

THE LATINO VOTE IN 2016

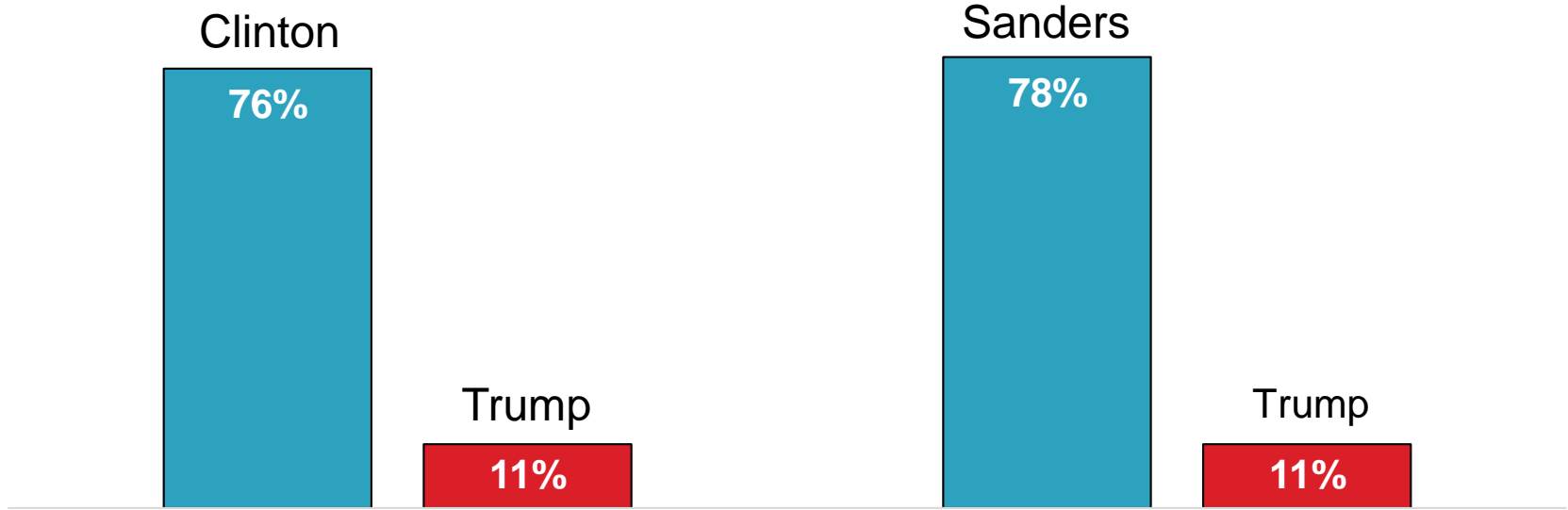
Sylvia Manzano, PhD
Principal
Latino Decisions

Overview

- National Snapshot
 - ▣ Candidates, parties, issues
- Influence
 - ▣ Where and Why
- Latino Voters in Georgia
 - ▣ 2014 Survey Findings

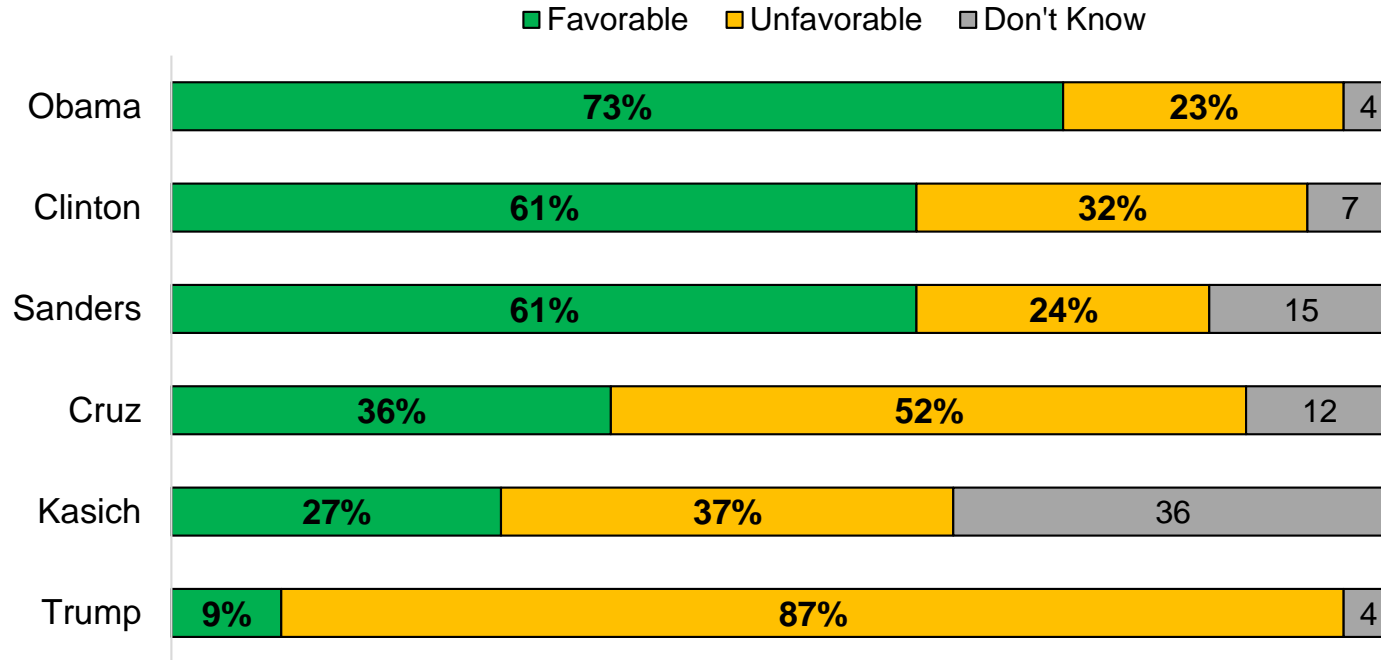
NATIONAL SNAPSHOT (APRIL 2016)

Presidential Match-Ups



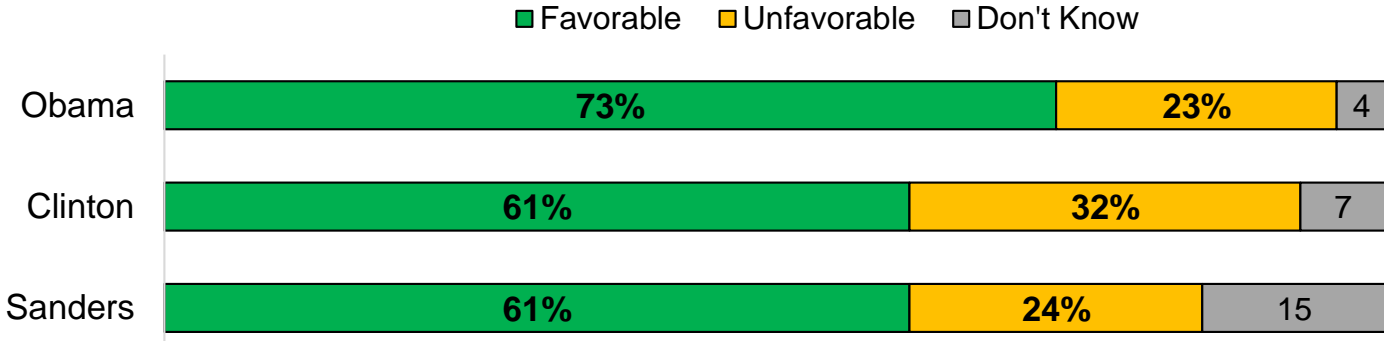
Source: America's Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)

Favorability Indicators



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

Favorability Indicators



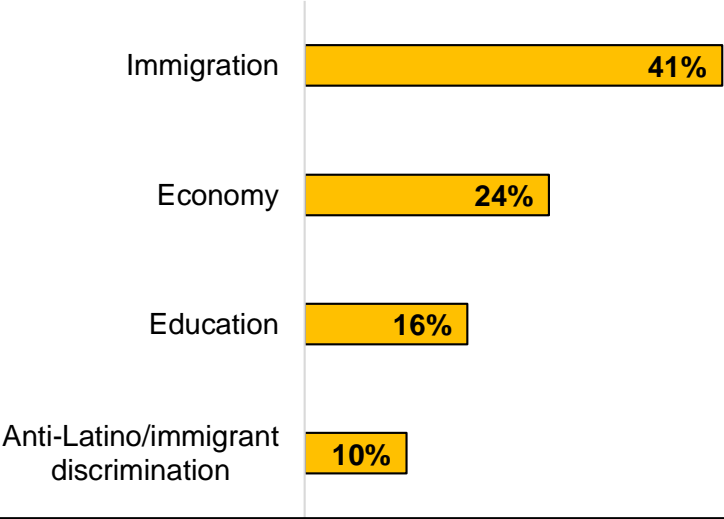
Among self-identified *Republicans*:
73% Trump unfavorable



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

Immigration Remains High Priority

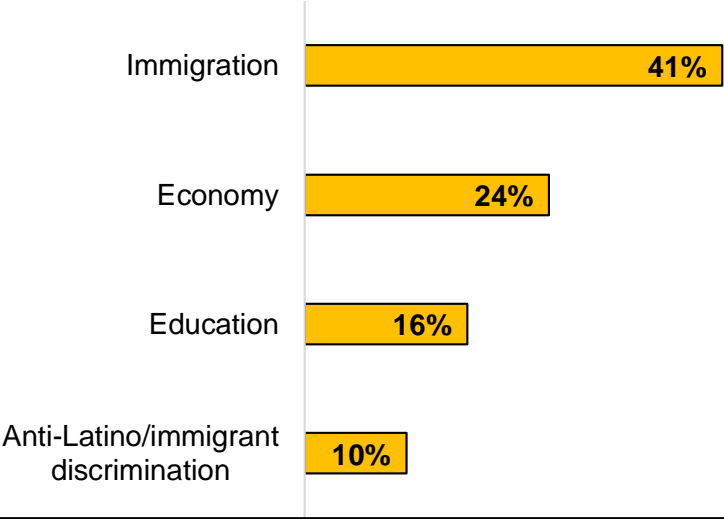
What are the most important issues facing the Latino community that you think Congress and the President should address?



