

THE POLITICAL CALCULUS OF IMMIGRATION REFORM: WHAT REPUBLICANS AND DEMOCRATS STAND TO GAIN OR LOSE IN THE UPCOMING DEBATE

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Latino  Decisions
Everything Latino Politics

January 23, 2013

Watershed Moment...

- Latino net contribution to Obama a 5.4% margin;
- National popular vote margin is Obama +3.8%;
 - ▣ 51.9 to 48.1 of two-party vote.
- For the first time in US history, Latino vote can plausibly claim to be nationally decisive:
 - ▣ If Latinos had split their vote evenly, Obama loses Popular vote;
 - ▣ In fact, if Romney breaks 42% of Latinos, Romney wins PV, and clearly takes Florida, Colorado, and New Mexico.

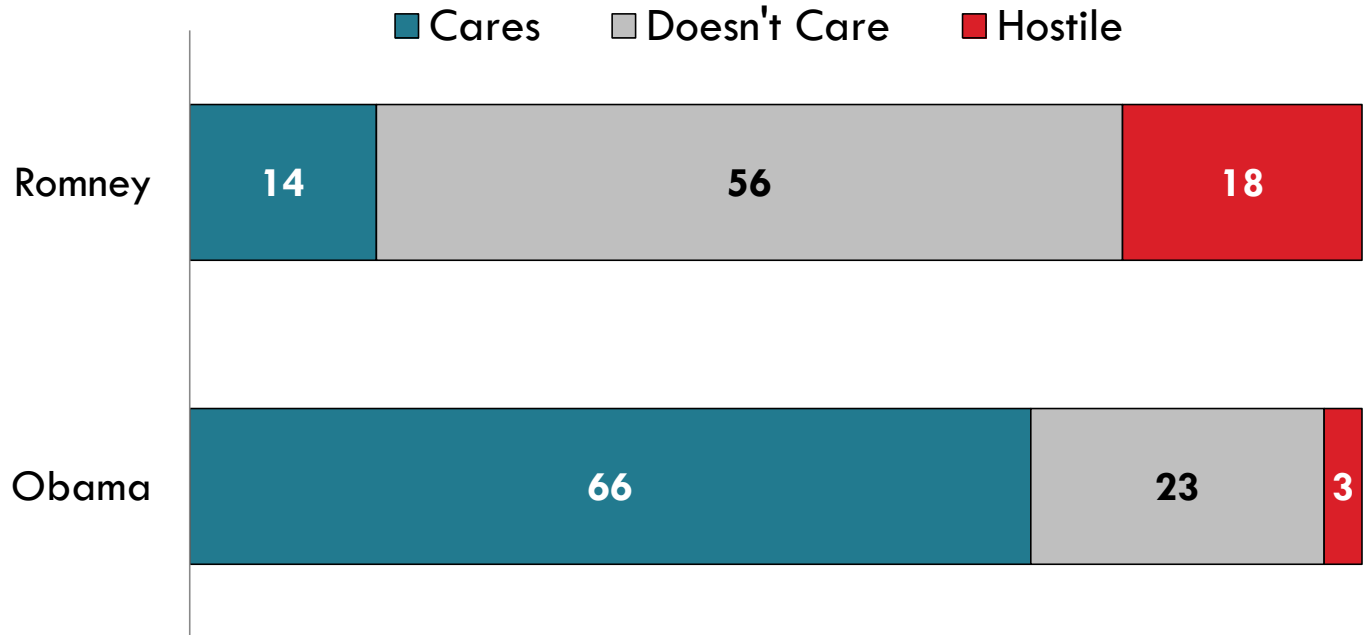
National: Perceptions of Candidates

Obama/Romney

A. Cares about Latino community

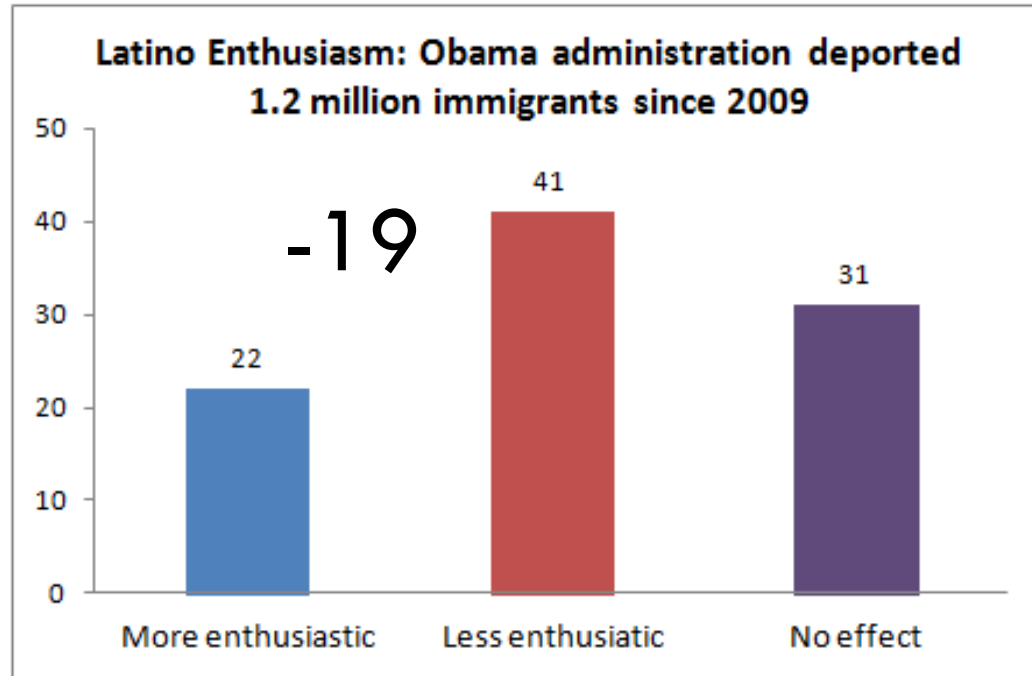
B. Doesn't care that much

C. Hostile toward Latinos?



The importance of “Deferred Action”

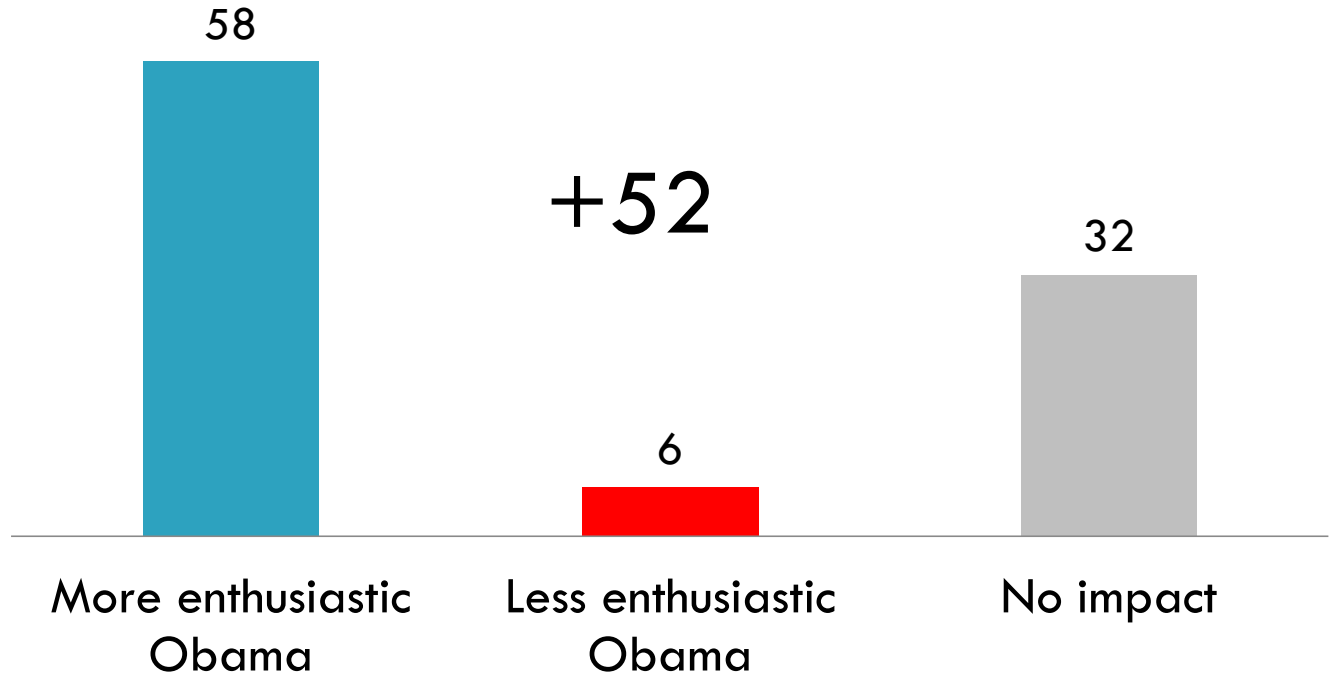
Before June 15, Obama had a net negative approval on handling of immigration among Latino voters in key battleground states...



