UNIDOS US
NATIONAL AND FIVE-STATE SURVEY OF THE 2020 LATINO ELECTORATE

August 5, 2019
Methodology

- N=1,854 eligible Latino voters
  - Registered N=1,506
  - Eligible not registered N=348
- State samples at least N=300 each in AZ, CA, FL, NV, TX
- Field Dates: June 1-14, 2019
- English or Spanish, according to respondent preference
- Blended sample, online and live telephone interviews
- Margin of error of + / - 2.3 percentage points
Key Topics

- Emphasis on what Latino voters want
  - Candidate Qualities
  - Issues candidates prioritize
  - Policies they champion
- Factors driving those priorities
- Party Support and 2020 Vote
LATINO REACTIONS TO RACISM AND GUN VIOLENCE
Latino views towards racism and gun laws

Frustrated how Trump and allies treat immigrants & Latinos, worried get worse

- Strongly agree: 66%
- Somewhat agree: 12%
- Somewhat disagree: 21%
- Strongly disagree: 4%

Racism against immigrants and Latinos is a problem today

- Strongly agree: 78%
- Somewhat agree: 34%
- Somewhat disagree: 4%
- Strongly disagree: 5%

Congress should enact stricter guns laws

- Strongly agree: 57%
- Somewhat agree: 18%
- Somewhat disagree: 8%
- Strongly disagree: 11%
CANDIDATE QUALITIES AND ISSUE AGENDA
## Important Candidate Qualities
### National Survey Results

**Source:** National Latino Electorate Survey June 2019; N=1,854  
Margin of error +/- 2.3%

Which of the following traits do you think are important in a presidential candidate?

[Follow up if ‘important’, is that very important or just somewhat ?]

<table>
<thead>
<tr>
<th>Trait</th>
<th>Percent responding trait is “very important”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values diversity and brings people together</td>
<td>76%</td>
</tr>
<tr>
<td>Fights for my priorities, willing to work with both parties, compromise to get things done</td>
<td>74%</td>
</tr>
<tr>
<td>Has realistic, achievable policy ideas and goals</td>
<td>73%</td>
</tr>
<tr>
<td>Has specific plans addressing the issues Latino voters say are important to them</td>
<td>61%</td>
</tr>
<tr>
<td>Has bold and ambitious policy ideas, even if they are hard to achieve quickly</td>
<td>56%</td>
</tr>
<tr>
<td>Has prior experience in elected office</td>
<td>54%</td>
</tr>
<tr>
<td>Fights for my priorities and will not compromise, even if it means nothing gets done</td>
<td>51%</td>
</tr>
<tr>
<td>Has business or private sector work experience</td>
<td>41%</td>
</tr>
<tr>
<td>Speaks Spanish</td>
<td>33%</td>
</tr>
</tbody>
</table>

Source: **UNIDOSUS** National Latino Electorate Survey June 2019; N=1,854  Margin of error +/- 2.3%
Important Candidate Qualities

[Top three “very important” illustrated for each state]

Values diversity, brings people together
Fights for my priorities, willing compromise to get things done
Realistic, achievable policy ideas/goals

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854  Margin of error +/- 2.3%
Most Important Candidate Quality

Which trait do you think is the MOST important in a presidential candidate?

- **National**
  - Values diversity, bring together 25%

- **Arizona**
  - Values diversity, bring together 30%

- **California**
  - Values diversity, bring together 27%

- **Florida**
  - Values diversity, bring together 24%

- **Nevada**
  - Realistic, achievable policy ideas, 19%

- **Texas**
  - Values diversity, bring together 29%

Source: **UNIDOSUS** National Latino Electorate Survey June 2019; N=1,854  Margin of error +/- 2.3%
As you may know, next year, in 2020, there will be a presidential election. In your opinion, what issues would an ideal presidential candidate focus on most? In order of importance, what are your top three?

*First issue mentioned illustrated.*

**Source:** National Latino Electorate Survey June 2019; N=1,854  Margin of error +/- 2.3%
As you may know, next year, in 2020, there will be a presidential election. In your opinion, what issues would an ideal presidential candidate focus on most? In order of importance, what are your top three? [Percent that cited the issue in their top 3]

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854  Margin of error +/- 2.3%
Factors Driving Priority Issues

- Among those who ranked jobs and economy first priority
  - Not enough jobs, job insecurity/stability
  - Post-recession, people worry about keeping their jobs

- Among those who ranked health care first priority
  - Too expensive, unaffordable

- Among those who ranked immigration first
  - Stop separating families, abuses/children in cages

Source: National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%
Factors Driving Priorities on Candidate Quality and Issues

Which of the following statements are true for you and/or your family?