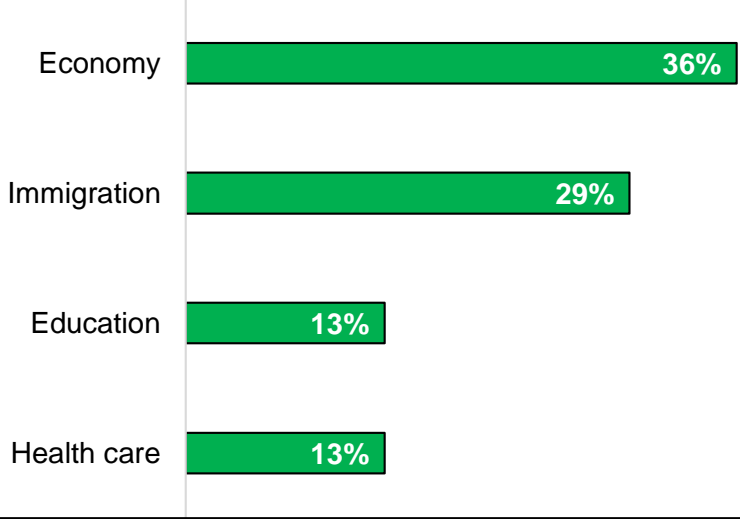
Source: America's Voice/Latino Decisions National Survey April 2016 (N=2,200; MoE +/-2.1%)

Immigration Remains High Priority

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



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



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

Why Is Immigration So Important?

Immigration signals many different factors.

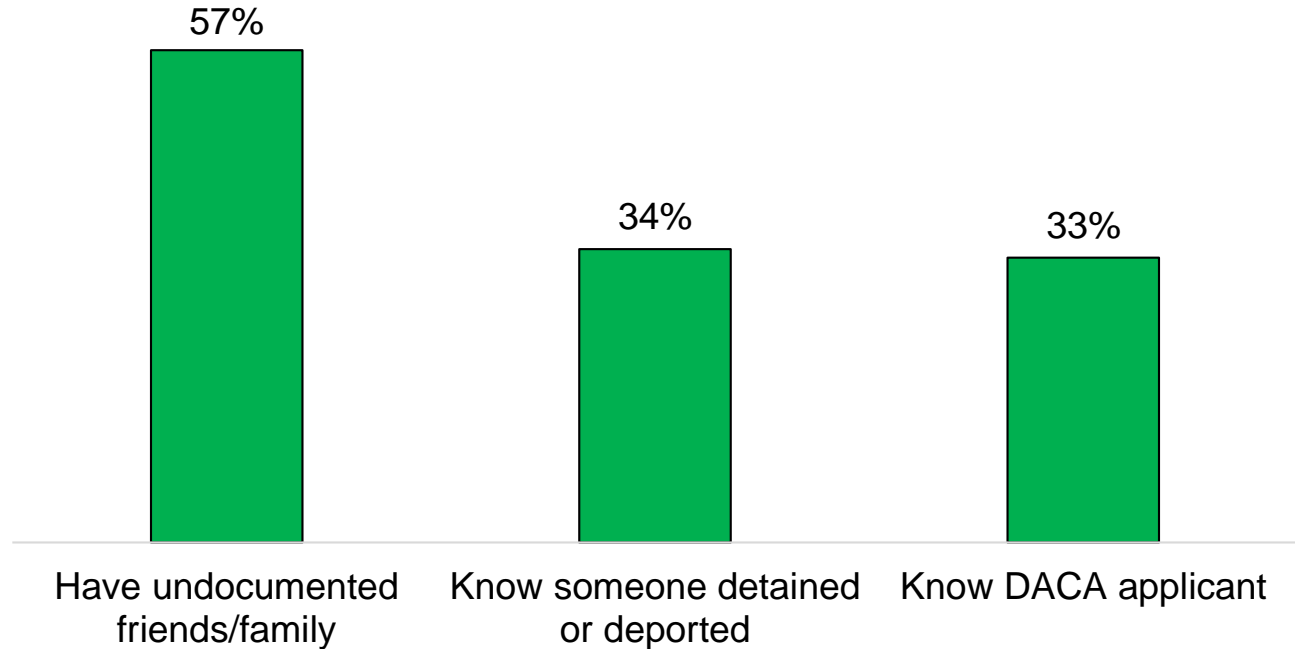
Especially large impact on Latinos.

- Personal Ties
- Ethnic Cue Beyond Policy
- Hostile environment unappealing

Why Is Immigration So Important: Personal Ties

Among Latinos, the citizen and undocumented populations are linked.

Voters have friends and family directly affected by these policies.



“If Hispanic Americans perceive that a GOP nominee or candidate does not want them in the United States (i.e. self-deportation), they will not pay attention to our next sentence.

“If Hispanic Americans perceive that a GOP nominee or candidate does not want them in the United States (i.e. self-deportation), they will not pay attention to our next sentence.

It does not matter what we say about education, jobs or the economy; if Hispanics think we do not want them here, they will close their ears to our policies.

“If Hispanic Americans perceive that a GOP nominee or candidate does not want them in the United States (i.e. self-deportation), they will not pay attention to our next sentence.

It does not matter what we say about education, jobs or the economy; if Hispanics think we do not want them here, they will close their ears to our policies.

Unless changes are made, it will be increasingly difficult for Republicans to win another presidential election in the near future.”

“If Hispanic Americans perceive that a GOP nominee or candidate does not want them in the United States (i.e. self-deportation), they will not pay attention to our next sentence.

It does not matter what we say about education, jobs or the economy; if Hispanics think we do not want them here, they will close their ears to our policies.

Unless changes are made, it will be increasingly difficult for Republicans to win another presidential election in the near future.”

Republican Party “Growth and Opportunity Report” March 18th, 2013

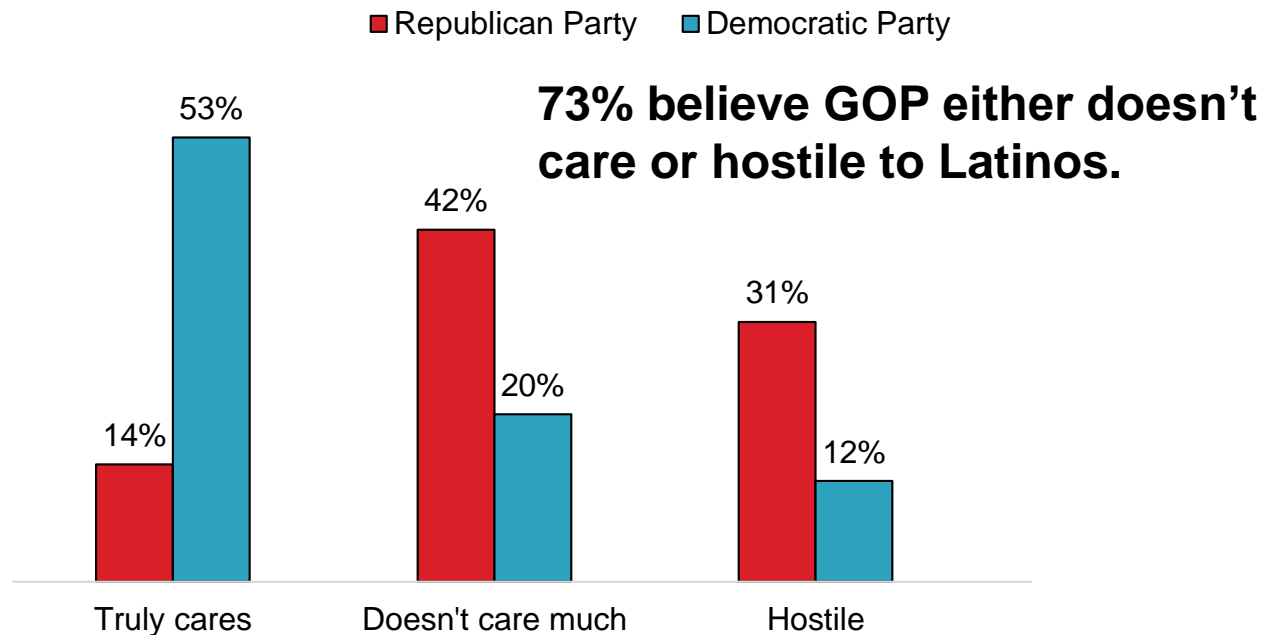
Perceptions of Party: Interest in Latino Community

