



# Solving for X:

*Battleground Baseline Survey of Latinx Voters*

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# Why Now

**Equis (X)** is working to create a better understanding of Latinx communities and investing in innovative approaches to reach and engage them.

# Why Now

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- **Need to Set New Watermark:** Progressives cannot win without maximizing Latinx turnout and support:
- **Not a Monolith:** Need to understand the nuance of the community and be smart about reaching them
- **2020 is a Game of Margins.** Trump does not need to win a plurality of Latinx voters, just shave enough off the margins.
- **Progressives need to make new inroads now.** This population will only continue to grow over the coming years.

# Why Now

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**We are engaging in the largest Latinx-focused research project of the cycle. This project will:**

- Provide a deeper understanding of key Latinx subgroups, identifying softness and opportunity;
- Test regionalized and localized messaging;
- Improve the effectiveness of existing engagement tactics;
- Identify barriers and motivations to voting;
- Discover best practices for getting accurate sentiment of Latinx voters

# Overview and Methodology

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# Methodology

- 8100 Interviews with Registered Hispanic Voters across 11 States
- Samples Representative of State Population (age, gender, party affiliation)
- July 8 - 29 (pre-El Paso, MS raids, Economic Turbulence)
- Multi-Modal
  - Phone: Cellphones & Landlines
  - Online: Multi-Recruitment Methods
  - Bilingual

State	Sample Size
AZ	700
CA 10, 21, 25	400 (each)
CO	700
FL	1200
MI	500
NC	500
NM	700
NV	600
TX	1000
VA	500
WI	500

# Research Team

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**Melissa Morales:** Research Director

**Latino Decisions:** Michigan & Wisconsin

**TargetSmart & Chambers Lopez Strategies, LLC:** Texas, North Carolina & Virginia

**Global Strategy Group:** Florida

**GBAO:** New Mexico, Nevada, Colorado & Arizona

**Myers Research:** Qualitative for Select States

# Key Takeaways

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# Quick (New) Takeaways

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- **TBD ON DJT:** Donald Trump is unpopular overall, with high disapproval on his handling of immigration and health care. That significant drag has kept his approval ratings on the economy far below the general population, dipping into the mid 30s in important battleground states like Colorado and Wisconsin. A plurality of respondents (60-70+ in every state) have not seen their personal financial situation improve.
- **Mind the Gender Gap:** A large gender gap exists with Latinas consistently leaning more progressive than their male counterparts. The extent of the gender gap in the Latino community is striking when compared to other demographic groups - at about 2.5 to 3 times greater than both the White or African American gender gaps.

