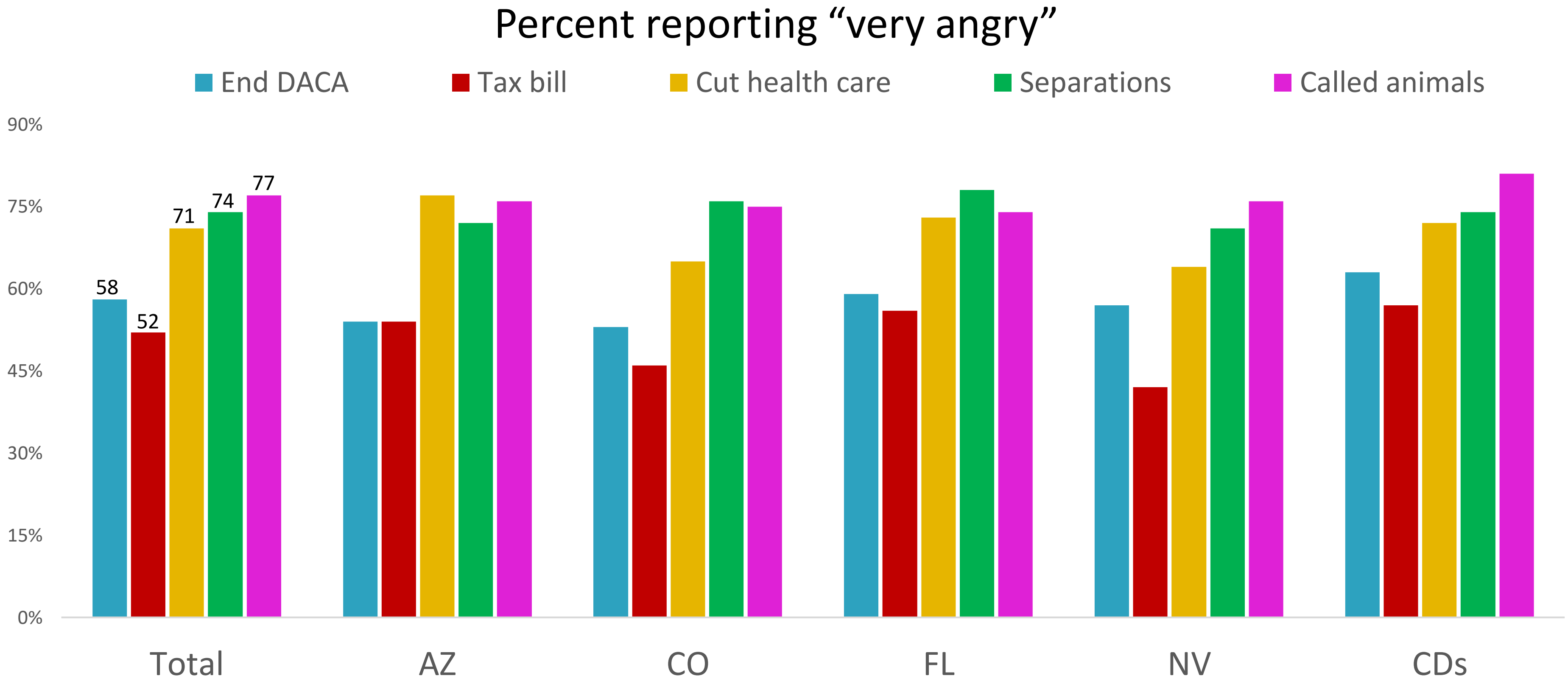


Near universal opposition to child separations

According to the new policies, children are immediately taken from their parents and put in a different detention center, sometimes more than 1,000 miles away. Do you agree or disagree with Attorney General Sessions’ decision to separate children from parents?