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

Truly cares about the Latino community

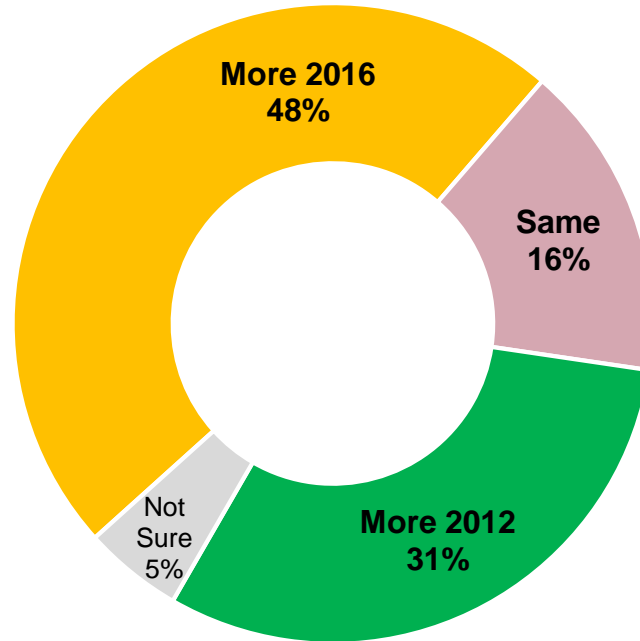
Doesn't care too much about Latinos

Is sometimes hostile to the Latino community



Interest and Enthusiasm 2016

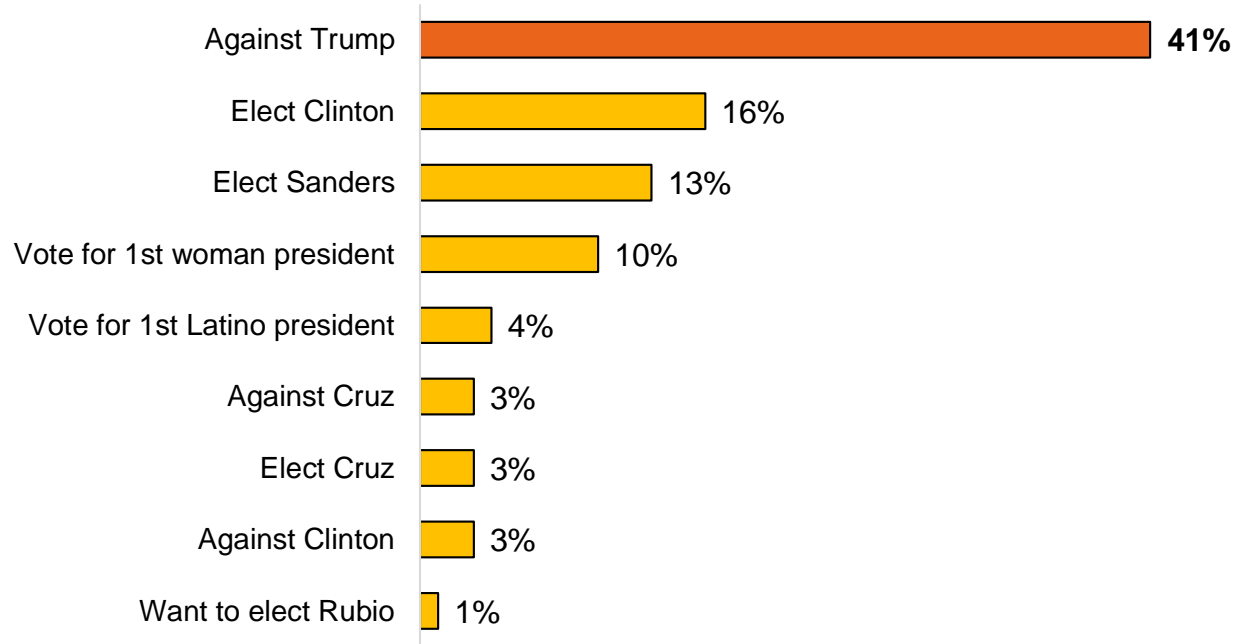
Thinking ahead to the November 2016 presidential election, would you say you are more enthusiastic about voting in 2016, or that you were more enthusiastic about voting back in 2012?



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

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 National Survey April 2016 (N=2,200; MoE +/-2.1%)

INFLUENCE: WHERE AND WHY

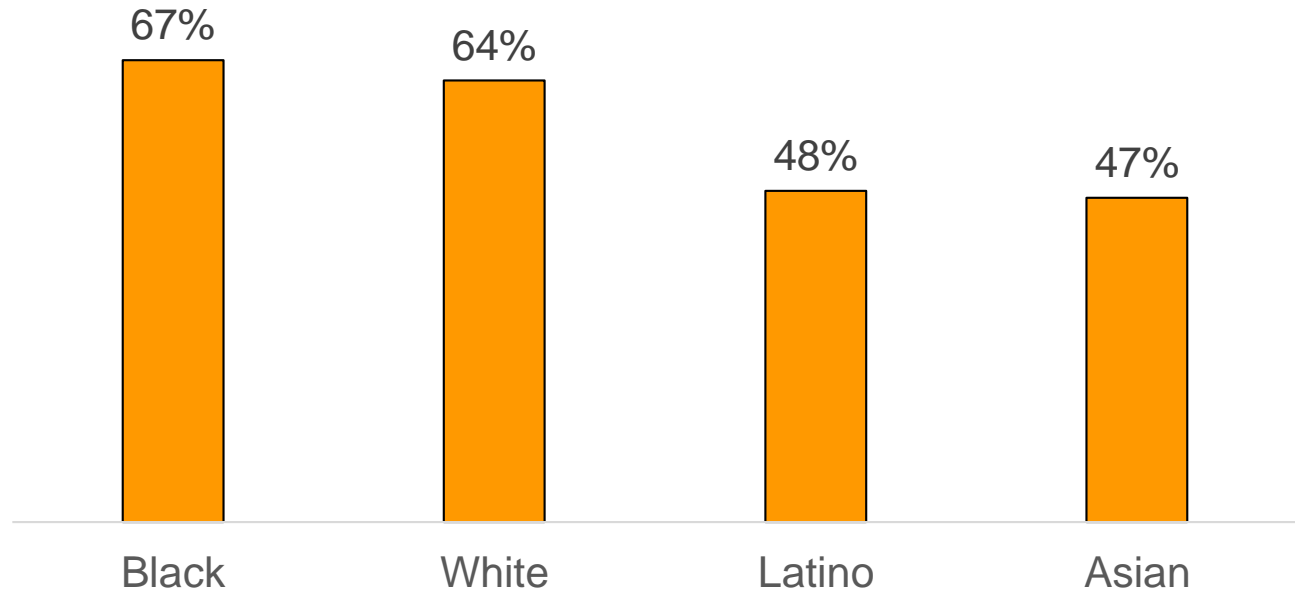
The 2016 Latino Electorate



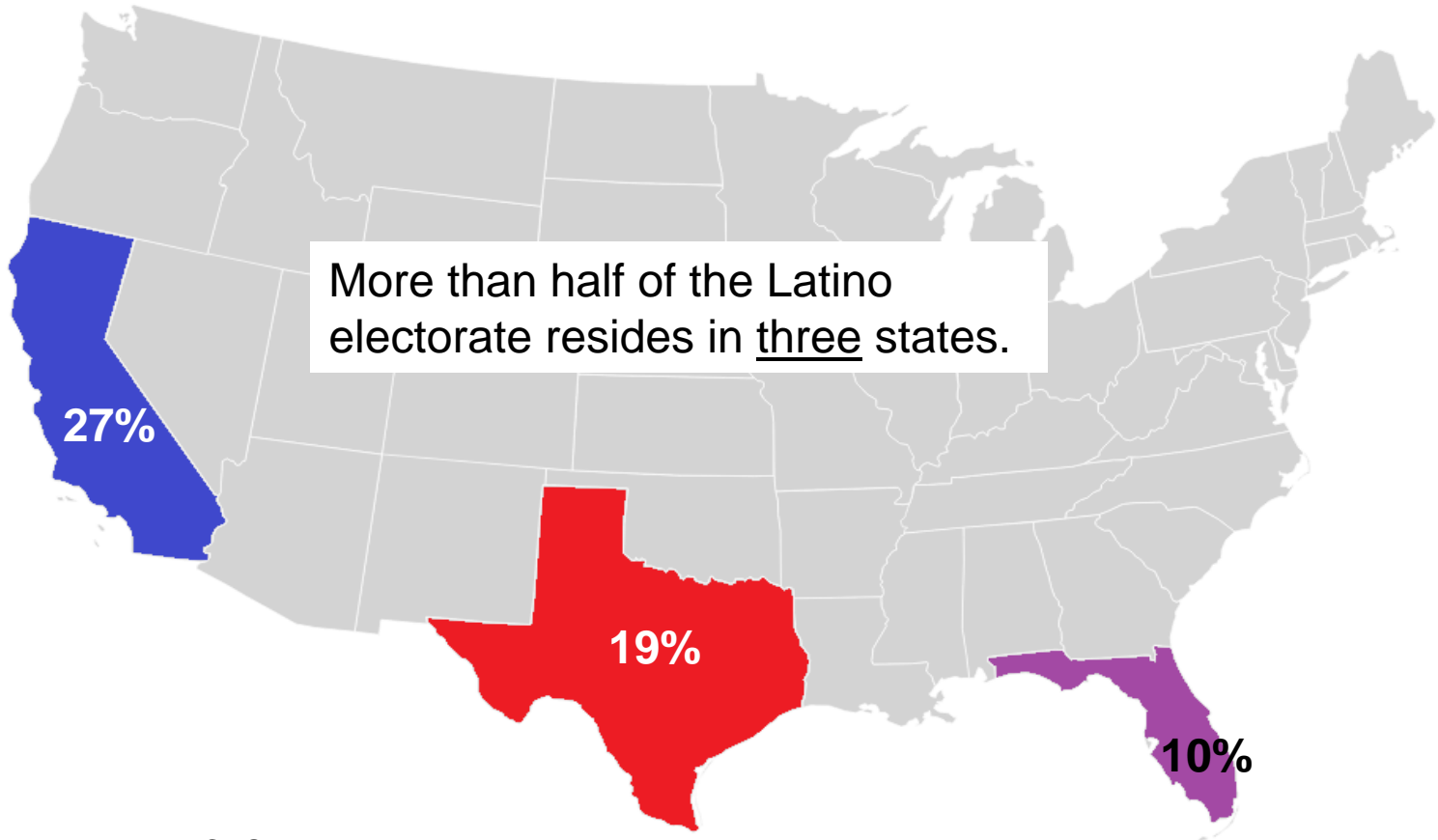
- 25.8 million eligible Latino voters
- 16% of eligible electorate
- Projected 13% of national turnout

Voter Turnout (2012)

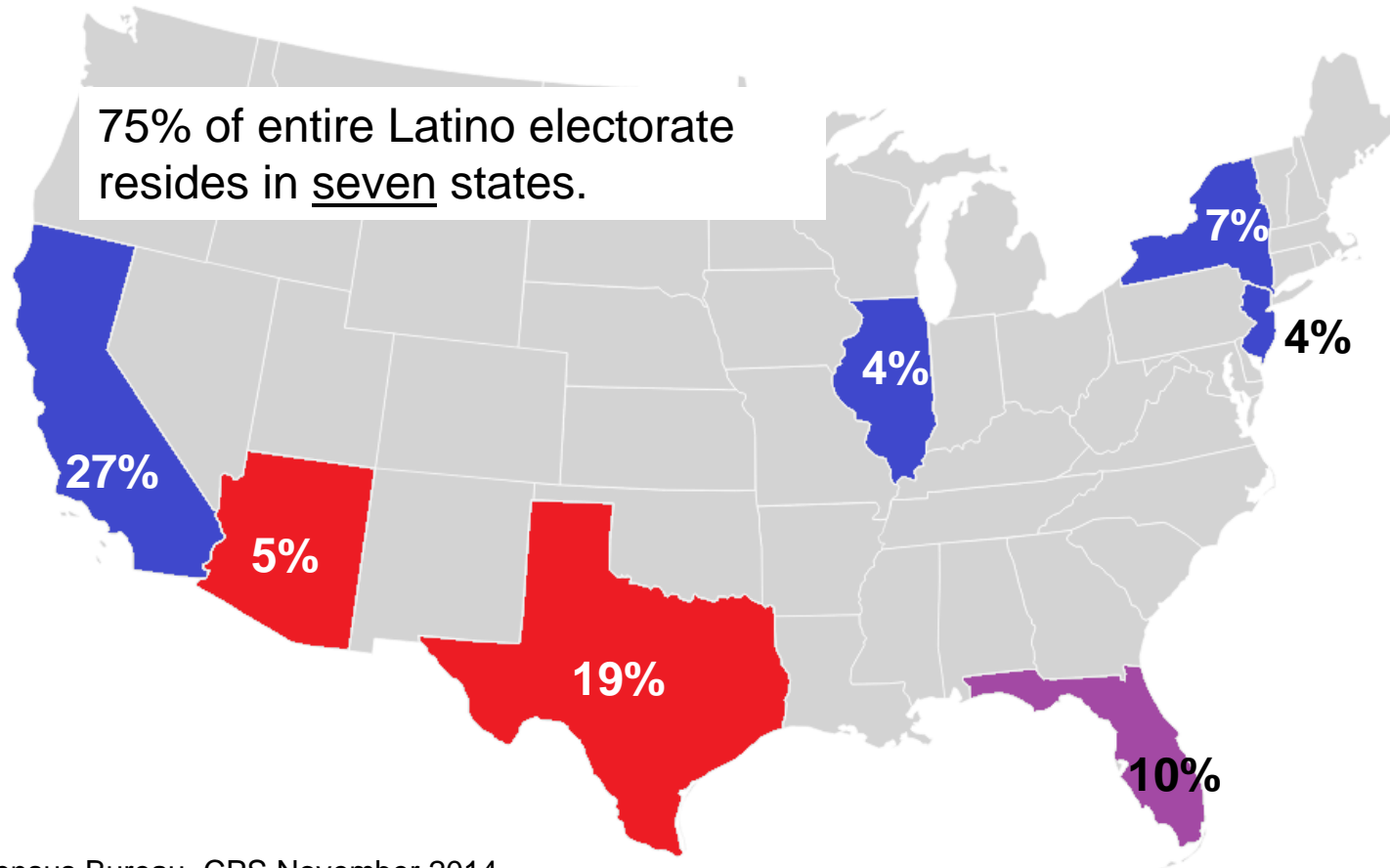
It is well-established that Latino voters lag behind the national average and other groups in the electorate.