Source: America's Voice/Latino Decisions Battleground State survey June 2012

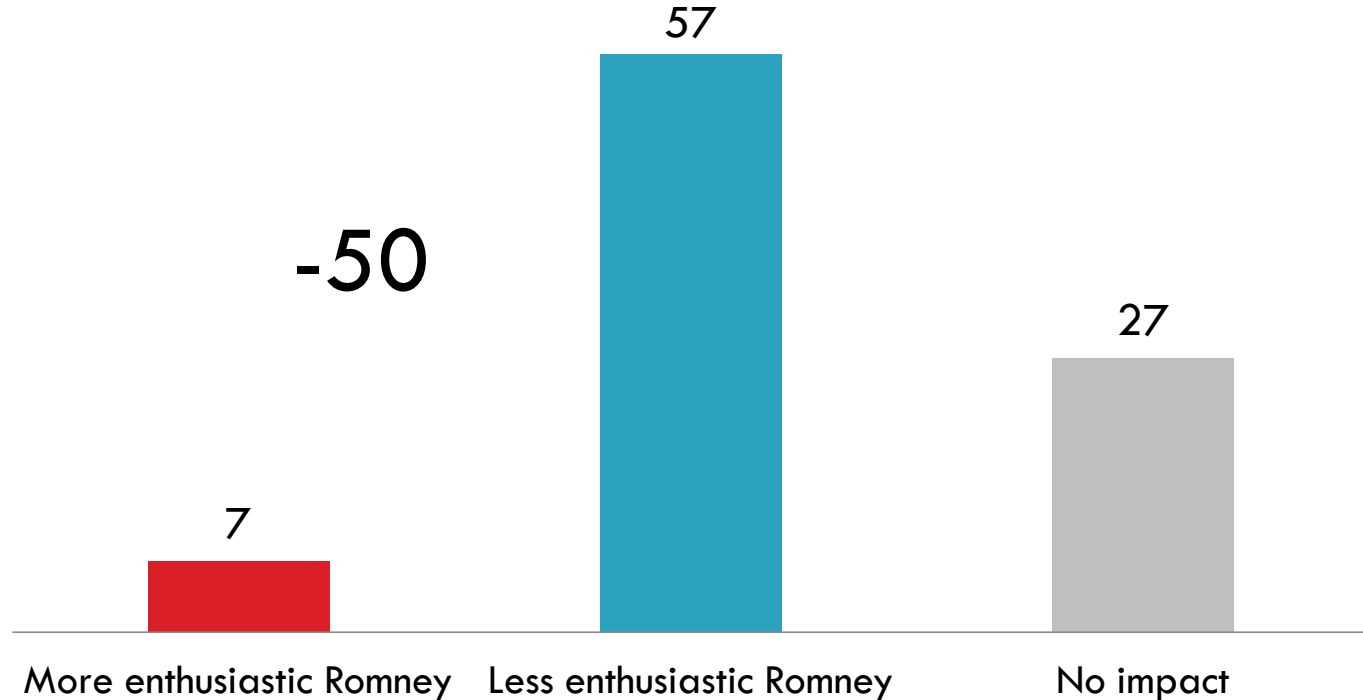
National: Deferred Action Policy Impact

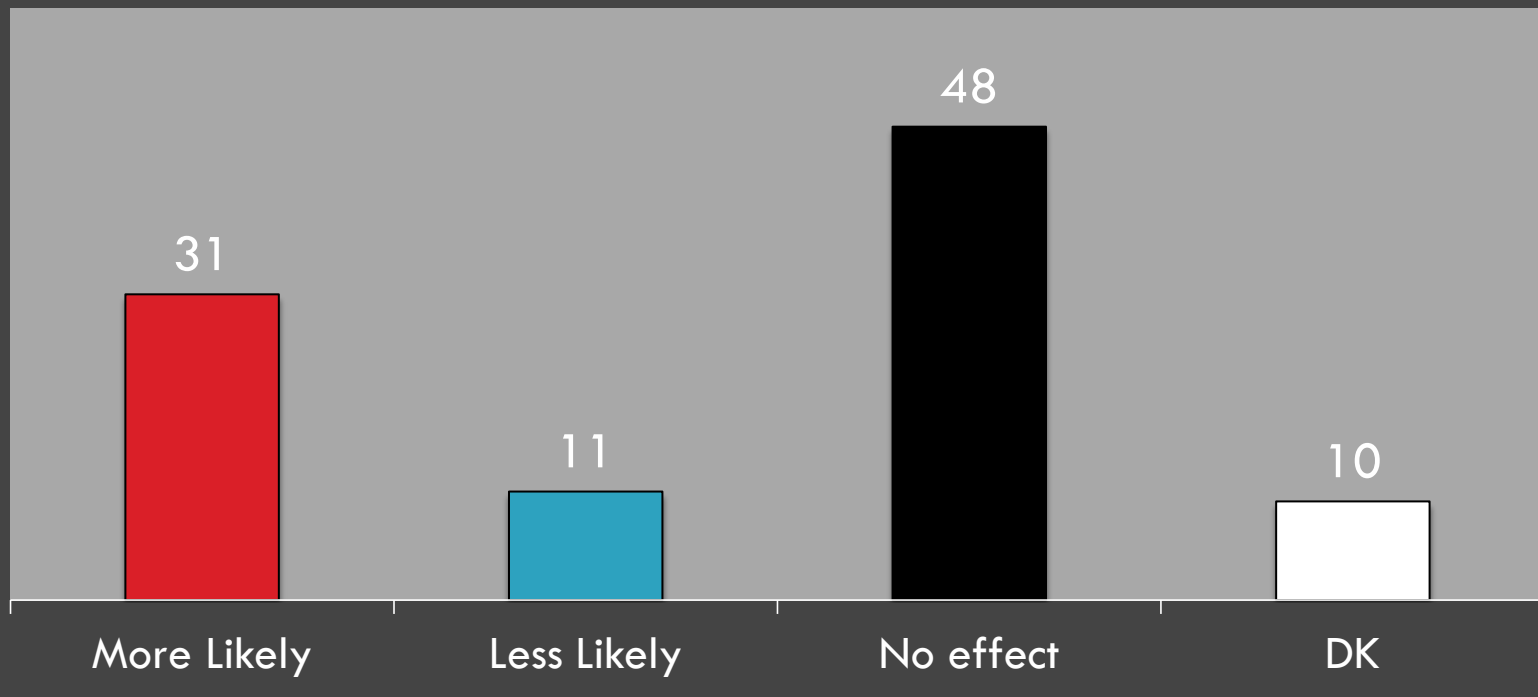
Did Obama's deferred action policy make you feel more enthusiastic, less enthusiastic, or did not change feelings about Obama?