- I am frustrated with how President Trump and his allies treat immigrants and Latinos, worry it will get worse if Trump is re-elected.  
  - Yes: 66%  
  - Sometimes: 12%  
  - No: 21%

- I am concerned that Social Security will not be around when I retire, or that my current benefits could be cut.  
  - Yes: 63%  
  - Sometimes: 11%  
  - No: 25%

- I worry that I, or my children will not be able to afford college, or pay off student loans.  
  - Yes: 56%  
  - Sometimes: 14%  
  - No: 30%

- It seems like politicians in Washington DC ignore people like me, they take Latino voters for granted.  
  - Yes: 55%  
  - Sometimes: 25%  
  - No: 18%

- I am concerned that I may not be able to afford to own a home, or afford to keep the one I have now.  
  - Yes: 51%  
  - Sometimes: 12%  
  - No: 35%

- Sometimes I delay or skip doctor visits or buying medicine because it is too expensive.  
  - Yes: 46%  
  - Sometimes: 15%  
  - No: 38%

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854  Margin of error +/- 2.3%
Factors Driving Priorities on Candidate Quality and Issues

[Top three “yes” responses illustrated for each state]

Which of the following are true for you and/or your family?

- Frustrated with Trump treatment of Latinos/immig, worse if re-elected
- Student loans/college costs
- Can’t afford/keep home
- Social security cuts
- DC takes Latinos for granted

<table>
<thead>
<tr>
<th>State</th>
<th>National</th>
<th>Arizona</th>
<th>California</th>
<th>Florida</th>
<th>Nevada</th>
<th>Texas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frustrated with Trump treatment of Latinos/immig, worse if re-elected</td>
<td>66</td>
<td>66</td>
<td>68</td>
<td>61</td>
<td>60</td>
<td>68</td>
</tr>
<tr>
<td>Student loans/college costs</td>
<td>63</td>
<td>59</td>
<td>61</td>
<td>56</td>
<td>63</td>
<td>65</td>
</tr>
<tr>
<td>Can’t afford/keep home</td>
<td>56</td>
<td>62</td>
<td>58</td>
<td>52</td>
<td>60</td>
<td>60</td>
</tr>
</tbody>
</table>

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854  Margin of error +/- 2.3%
Immigration Policy Priority

Which immigration issue do you want a new President to address first?

- Stopping the Trump Administration’s practice of separating undocumented children from their parents at the border. (33%)
- Comprehensive immigration reform that provides an earned path to citizenship for nearly 11 million undocumented people living and working in the United States. (27%)
- Pass laws that protect undocumented immigrants who were brought to the United States as children and grew up here, such as “Dreamers” or DACA recipients. (25%)
- Building a 1,900-mile wall between the entire border between the United States and Mexico. (15%)

Source: National Latino Electorate Survey June 2019; N=1,854  Margin of error +/- 2.3%
## Immigration Policy Priority

### Source:
National Latino Electorate Survey June 2019; N=1,854  Margin of error +/- 2.3%

<table>
<thead>
<tr>
<th>Policy Priority</th>
<th>National</th>
<th>Arizona</th>
<th>California</th>
<th>Florida</th>
<th>Nevada</th>
<th>Texas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stop separating families</td>
<td>33</td>
<td>36</td>
<td>34</td>
<td>31</td>
<td>35</td>
<td>31</td>
</tr>
<tr>
<td>Comprehensive immigration reform earned path to citizenship</td>
<td></td>
<td>27</td>
<td>25</td>
<td>23</td>
<td>28</td>
<td>28</td>
</tr>
<tr>
<td>Protect Dreamers/DACA</td>
<td></td>
<td>25</td>
<td>29</td>
<td>28</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>Build wall</td>
<td></td>
<td>15</td>
<td>10</td>
<td>15</td>
<td>18</td>
<td>16</td>
</tr>
</tbody>
</table>

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854  Margin of error +/- 2.3%
### Issues and Candidate Support