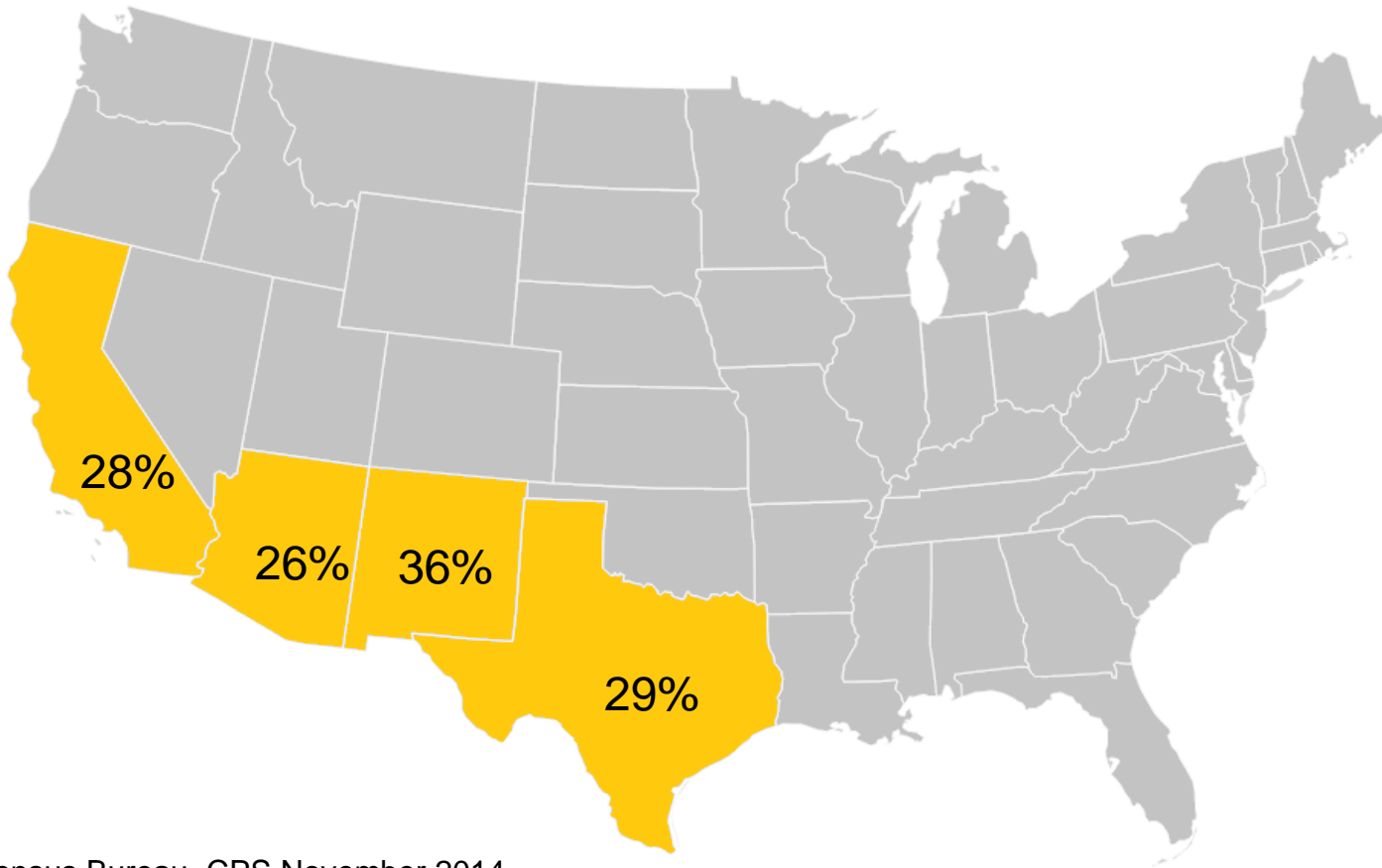
Latino Electorate Distribution: Highly Clustered



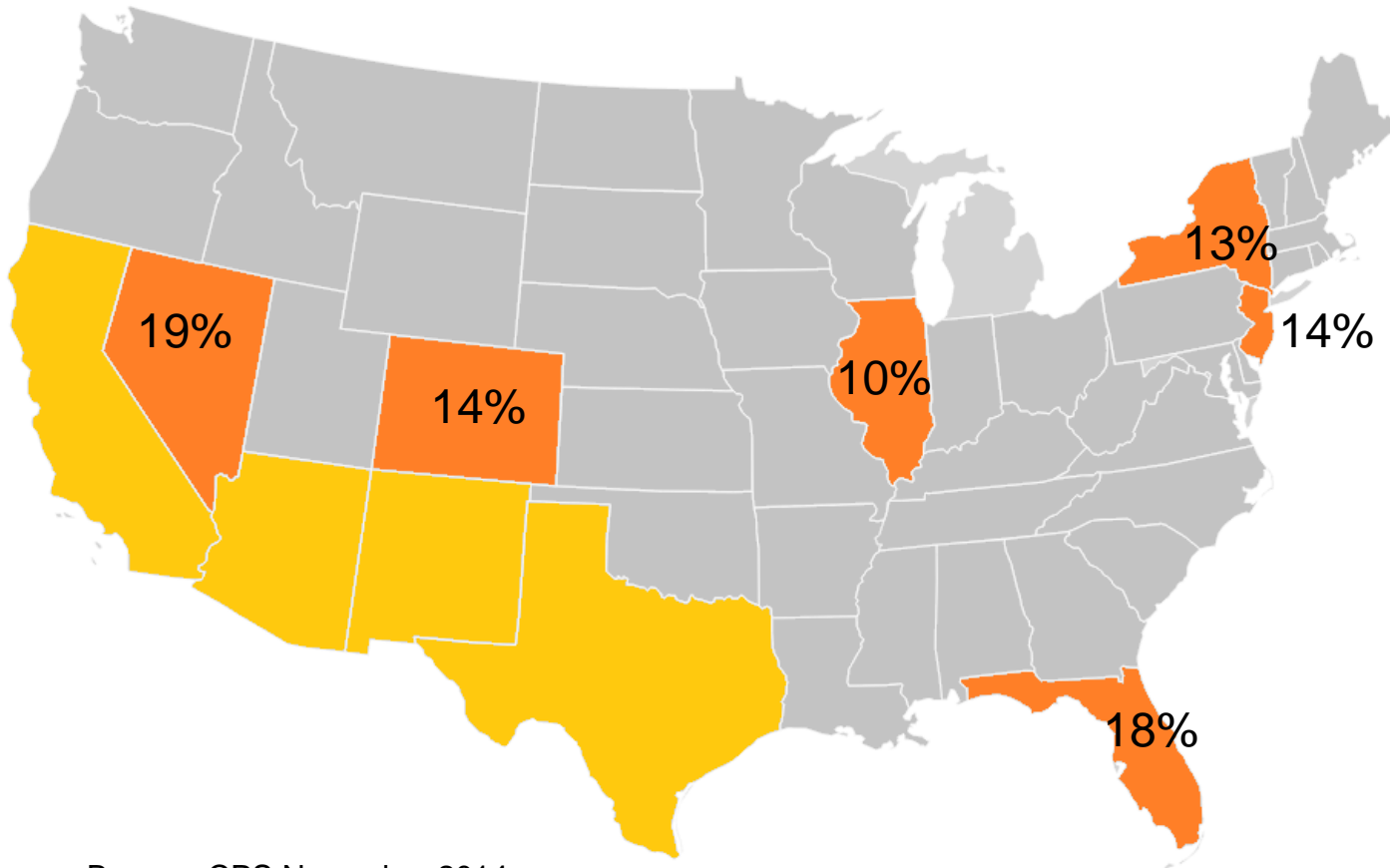
Latino Electorate Distribution: Highly Clustered