National: Romney Immig Position Impact

Romney support national e-verify, self-deport and no new DACA make you feel more enthusiastic, less enthusiastic, or did not change feelings about Romney?





Immigration causes GOP to leave votes on the table...

If GOP took a lead role in passing comprehensive reform with a path to citizenship, would it make you more likely to vote Republican?

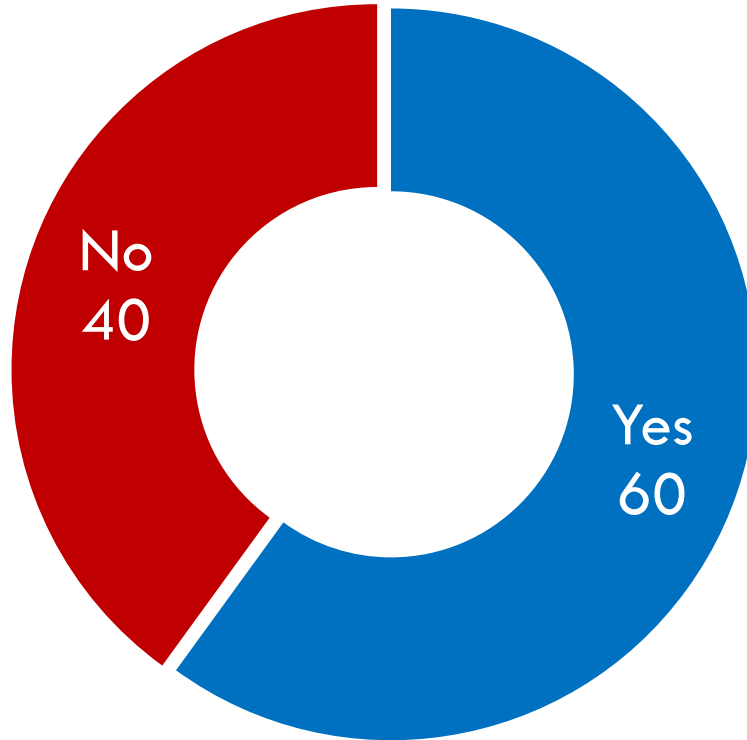
GOP Potential Gains

If GOP took a lead role in passing comprehensive reform with a path to citizenship, would it make you more likely to vote Republican?

$$\begin{array}{r} 23\% \text{ voted GOP} \\ + 20\% \text{ (27\% of Obama's 75\% vote)} \\ - \underline{1\%} \text{ (3\% of Romney's 23\% vote)} \\ \hline 42\% \text{ total share among Latinos} \end{array}$$

National: Know Undocumented Immigrants

Considering all your family, friends, co-workers, and others you know, do you happen to know someone who is an undocumented immigrant?