# Quick (New) Takeaways

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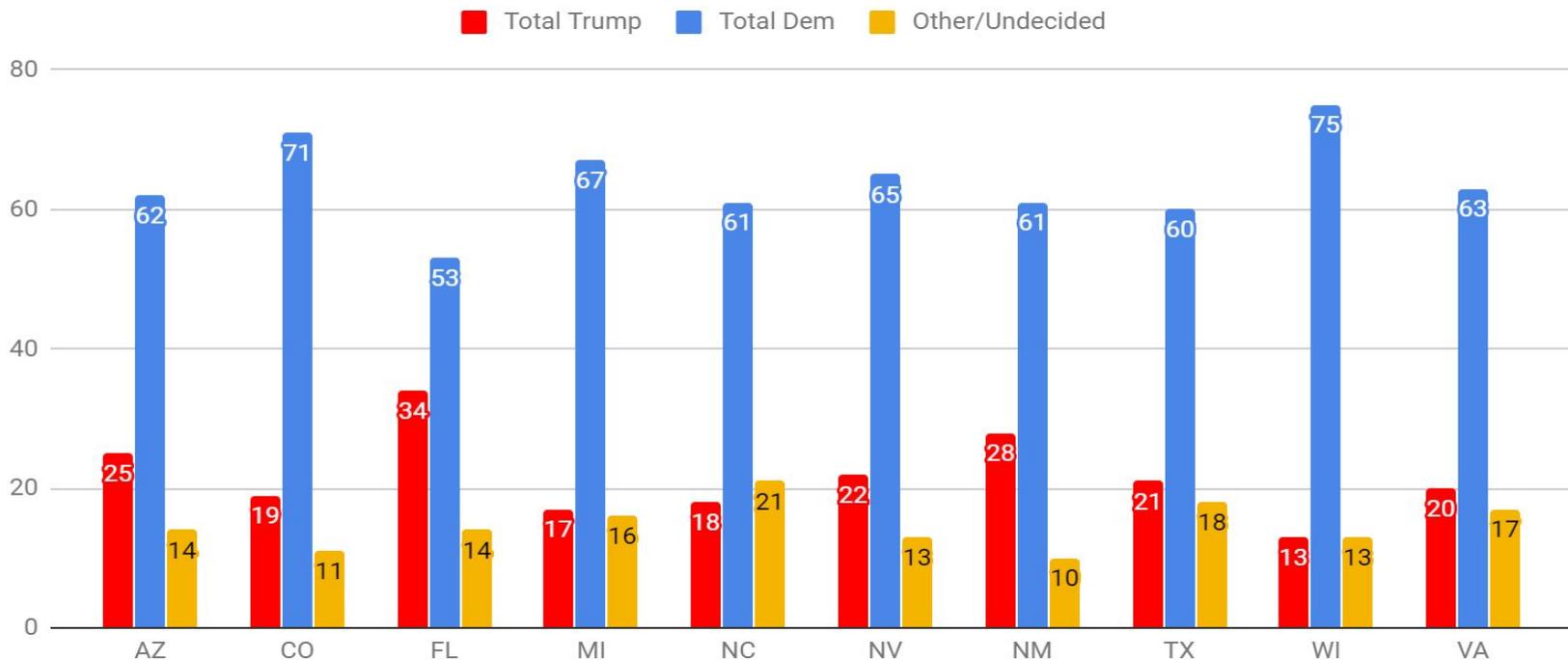
- **Anger Alone Doesn't Trump Excitement:** (a) A gap of as much as 30 points in some states between Motivation & Excitement (varies by subgroup) suggests that the negative tone about Hispanics in the national discourse could potentially suppress voter enthusiasm and (b) anti-Trump sentiment doesn't automatically or always translate down ballot.
- **Important Variance By and Within States:** While there are some broad similarities across states, we do see critical and important nuances by state. For example:
  - When digging into age and gender in Michigan, we not only find a 26 point gender gap on Trump re-elect; but can further pinpoint middle aged men as the subgroup with highest Trump support.
  - In places like Florida, there are big differences in sentiments among subgroups. Among Cuban-Americans, those under age 45 are showing a stark shift with those over. A 53% majority of Cuban-Americans under 45 disapprove of the job Donald Trump is doing.

# Emergent Best Practices

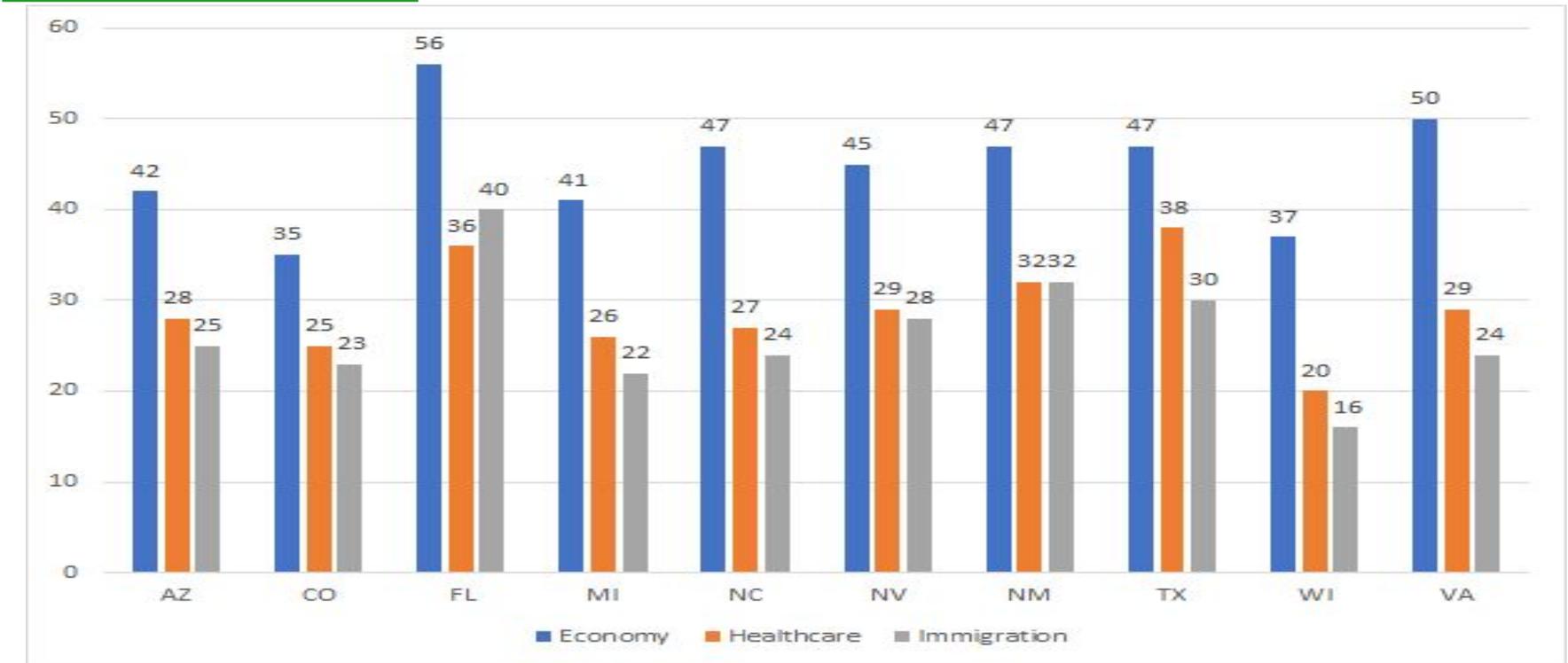
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- **Multi-Modal Necessary:** Reaching this diverse population requires a balance, online outreach, cell vs. landline; and of course Spanish vs. English.
- **State Specific Differences:** We do see differences in Mode by State:
  - In TX, we found that phone respondents were more likely to take the survey in Spanish and more likely to be born outside of the US while online respondents tended to be younger, more Democratic and more female.
  - In Florida, Phone and Online Text-To-Web skewed more male, while online panels had a much greater ratio of women.
- **Importance of Sample Size:** We should be careful about making national generalizations or assumptions about the Latino community and Latino Voters based off of small samples.