States Where Latinos are 25%+ of Statewide Electorate



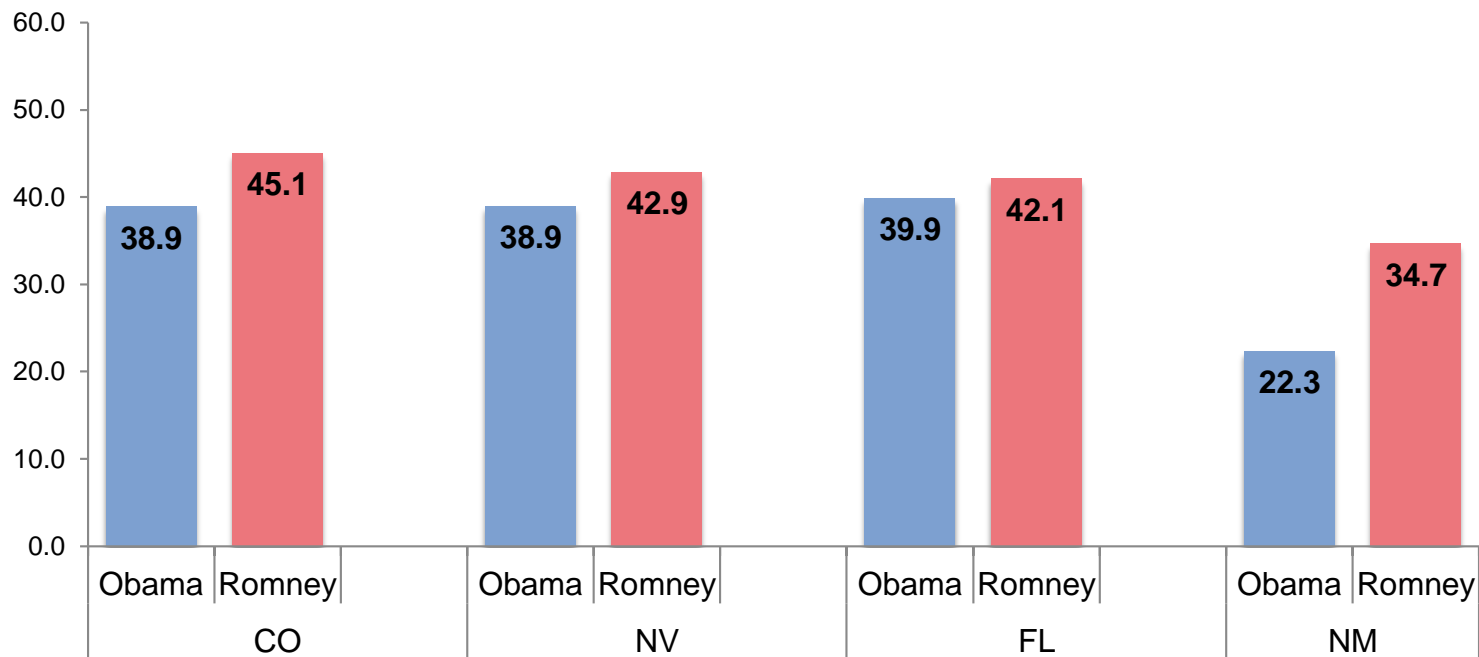
States Where Latinos are 10%+ of Statewide Electorate



Source: U.S. Census Bureau, CPS November 2014

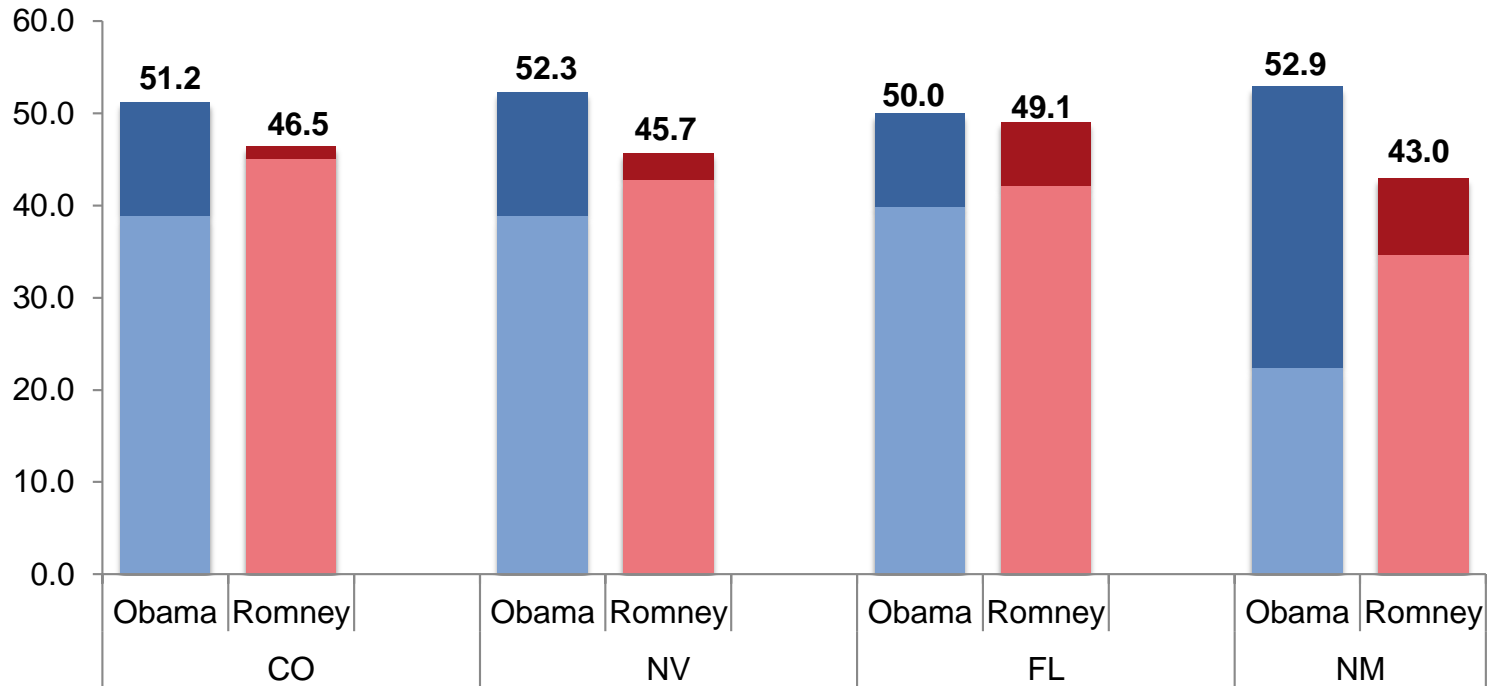
Latino Impact: 2012 Election Outcome

In four states, Romney was ahead of Obama without the Latino vote factored in...