Issues that drive anger



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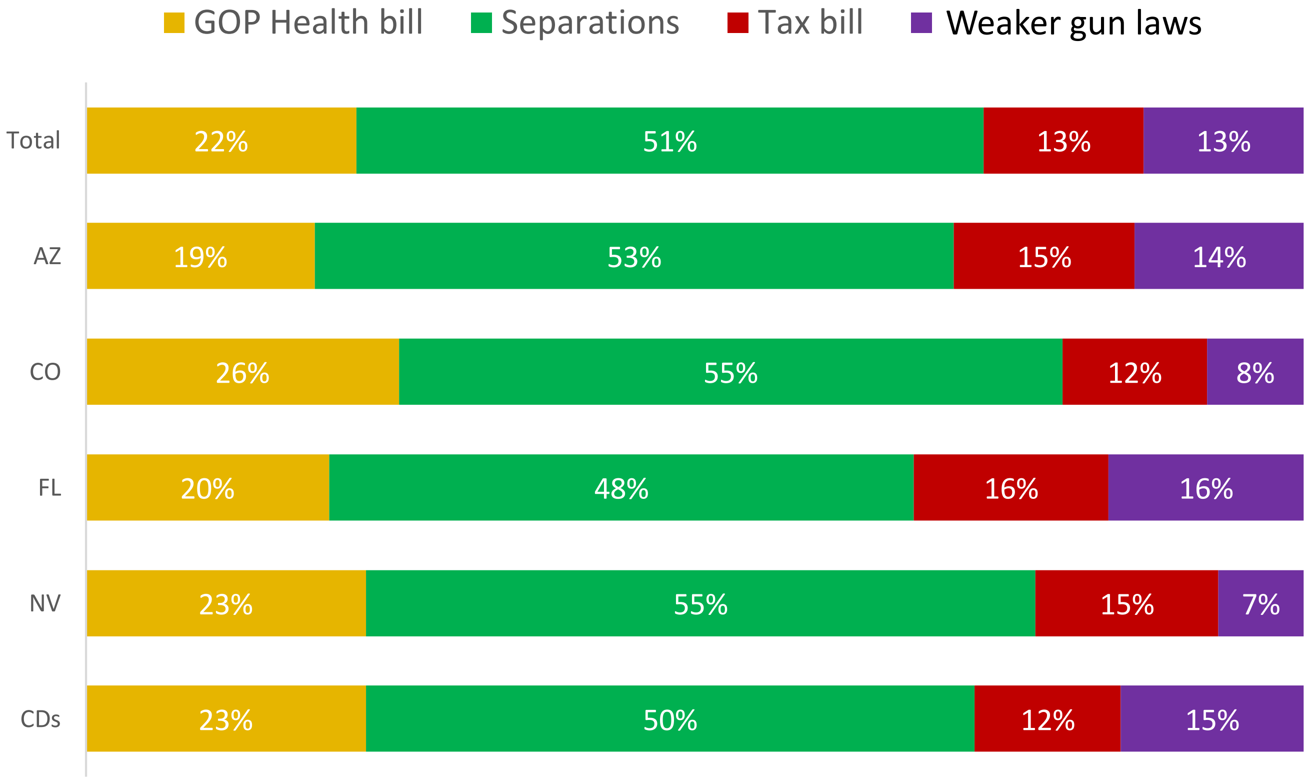
Which makes you the most upset?