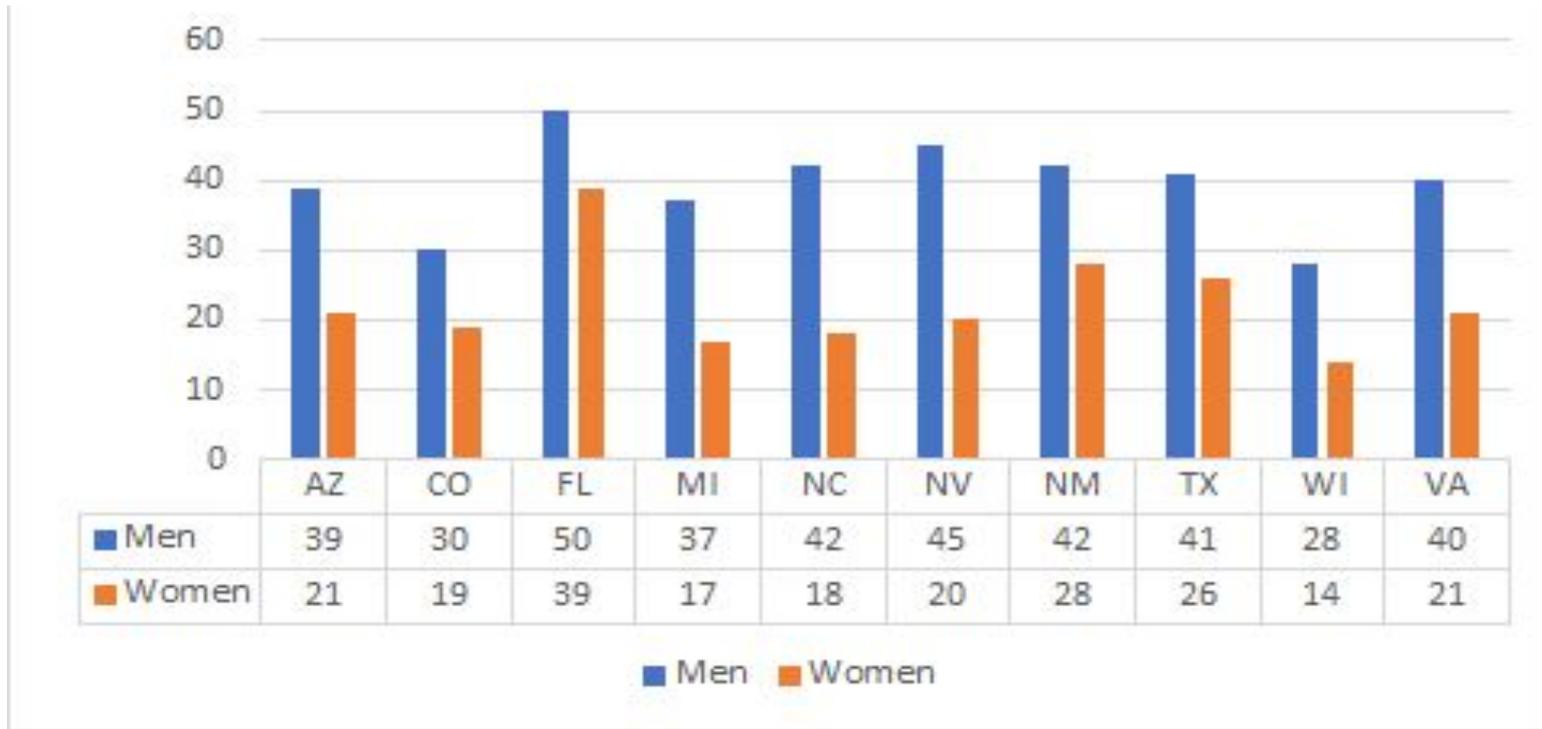
# Re-Elect: Trump Underwater in Every State