Would you be more or less likely to vote for candidate who supported:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Much more likely for</th>
<th>Somewhat more</th>
<th>Somewhat less</th>
<th>Much less</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase minimum wage</td>
<td>59</td>
<td>27</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>Make sure insurance companies cannot refuse people due to pre-existing</td>
<td>58</td>
<td>30</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>Provide more federal funding for K-12 public education</td>
<td>58</td>
<td>31</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>Free tuition at public two- and four year colleges and universities.</td>
<td>57</td>
<td>26</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>Make Medicare an insurance option anyone can buy no matter their age</td>
<td>53</td>
<td>32</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>Increase funding for affordable housing</td>
<td>51</td>
<td>33</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>Paid family and sick leave policies</td>
<td>49</td>
<td>35</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>Increase federal funding for mental health services</td>
<td>49</td>
<td>37</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>Student loan debt forgiveness for those with college loans</td>
<td>47</td>
<td>29</td>
<td>15</td>
<td>8</td>
</tr>
<tr>
<td>Tax credits and federal funding for child care programs</td>
<td>42</td>
<td>37</td>
<td>14</td>
<td>6</td>
</tr>
<tr>
<td>Make Medicare an insurance plan everyone must buy, no matter their age</td>
<td>32</td>
<td>30</td>
<td>17</td>
<td>21</td>
</tr>
</tbody>
</table>

Source: [UNIDOSUS](https://www.unidosus.org) National Latino Electorate Survey June 2019; N=1,854  Margin of error +/- 2.3%
# Issues and Candidate Support

Would you be more or less likely to vote for candidate who supported [issue]?  
*Top three “much more likely to vote for” reported for each state.*

<table>
<thead>
<tr>
<th>National</th>
<th>Arizona</th>
<th>California</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase minimum wage 59%</td>
<td>Increase K-12 education funding 67%</td>
<td>Free tuition public colleges/univ 61%</td>
</tr>
<tr>
<td>Insurance can’t refuse pre-existing 58%</td>
<td>Insurance can’t refuse pre-existing 64%</td>
<td>Increase minimum wage 59%</td>
</tr>
<tr>
<td>Increase K-12 education funding 58%</td>
<td>Free tuition public colleges/univ 58%</td>
<td>Insurance can’t refuse pre-existing 58%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Florida</th>
<th>Nevada</th>
<th>Texas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insurance can’t refuse pre-existing 57%</td>
<td>Insurance can’t refuse pre-existing 61%</td>
<td>Increase minimum wage 58%</td>
</tr>
<tr>
<td>Increase funding mental health svcs 55%</td>
<td>Increase K-12 education funding 61%</td>
<td>Increase K-12 education funding 58%</td>
</tr>
<tr>
<td>Increase funding affordable housing 52%</td>
<td>Increase minimum wage 58%</td>
<td>Free tuition public colleges/univ 57%</td>
</tr>
</tbody>
</table>

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%
PARTY SUPPORT
Have you ever voted for a Republican candidate in past elections?

Among the full sample of registered voters, 37% state they have voted Republican in a past election.

And 63% of Latino registered voters say they have never voted Republican in a past election.

Source: National Latino Electorate Survey June 2019; N=1,854  Margin of error +/- 2.3%
Have you ever voted for a Republican candidate in past elections?

How much of that 63% is available to Republicans?

We asked a follow-up question to just this 63% who have never voted Republican – to assess how many might be open to a future GOP vote.

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%
Softness in party support

[Among the non-GOP voters] Would you consider voting for a Republican candidate who spoke out against President Trump's harsh policies, treated Latinos with respect, and worked to create more humane immigration laws?

- Yes, would consider voting GOP if… 38%
- No, would not consider voting GOP 22%
- Not sure 3%

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%

These voters have never voted GOP, but say they would consider a GOP vote for a candidate who spoke against Trump and anti-immigrant
Baseline Republican Support

Have you ever voted for a Republican candidate in past elections?

Among prior GOP voters, we asked a follow-up question if they plan to continue voting for the current GOP, or if things need to change?

How firm is that 37% prior GOP vote, can Republicans count on it?

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%
Softness in party support

A.) It is hard to support Republican candidates right now, but if Republicans got focused on issues I care about, and treated Latinos with respect, I would seriously consider Republican candidates again. - OR –

B) I like the Republican Party of today, they don’t need to change anything to keep winning my vote.