A) Raise health care costs and reduce coverage

B) Family separations at the border

C) Tax plan to give millions to top 1%

D) Allow more easily carry guns and not improve background checks



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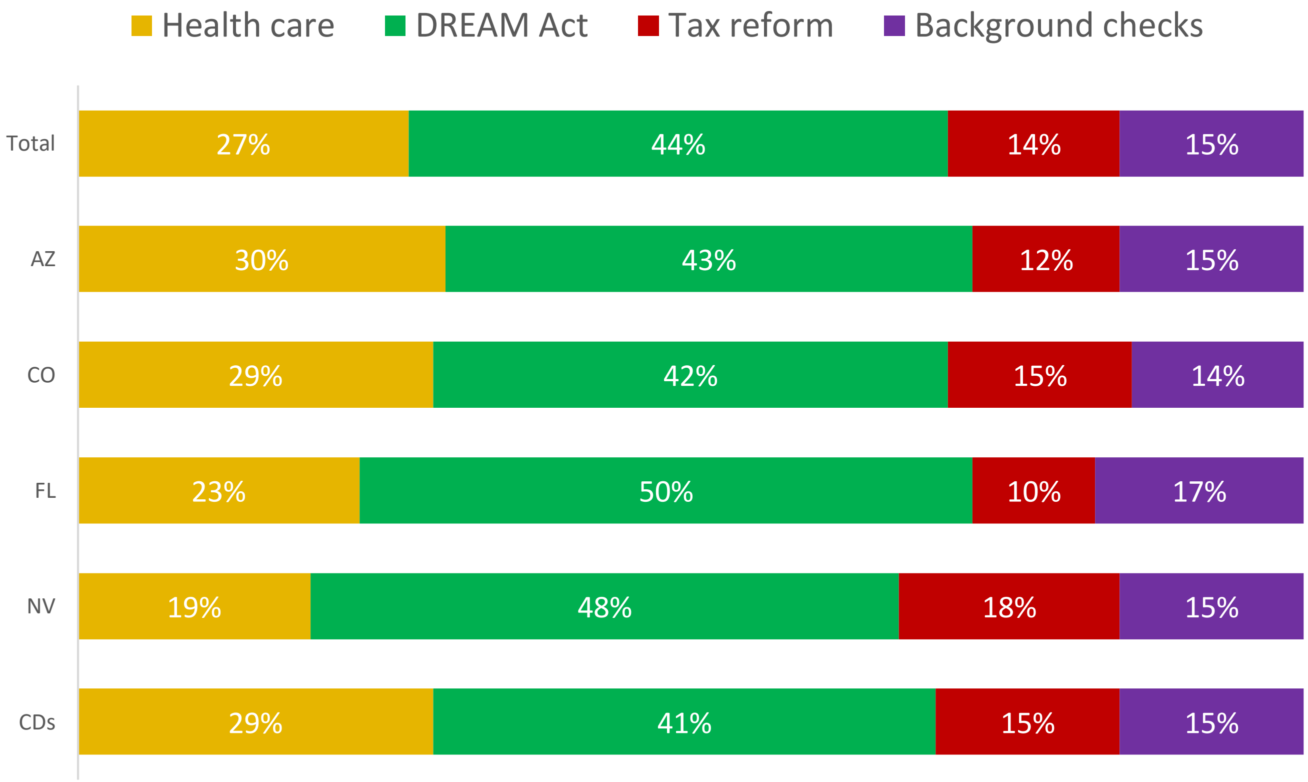
Which inspires you the most?

A) Expand access to health care for working families

B) Pass the DREAM Act

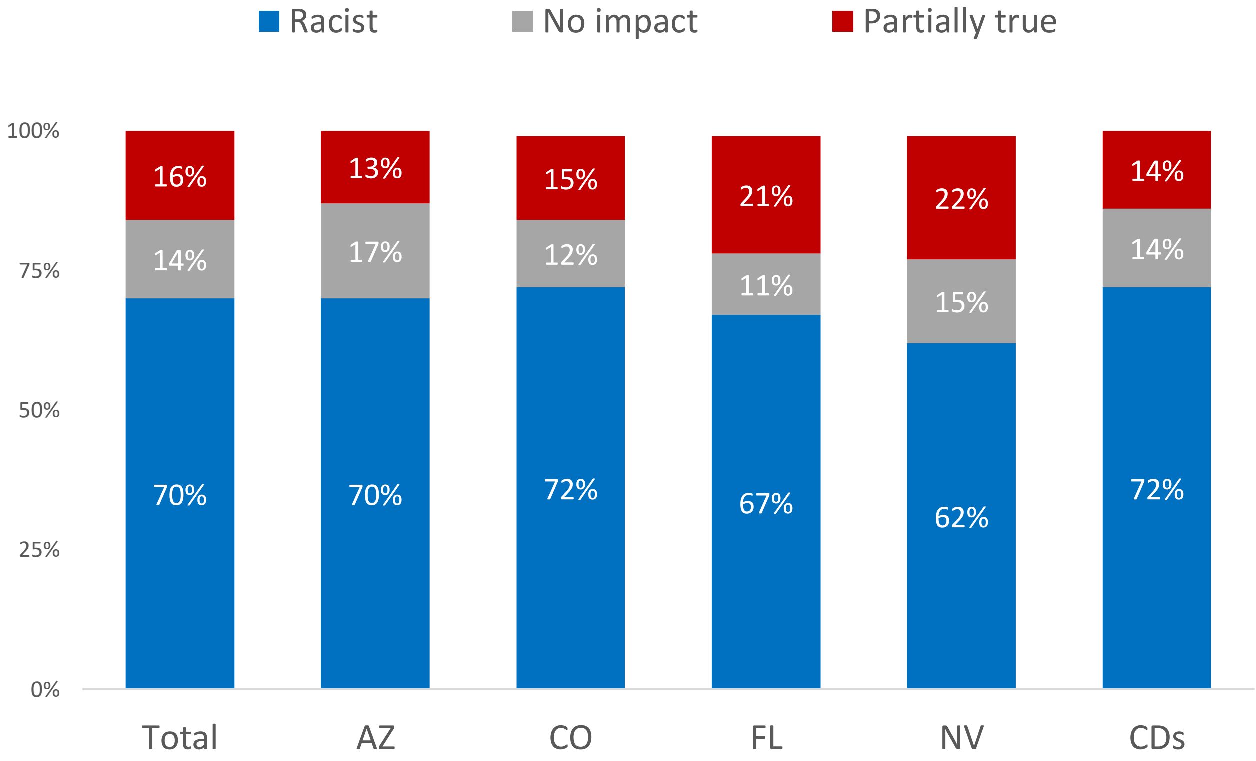
C) Tax plan to make the top 1% pay their fair share