Latino Impact: 2012 Election Outcome

Latino voters put Obama over the top in CO, NV, FL and NM



LATINO VOTERS IN GEORGIA

A VIEW OF 2014 MIDTERM VOTERS

2014 Election Eve Poll: Georgia

4,200 Latino voters

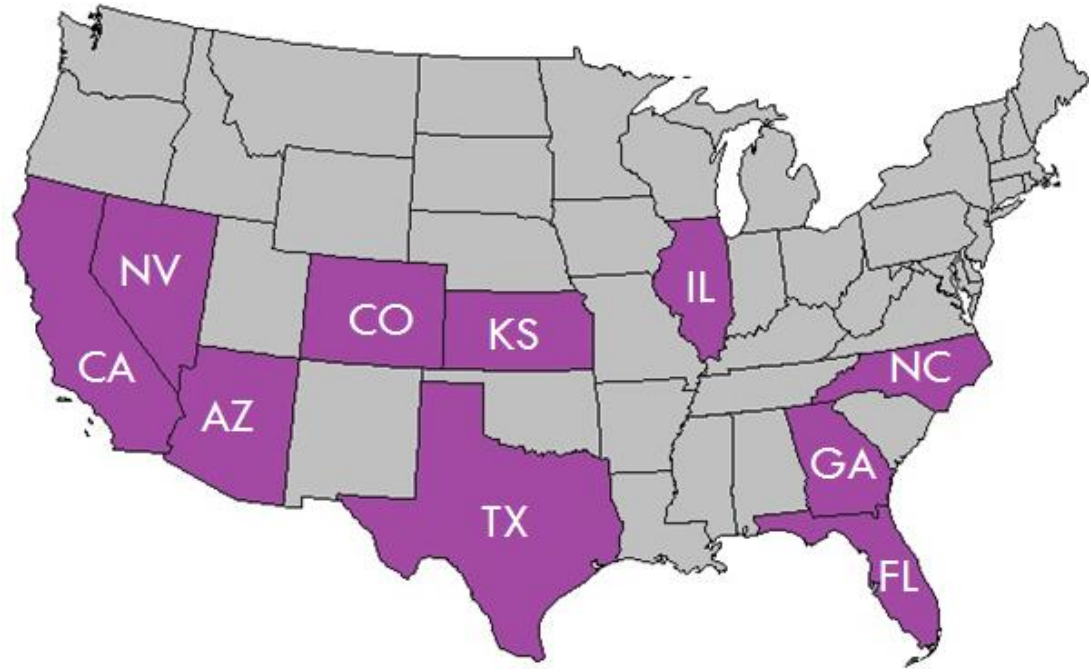
10 state polls

Oct 29th - Nov 3rd

Georgia= 400

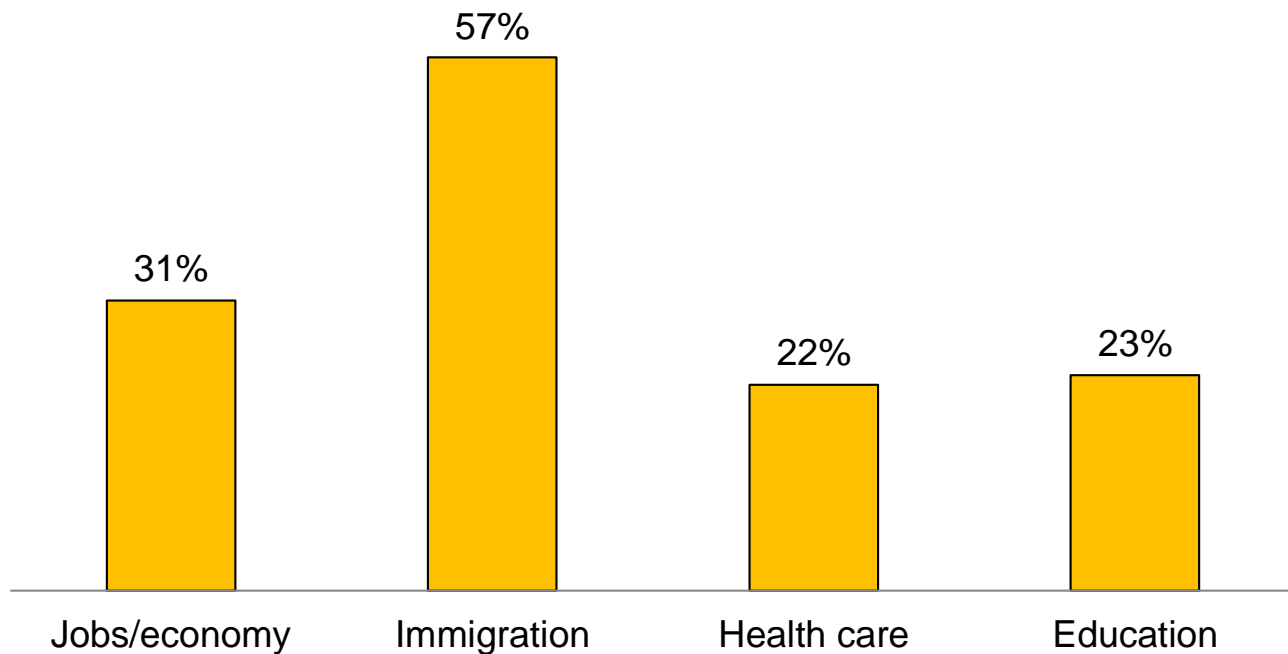
GA MoE +/- 4.9%

National +/- 1.9%

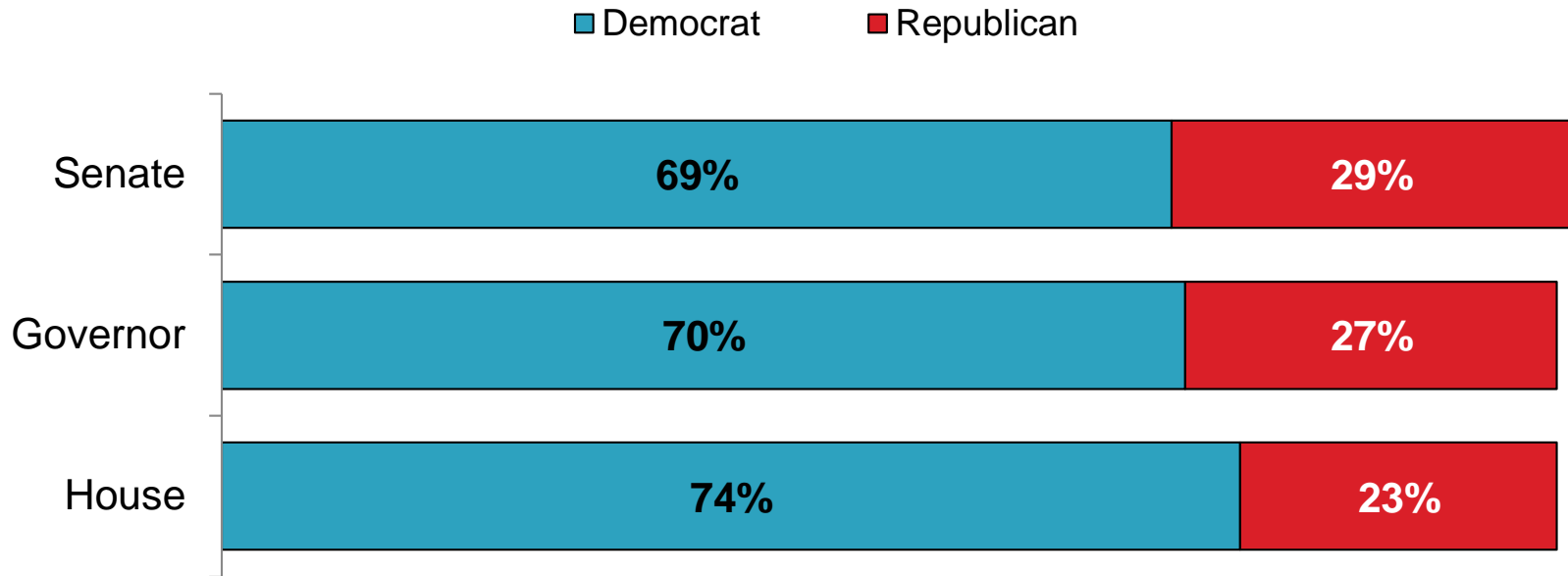


Most Important Issue: Georgia Latino Voters

What are the most important issues facing the Latino community that politicians should address?



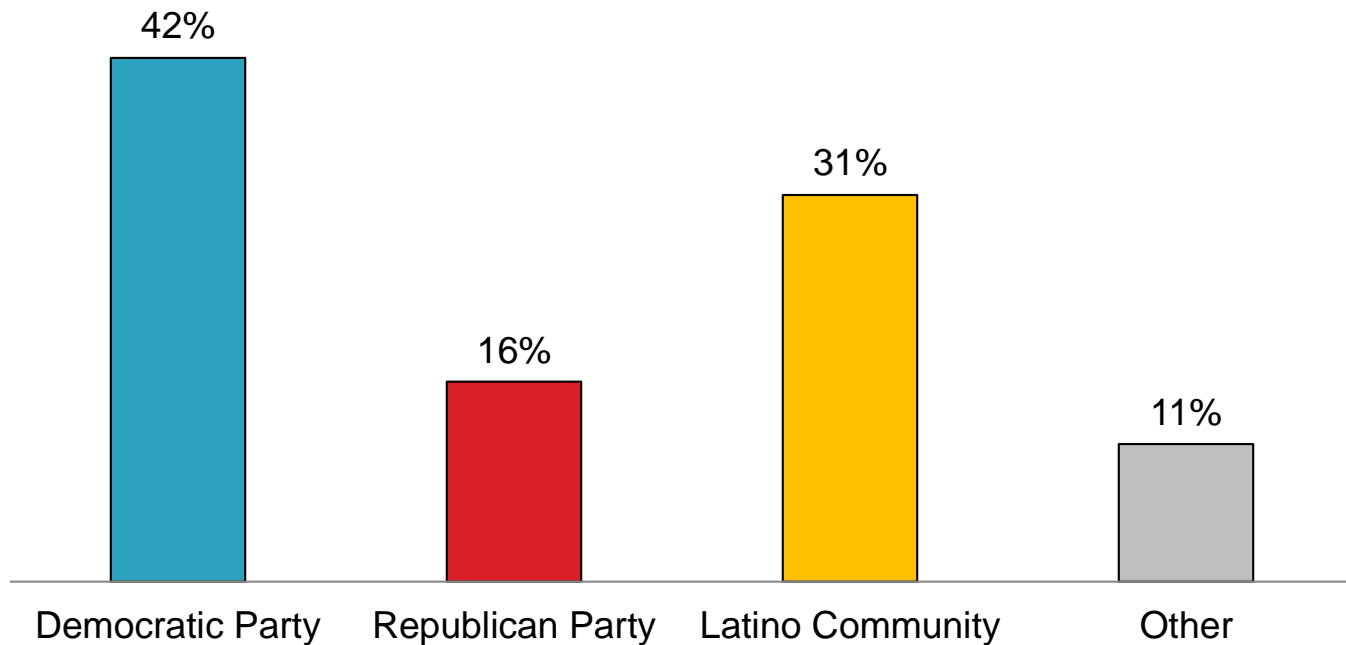
Georgia Vote: Congress and Governor



Source: Latino Decisions Election Eve 2014 Poll

Vote Motivation: Georgia Latino Voters

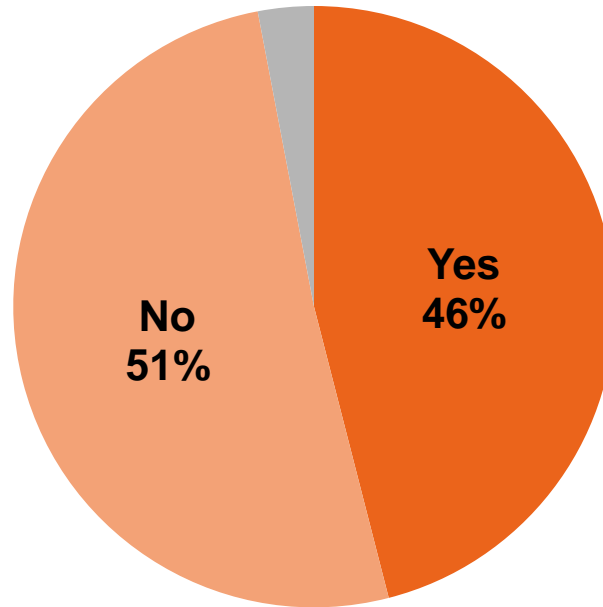
Which of the following statements do you agree with most? I am voting in 2014 because I want to support the:



Source: Latino Decisions Election Eve 2014 Poll

Mobilization: Georgia Latino Voters

Were you contacted about voting or registering to vote?