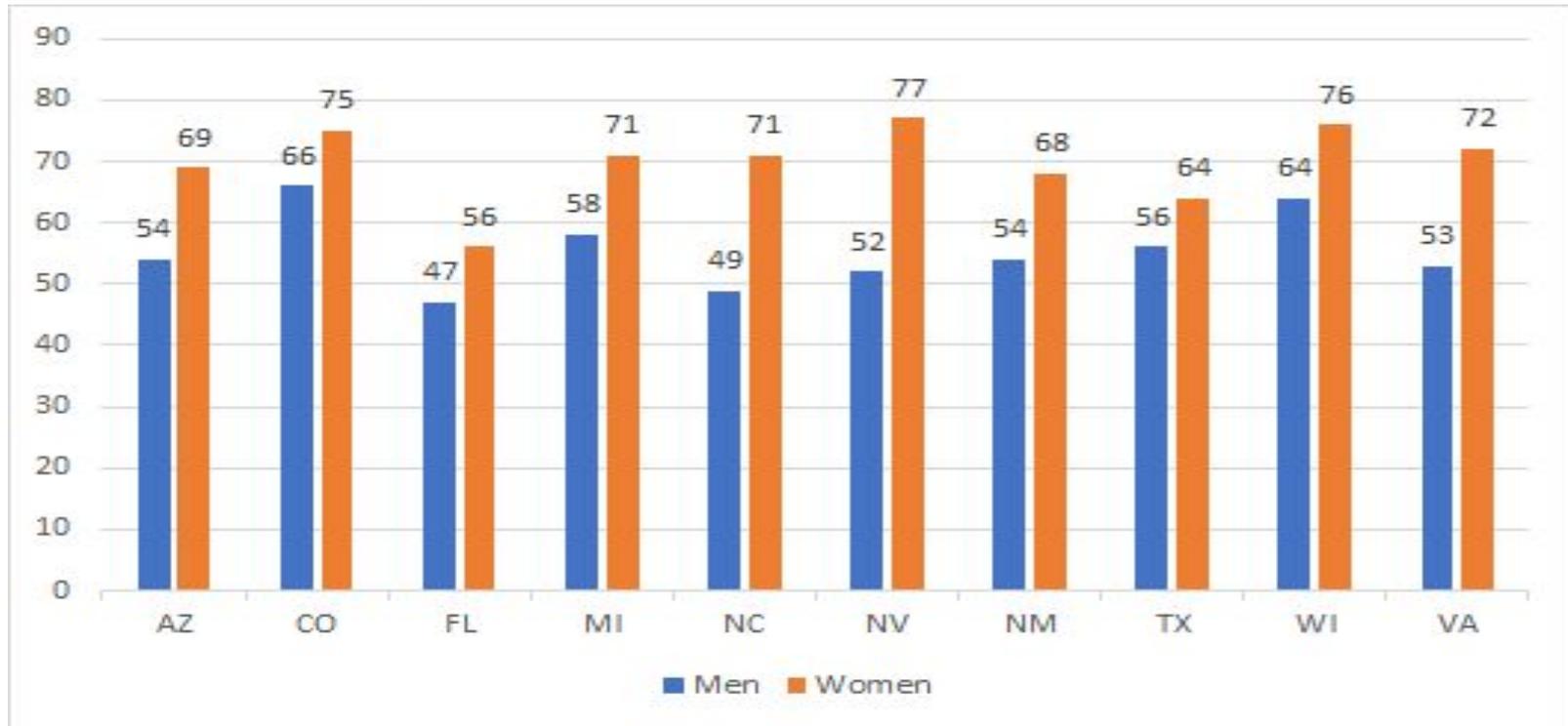
# Latinos Disapprove of Trump on Immigration/Healthcare But Mixed Approvals on The Economy