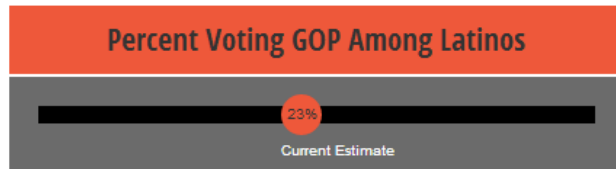
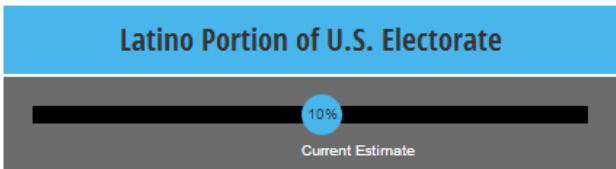
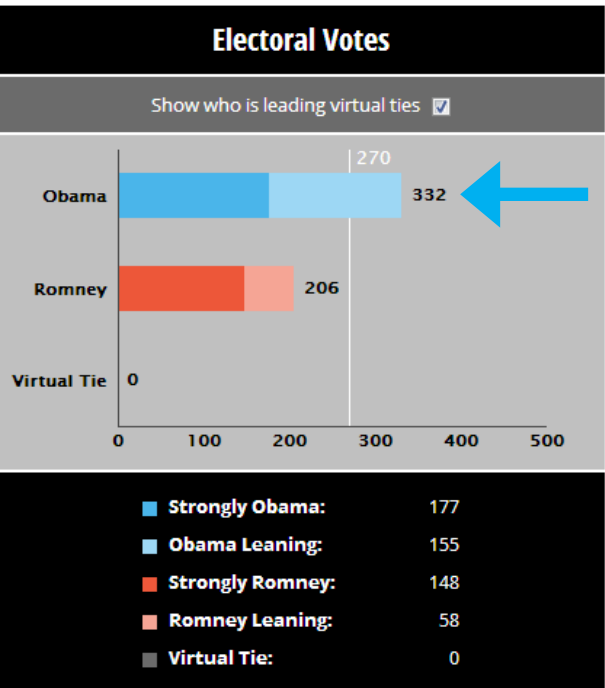
Where the GOP could improve its lot

CD	Won by	Margin	Votes	% Latino	% Spanish	Target
NC 7	D	0.2%	500	6.8%	4.2%	251
AZ 2	D	0.2%	600	21.7%	14.3%	301
FL 18	D	0.6%	2,000	12.1%	7.4%	1,001
IL 10	D	1.0%	2,500	16.1%	10.0%	1,251
UT 4	D	1.2%	2,600	11.5%	7.1%	1,301
CA 52	D	1.0%	2,700	9.4%	5.8%	1,351
MA 6	D	1.0%	3,700	4.4%	3.3%	1,851
CA 7	D	1.6%	3,800	10.3%	6.4%	1,901
AZ 9	D	3.1%	7,000	22.4%	14.8%	3,501
CA 36	D	3.8%	7,300	27.5%	17.1%	3,651
AZ 1	D	3.2%	7,900	18.1%	11.9%	3,951
CT 5	D	3.0%	8,500	13.1%	8.1%	4,251
NY 18	D	3.4%	8,500	11.1%	6.9%	4,251
CA 26	D	4.0%	9,400	26.2%	16.2%	4,701
TX 23	D	4.8%	10,200	62.8%	33.9%	5,101
NY 1	D	4.4%	11,000	9.2%	5.7%	5,501
CA 33	D	6.5%	17,300	8.9%	5.5%	8,651

Where Democrats have room for growth

CD	Won by	Margin	Votes	% Latino	% Spanish	Target
IL 13	R	0.5%	1,300	2.60%	1.6%	651
NY 27	R	1.5%	4,300	2%	1.2%	2,151
NY 23	R	3.9%	9,500	2%	1.2%	4,751
CO 6	R	3.8%	11,100	16.7%	8.2%	5,551
FL 10	R	3.5%	11,200	14.20%	8.7%	5,601
NY 11	R	6.6%	11,700	11%	6.8%	5,851
OH 16	R	4.5%	15,500	1.70%	0.9%	7,751
CA 10	R	8.2%	15,600	25%	15.5%	7,801
NY 19	R	6.9%	18,000	4%	2.5%	9,001
FL 2	R	5.5%	18,200	4.80%	2.9%	9,101
OH 6	R	6.7%	20,200	3.80%	2.0%	10,101
NV 3	R	8.1%	20,500	22.90%	15.1%	10,251
VA 2	R	7.6%	23,300	6.90%	3.7%	11,651
FL 16	R	7.2%	25,200	8.80%	5.4%	12,601
NJ 3	R	9.1%	26,800	5.60%	3.5%	13,401
MI 3	R	8.9%	28,400	7.50%	4.7%	14,201