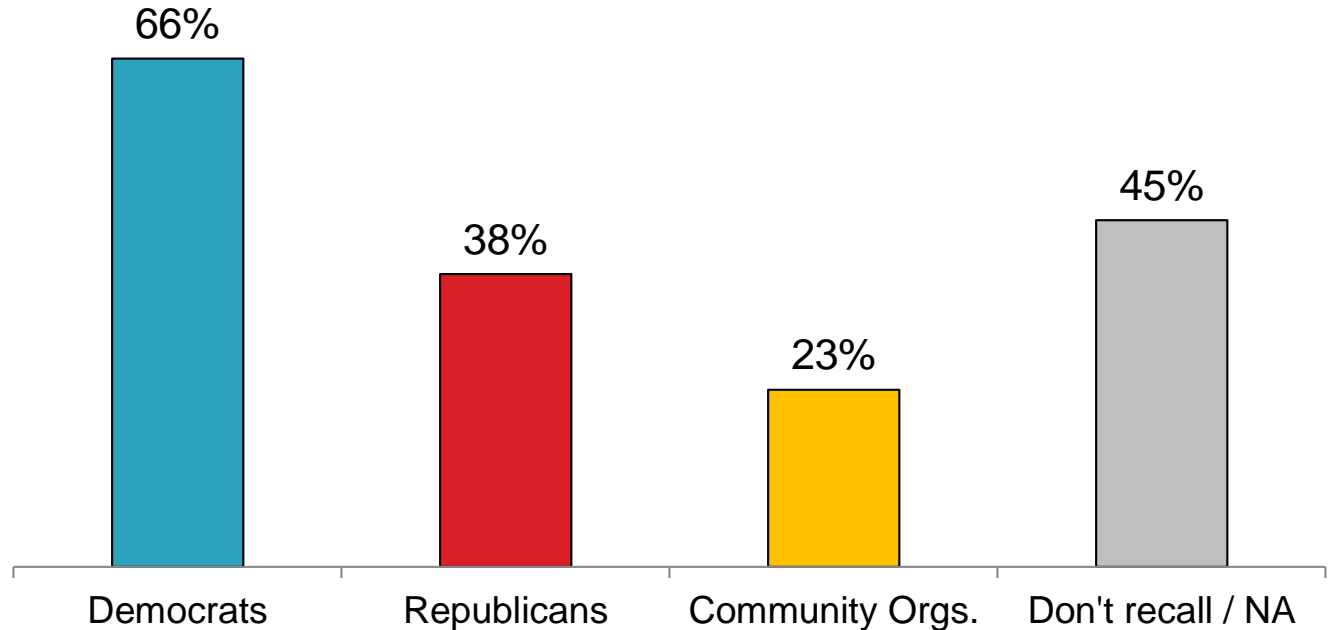


Source: Latino Decisions Election Eve 2014 Poll

Mobilization by Source: Georgia Latino Voters

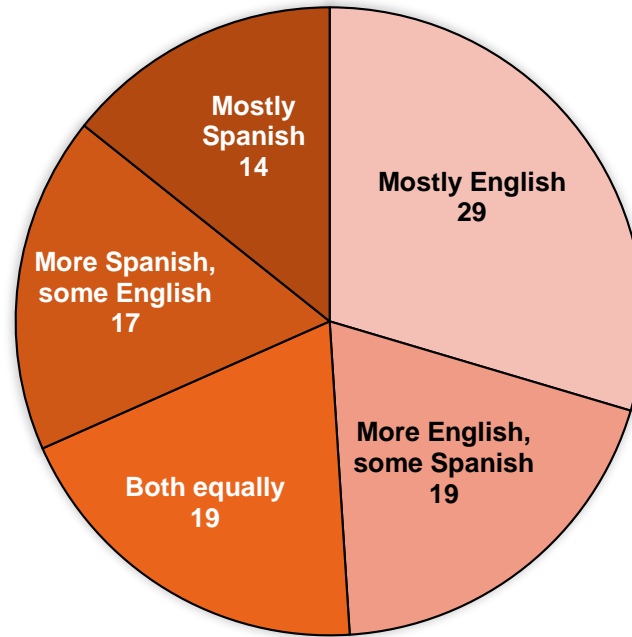
Were you
contacted
by:

(Among
those
contacted)

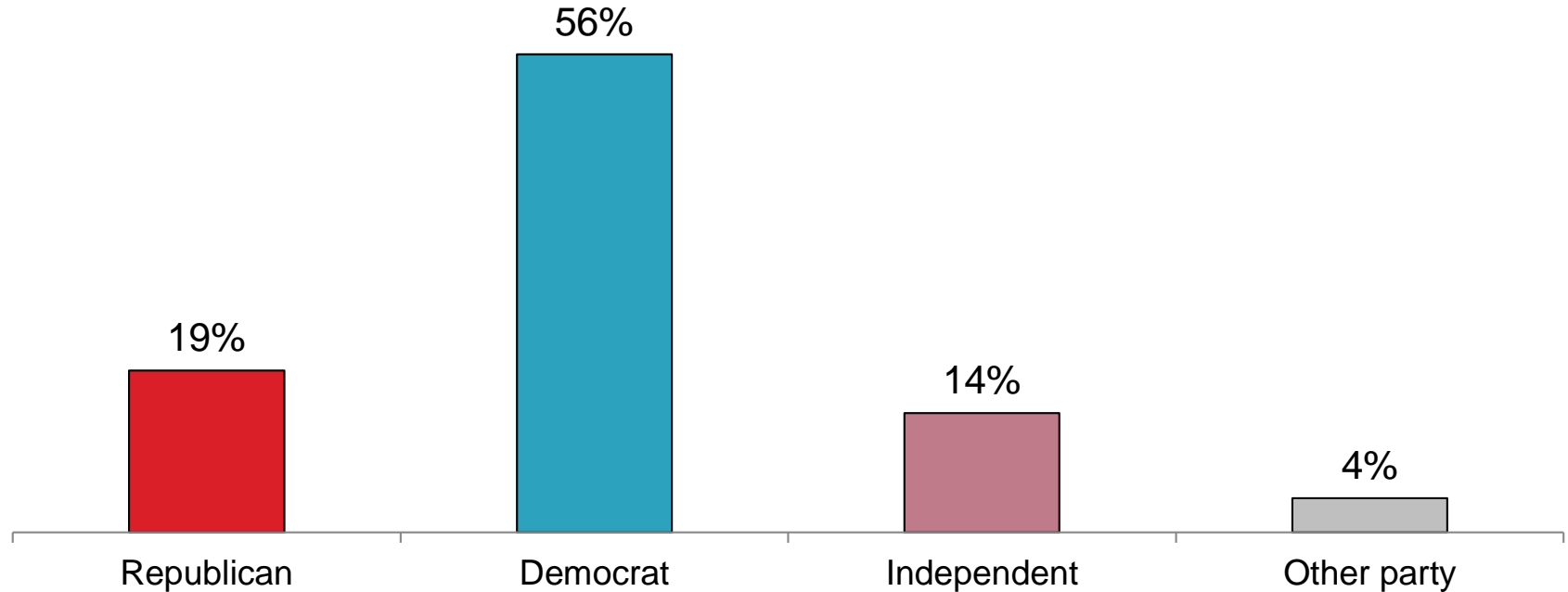


Language Media Consumption: Georgia Latino Voters

When it comes to news and information about politics and elections, how often do you use or rely on Spanish or English television?

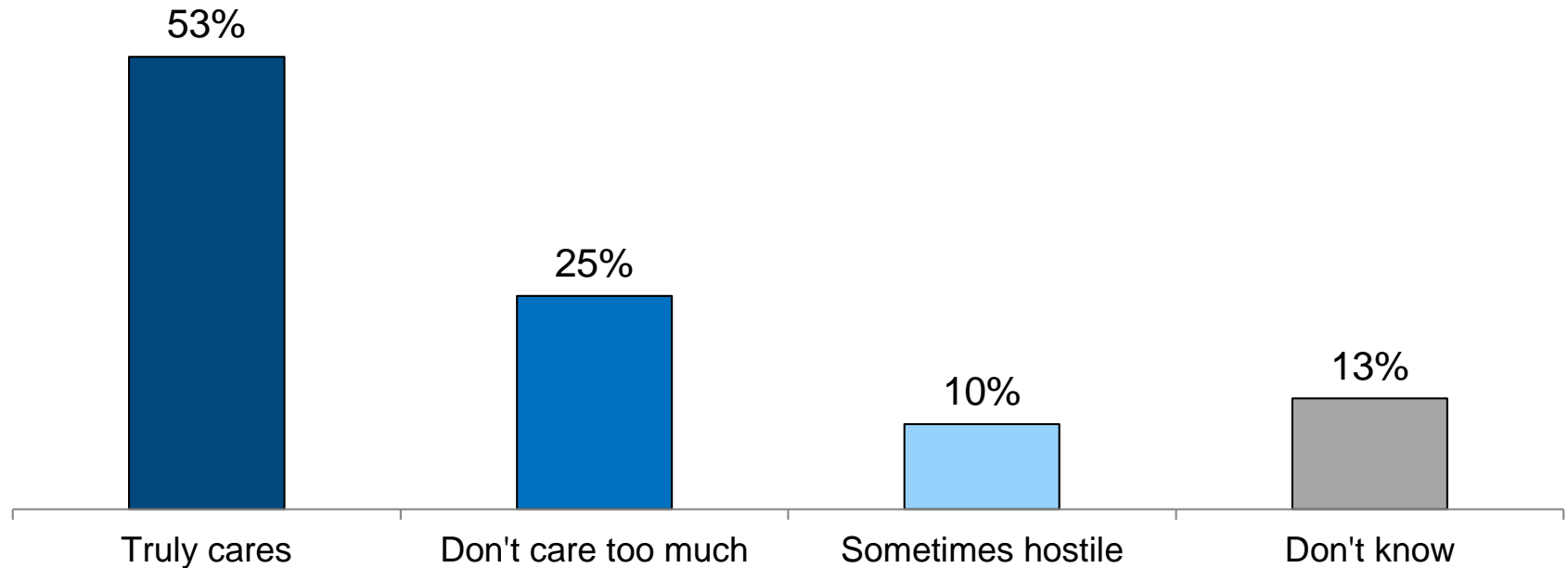


Party Identification: Georgia Latino Voters



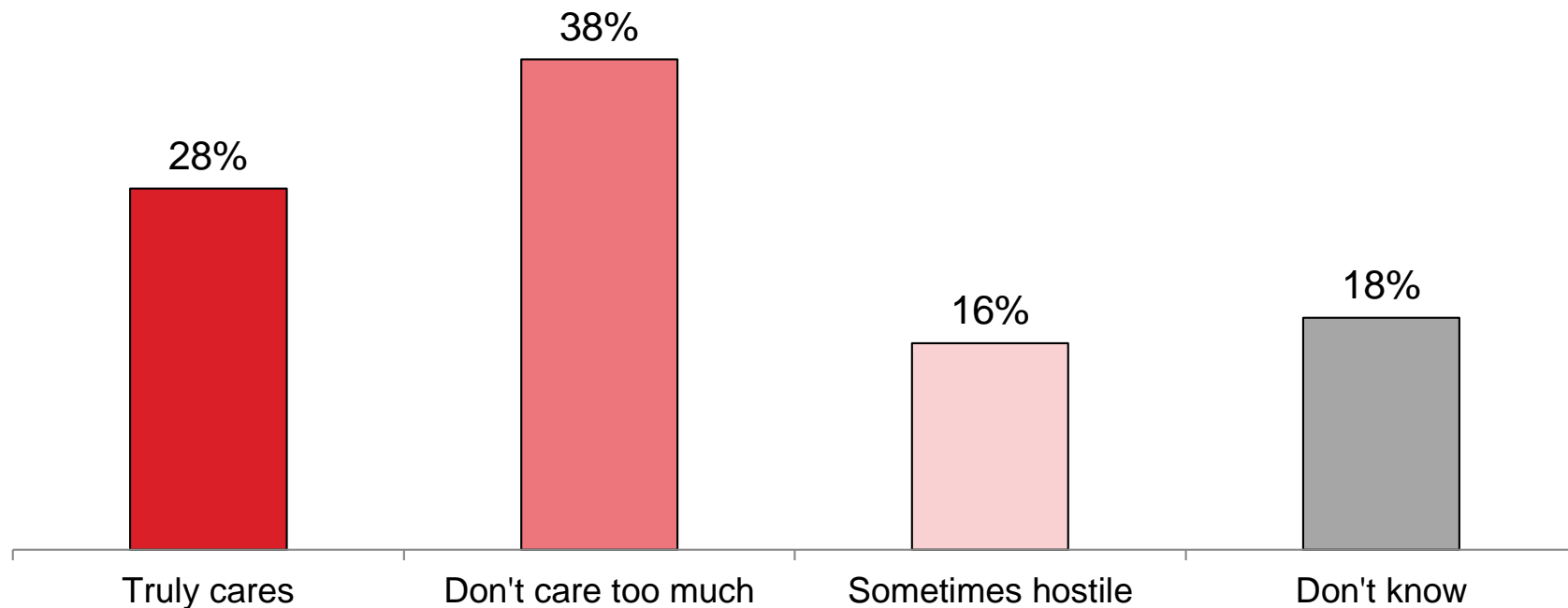
Source: Latino Decisions Election Eve 2014 Poll