D) Require universal background checks on all gun purchases

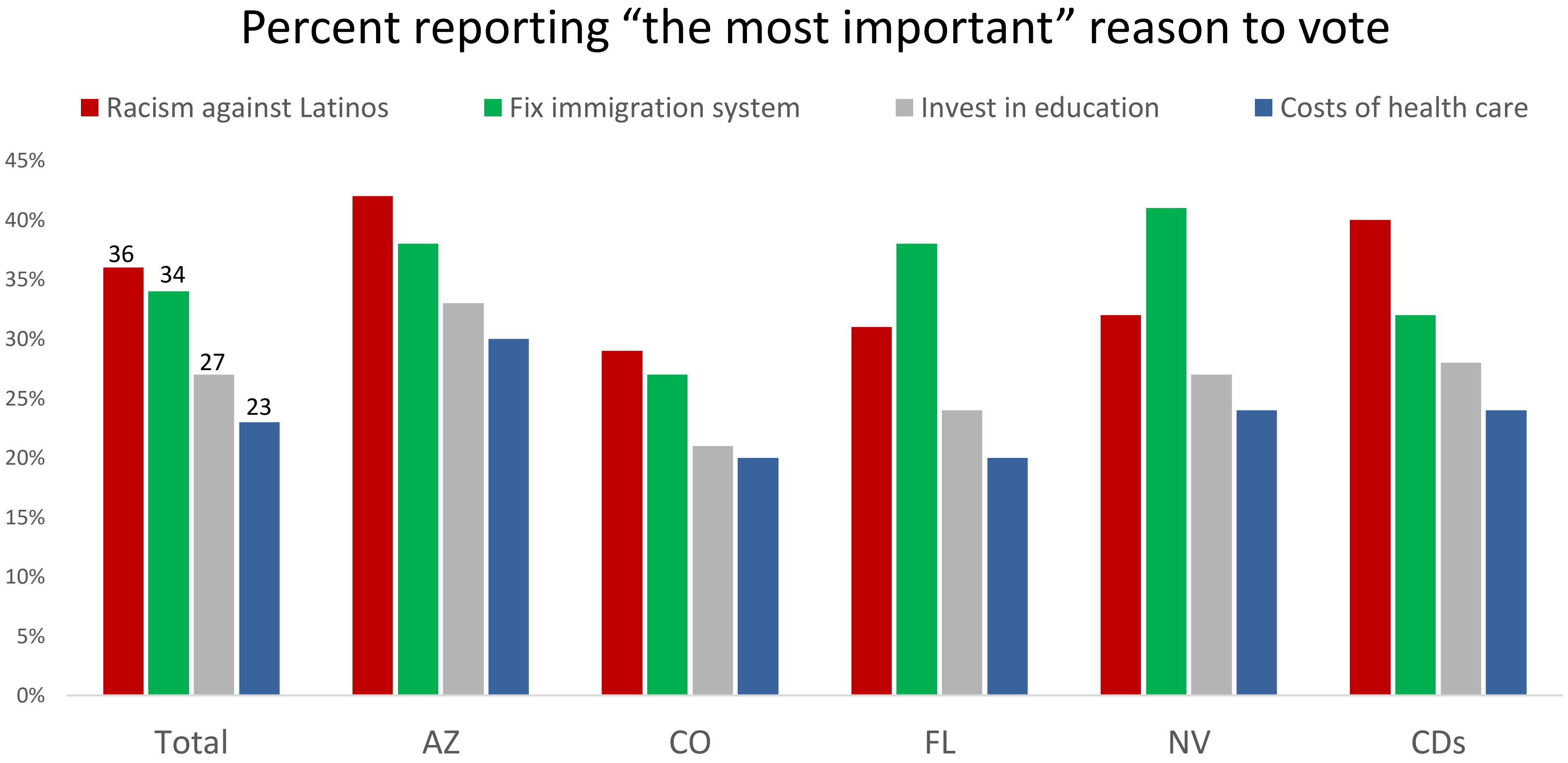


MS-13 attacks are seen as racist

If you were watching the news and you heard a politician say the following, how would you react: “Many of the Central American immigrants coming to the United States are violent gang members that rape or murder innocent Americans, we must have zero-tolerance for any illegal immigration”