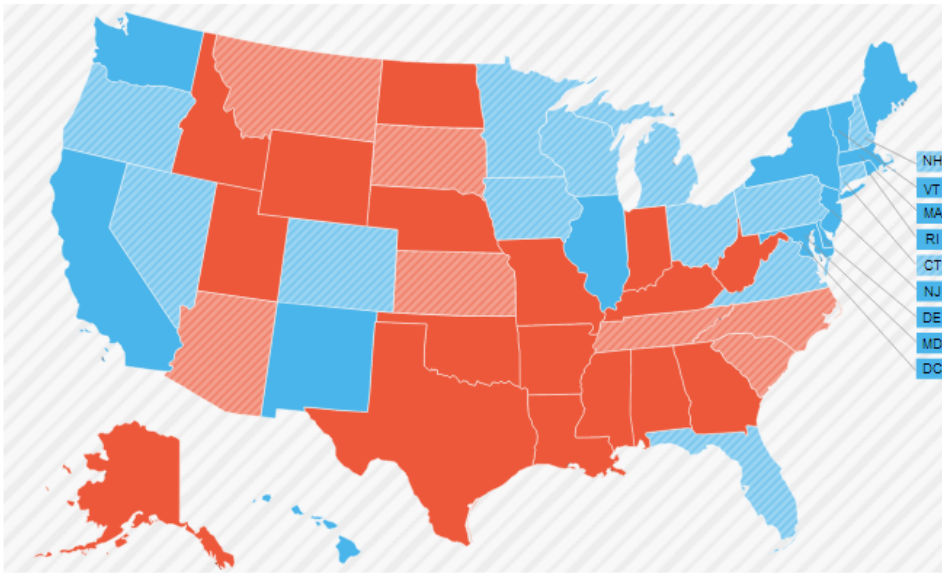
LATINO INFLUENCE ON 2012 ELECTION: PRESIDENT Move the sliders below to simulate Latino turnout and vote choice in the 2012 Presidential election. As you move the sliders each state will update based on the most recent polling data. For political analysis of the Latino Vote, visit LatinoVoteMatters.org



Tip Click on each state for state-specific estimates and data.

Last updated **Oct 28, 2012**. [About data](#)

[Reset Values](#)



Electoral College map Latino vote at 23% for GOP

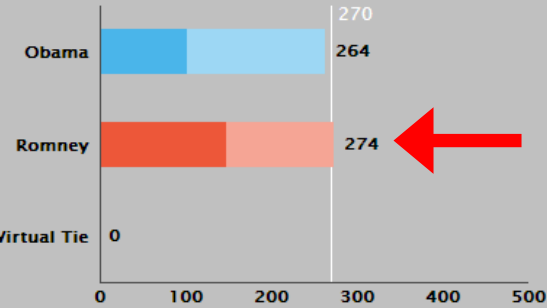
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SHARE YOUR MAP

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Electoral Votes

Show who is leading virtual ties



■ Strongly Obama:	103
■ Obama Leaning:	161
■ Strongly Romney:	148
■ Romney Leaning:	126
■ Virtual Tie:	0

SHARE YOUR MAP

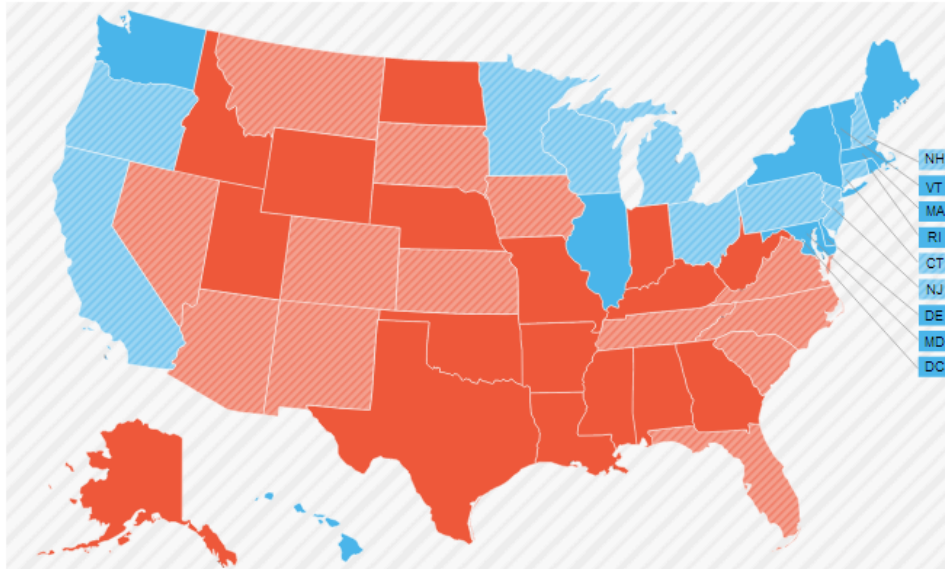


Latino Portion of U.S. Electorate

10%

Current Estimate

Tip Click on each state for state-specific estimates and data.