View of Democratic Party Toward Latino Community: Georgia Latino Voters



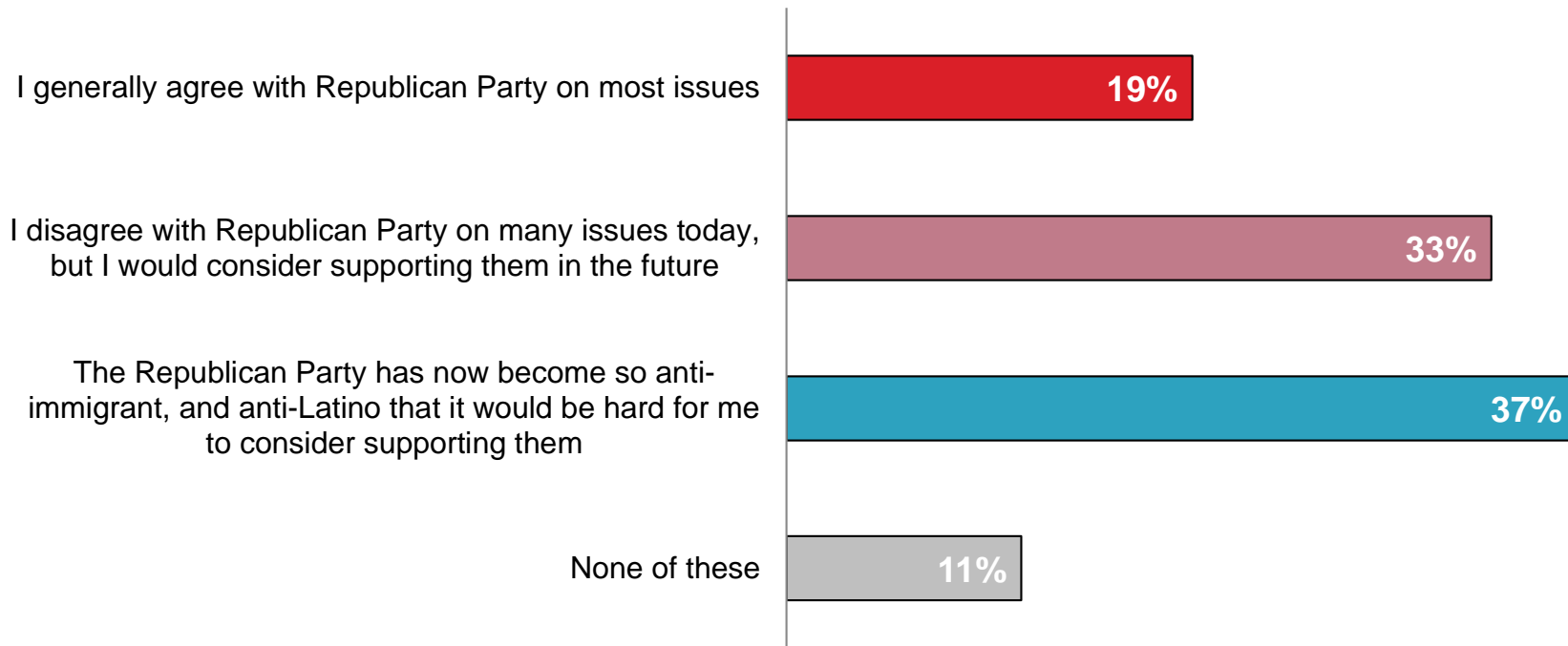
Source: Latino Decisions Election Eve 2014 Poll

View of Republican Party Toward Latino Community: Georgia Latino Voters



Source: Latino Decisions Election Eve 2014 Poll

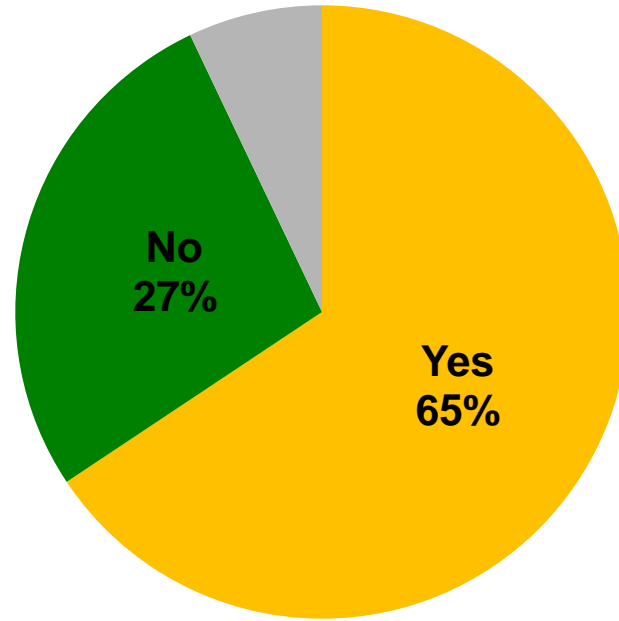
Republican Party Standing: Georgia Latino Voters



Source: Latino Decisions Election Eve 2014 Poll

Ties to Undocumented Immigrants: Georgia Latino Voters

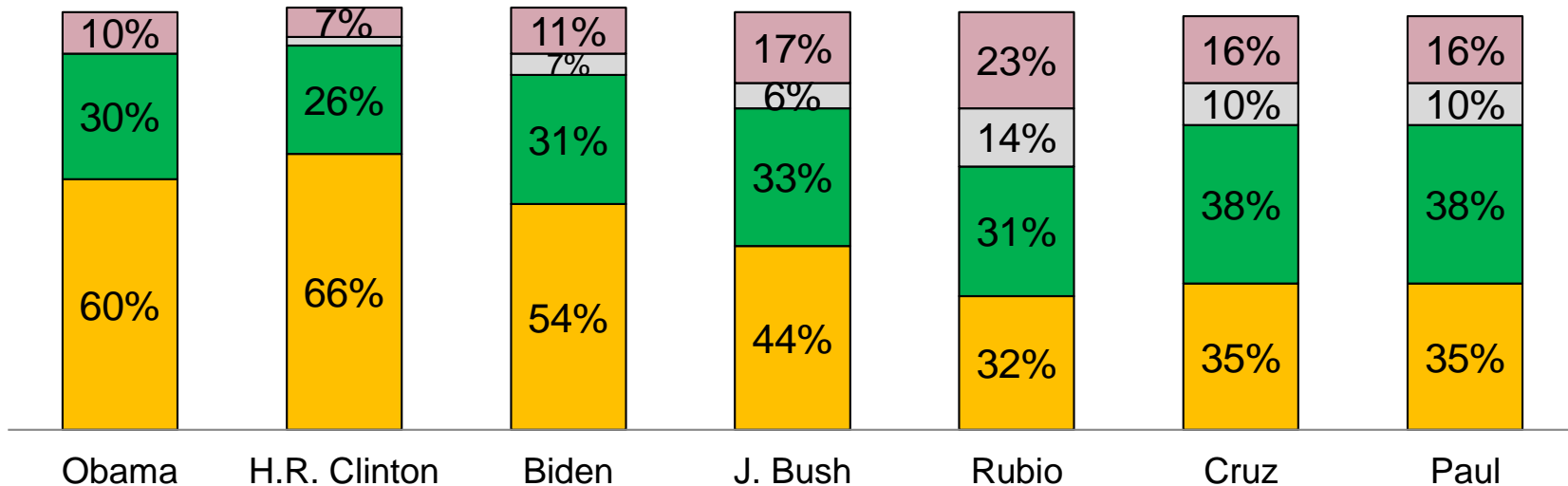
Do you happen to know somebody who is an undocumented immigrant?



Source: Latino Decisions Election Eve 2014 Poll

Favorability National Political Figures: Georgia Latino Voters

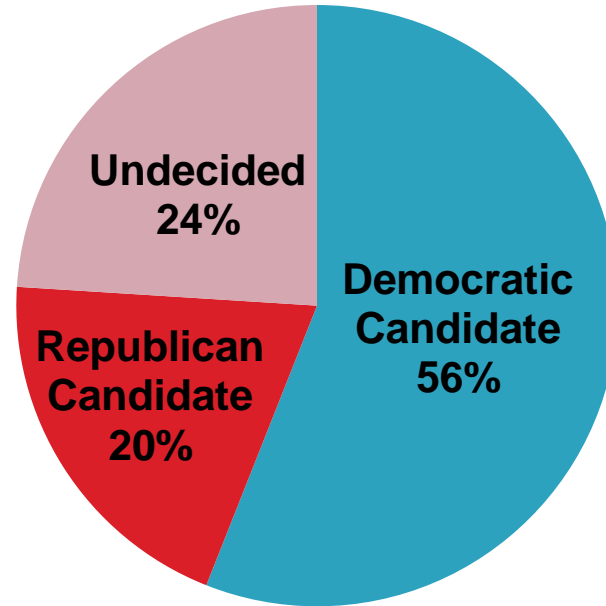
■ Total Favorable ■ Total Unfavorable ■ Never heard of ■ No Opinion



Source: Latino Decisions Election Eve 2014 Poll

2016 Presidential Election: Georgia Latino Voters (asked in 2014)

If the 2016 Presidential election were held today, would you vote for the Democratic or the Republican candidate for President?



Looking Forward....

- Blue Team: Cannot rely on Trump to be their GOTV vehicle (see Arizona).
 - ▣ Huge opening to make their case to Latino voters
- Red Team: Cómo se dice “outreach” when Trump is the nominee?
 - ▣ Can’t afford to allow Latinos to become a captured constituency; 40% was not that long ago....
- Peach Team: Register and engage the Brown Team
 - ▣ Reaching out to the already-registered is relatively easy, and necessary.
 - ▣ On-going registration critical: young age in, residential mobility, naturalizations

THANK YOU!

MORE FINDINGS AT
LATINODECISIONS.COM