Over half of Latinos who voted GOP in the past say it is hard to continue supporting Republicans

Hard to support GOP today, but might consider in future

I like today’s GOP 16%

Only 16% of all Latino reg voters say they like the GOP today and will continue supporting them

Source: National Latino Electorate Survey June 2019; N=1,854  Margin of error +/- 2.3%
The potential swing in the Latino vote

So looking at the entire pool of Latino registered voters

Source: UNIDOSSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%
The potential swing in the Latino vote

That leaves 59% who are not completely sold on either party and want to see more Latino-specific engagement.

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%
The potential swing in the Latino vote

<table>
<thead>
<tr>
<th></th>
<th>Definite GOP</th>
<th>R GOP needs change</th>
<th>D GOP needs change</th>
<th>Definite Dem</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>16</td>
<td>-21</td>
<td>38</td>
<td>25</td>
</tr>
<tr>
<td>AZ</td>
<td>12</td>
<td>-26</td>
<td>44</td>
<td>18</td>
</tr>
<tr>
<td>CA</td>
<td>15</td>
<td>-17</td>
<td>38</td>
<td>30</td>
</tr>
<tr>
<td>FL</td>
<td>23</td>
<td>-23</td>
<td>32</td>
<td>22</td>
</tr>
<tr>
<td>NV</td>
<td>17</td>
<td>-17</td>
<td>42</td>
<td>24</td>
</tr>
<tr>
<td>TX</td>
<td>17</td>
<td>-21</td>
<td>41</td>
<td>21</td>
</tr>
</tbody>
</table>

Across all 5 states, a majority of Latino registered voters fall into this middle category of soft-partisans who want to see their party do more to earn their vote.

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%
The potential swing in the Latino vote

Imagine if the GOP really leaned in on positive, respectful Latino outreach…

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%
The potential swing in the Latino vote

<table>
<thead>
<tr>
<th>State</th>
<th>Definite GOP</th>
<th>R GOP needs change</th>
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<td>National</td>
<td>16</td>
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<td>18</td>
</tr>
<tr>
<td>CA</td>
<td>15</td>
<td>-17</td>
<td>38</td>
<td>30</td>
</tr>
<tr>
<td>FL</td>
<td>23</td>
<td>-23</td>
<td>32</td>
<td>22</td>
</tr>
<tr>
<td>NV</td>
<td>17</td>
<td>-17</td>
<td>42</td>
<td>24</td>
</tr>
<tr>
<td>TX</td>
<td>17</td>
<td>-21</td>
<td>41</td>
<td>21</td>
</tr>
</tbody>
</table>

Or if Dems seriously invest in outreach and engagement with Latinos the way DCCC did (Lujan/Sena) in 2018

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%
Among Democrats. Early next year Democrats will hold primary elections in each state to choose a candidate to run against President Trump in the 2020 presidential election.

Thinking ahead to the 2020 Democratic Party primaries and caucuses, what are the chances you will participate and vote to choose which Democratic candidate will run against President Trump?

<table>
<thead>
<tr>
<th>State</th>
<th>Almost certain will</th>
<th>Probably will</th>
<th>Chances 50-50</th>
<th>Probably not</th>
<th>Certain no</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>57</td>
<td>16</td>
<td>18</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Arizona</td>
<td>62</td>
<td>12</td>
<td>15</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>California</td>
<td>60</td>
<td>15</td>
<td>20</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Florida</td>
<td>48</td>
<td>16</td>
<td>21</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Nevada</td>
<td>50</td>
<td>20</td>
<td>20</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Texas</td>
<td>48</td>
<td>21</td>
<td>20</td>
<td>8</td>
<td>3</td>
</tr>
</tbody>
</table>

Source: UNIDOSUS National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%
If the 2020 presidential election were held today, would you vote for…

Source: UNIDOSUS Latino Electorate Survey June 2019; N=1,854  Margin of error +/- 2.3%
Key Findings

- Ideal candidate values diversity and will unify the country, has realistic policy goals, and plans to get them done.
- Ideal candidate will address issues that resonate at personal level for this electorate: employment, wages, health care costs, immigration, and basic respect for the community.
- Republicans leaving votes on the table
  - More than half prior GOP voters have hard time supporting the party today.
- Democrat leads Trump by 3-to-1 margin
  - Only 50% of self-identified Republicans certain they will vote for Trump.
  - But, only 57% of self-identified Dems certain to vote in primaries.