Percent Voting GOP Among Latinos

42%

Very High

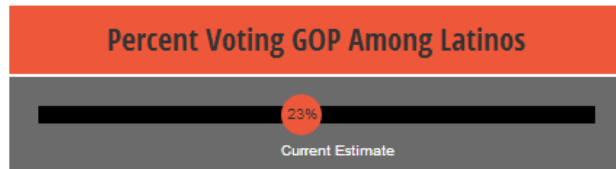
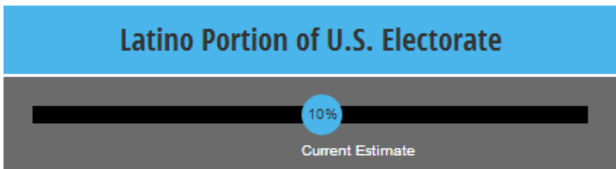
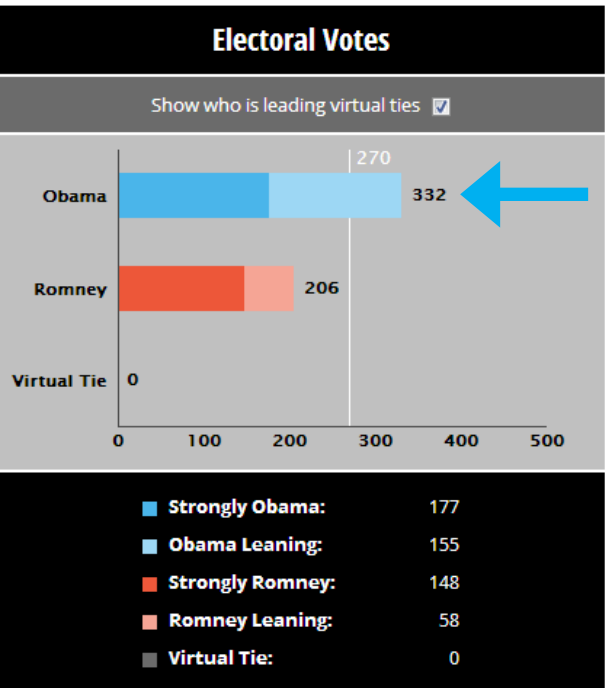
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Electoral
College map
Latino vote
at 42% for
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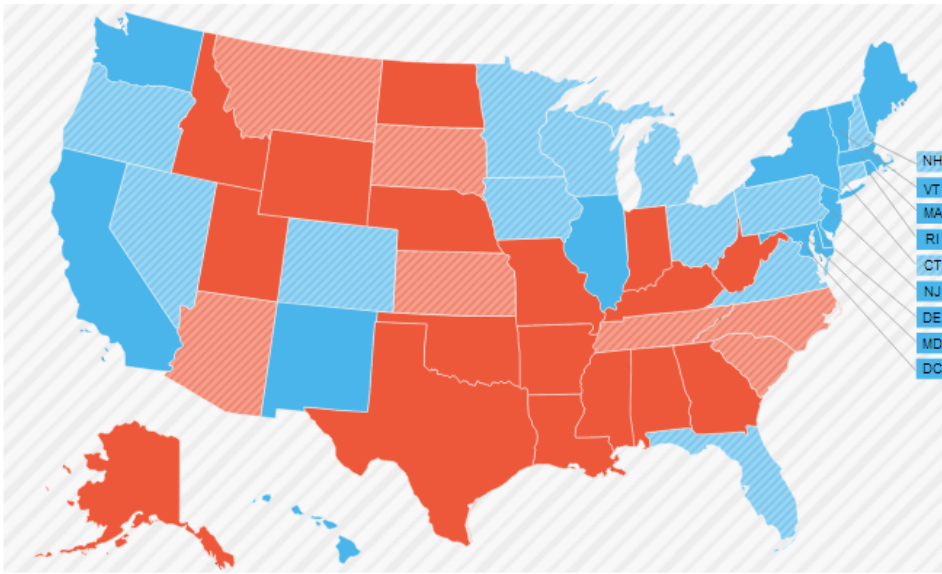
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Electoral College map Latino vote at 10% of national vote

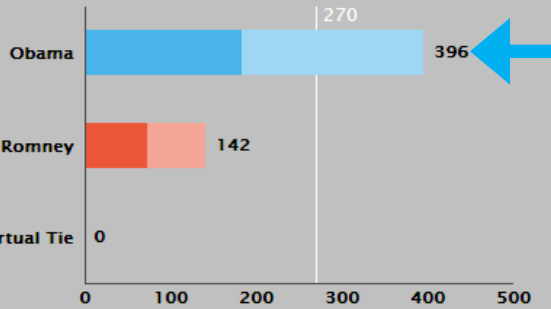
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Electoral Votes