Top priorities for voting in 2018



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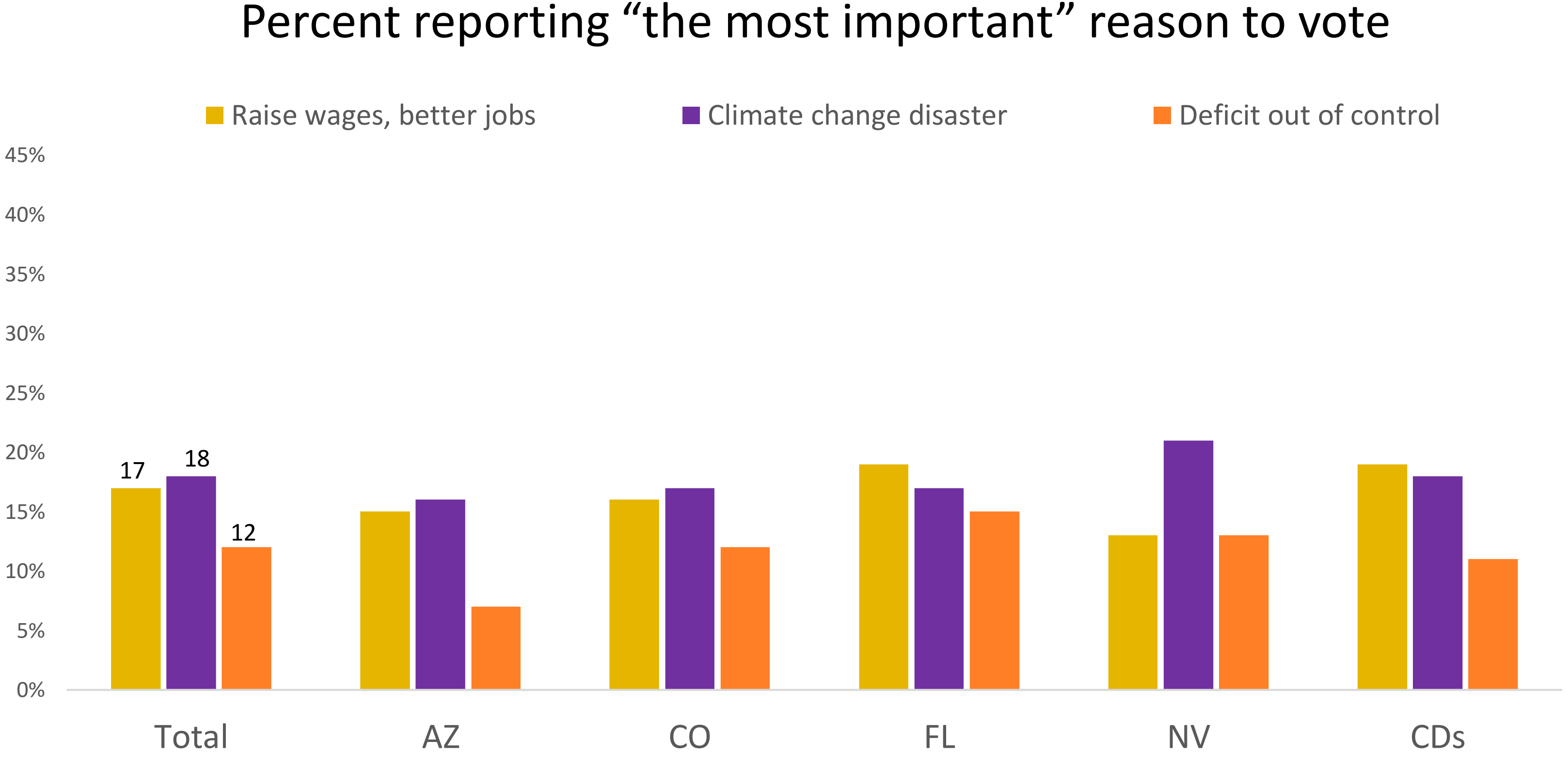
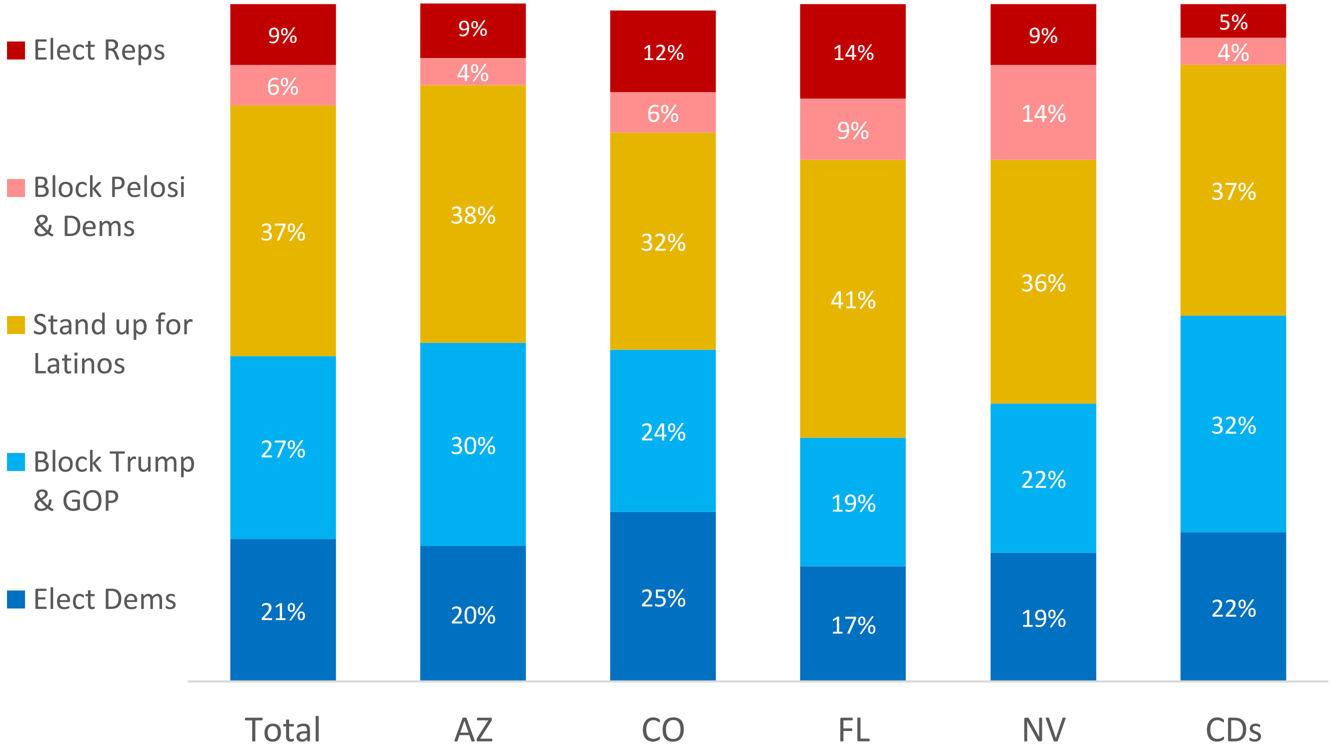


Top motivations for voting in 2018

Besides policy issues, there are other reasons people talk about as being important to vote, thinking about 2018, which statement do you agree with the MOST as an important reason for voting



	Total	AZ	CO	FL	NV	CDs
Elect Reps	9%	9%	12%	14%	9%	5%
Block Pelosi & Dems	6%	4%	6%	9%	14%	4%
Stand up for Latinos	37%	38%	32%	41%	36%	37%
Block Trump & GOP	27%	30%	24%	19%	22%	32%
Elect Dems	21%	20%	25%	17%	19%	22%

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