Show who is leading virtual ties



■ Strongly Obama:	184
■ Obama Leaning:	212
■ Strongly Romney:	73
■ Romney Leaning:	69
■ Virtual Tie:	0

SHARE YOUR MAP



Latino Portion of U.S. Electorate

16%
Very High

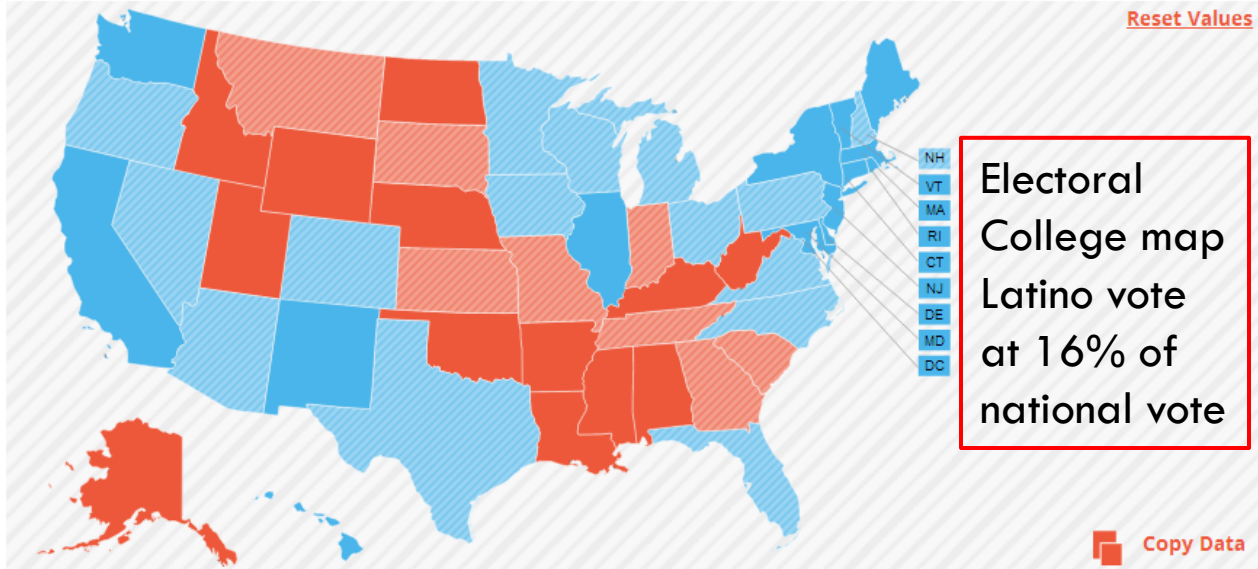
Percent Voting GOP Among Latinos

23%
Current Estimate

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[Reset Values](#)



Copy Data

The importance of Latino outreach

- What Republicans should NOT say:
 - We need to make it so hard for people to find work that they have no choice but to self-deport
 - The first day in office I will repeal Obamacare
 - You don't care about immigration, you care about _____
 - You are Republican, you just don't know it
 - The top 2% are job creators who deserve tax cuts just like everyone else
 - Block children from some school programs if their parents are undocumented: **82% oppose**
 - *It's going to be 20 feet high. It's going to have barbed wire on the top. It's going to be electrified. And there's going to be a sign on the other side saying, 'It will kill you — Warning.'*

The importance of Latino outreach

- What Republicans SHOULD say:
 - ▣ Not only do immigrants help build our economy, they help invigorate our soul (W)
 - ▣ It is unacceptable and morally wrong to say ‘Juanito no se puede’
 - The simple fact is that all children can learn (Jeb)
 - ▣ Our diversity becomes a strength (Jeb)
- In-state tuition for undoc immigrants: **76% support**
- More money for bilingual ed and ELL: **80% support**
- Federal DREAM Act: **85% support**

Democrats To Do (and not to do) Lists

DO

1. Invest, mobilize, invest and ask for Latino votes
2. Campaign against 1070-type laws; sue Arizona
3. Remind Latino voters of policy achievements that responded to their vote/prior support
4. Get Latinos elected to statewide office and leadership roles within the party (se nota!)

NOT

1. Say you didn't have time to read SB1070 in time for Senate hearings
2. Deport 1.2 million immigrants
3. Blame Latinos when Democrats lose
4. Wait for demographics to win elections
5. Assume 2012 Obama results will replicate in all future contests
6. Forget to give Latinos reasons to vote *for* the party and candidates

www.LatinoVote2012.com

LatinoDecisions.com

Thank You!