# Striking Gender Gap in Trump Approval



# Similar Gender Gap in Dem Candidate Support



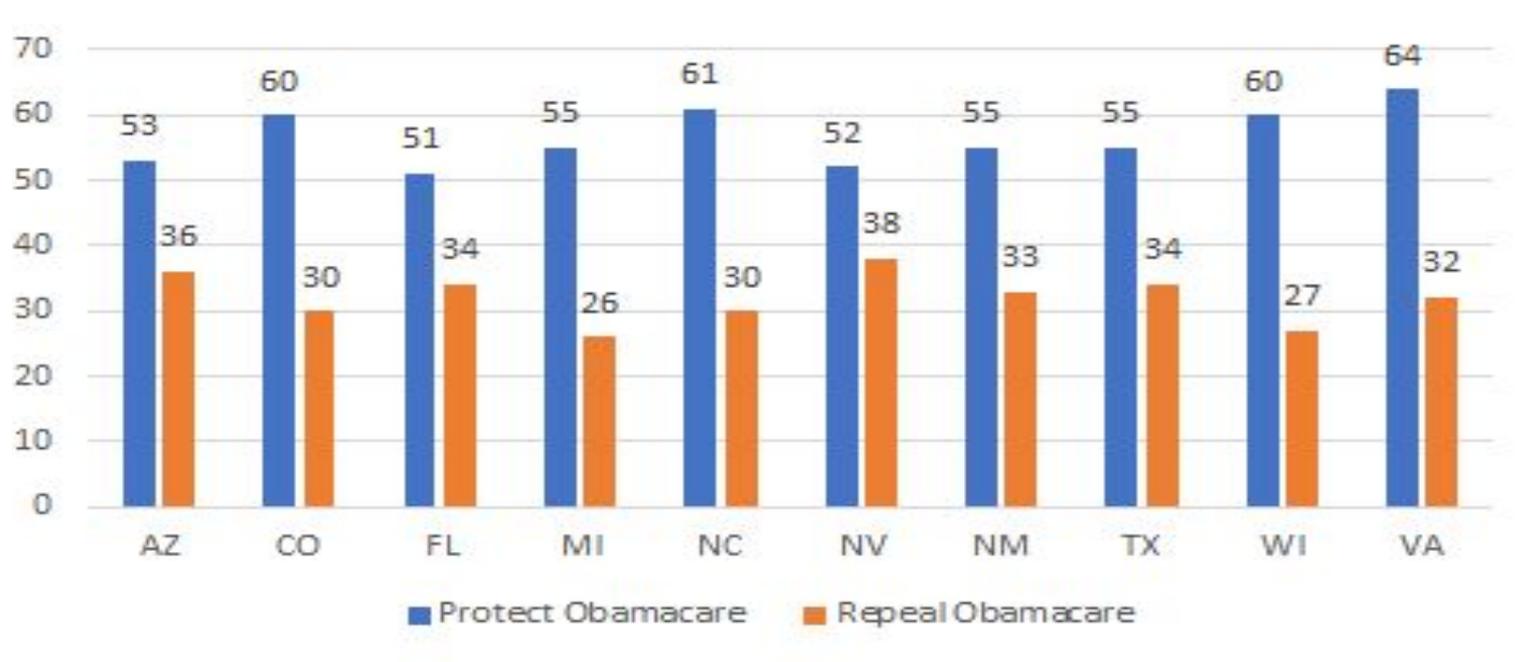
# Latinos More Motivated than Excited

State	AZ	CO	FL	MI	NC	NV	NM	TX	WI	VA
Very Motivated	69	78	73	69	69	67	72	69	73	73
Very Excited	46	48	52	52	50	44	47	48	46	58
Gap	<b>-23</b>	<b>-30</b>	<b>-21</b>	<b>-17</b>	<b>-19</b>	<b>-23</b>	<b>-25</b>	<b>-21</b>	<b>-27</b>	<b>-15</b>

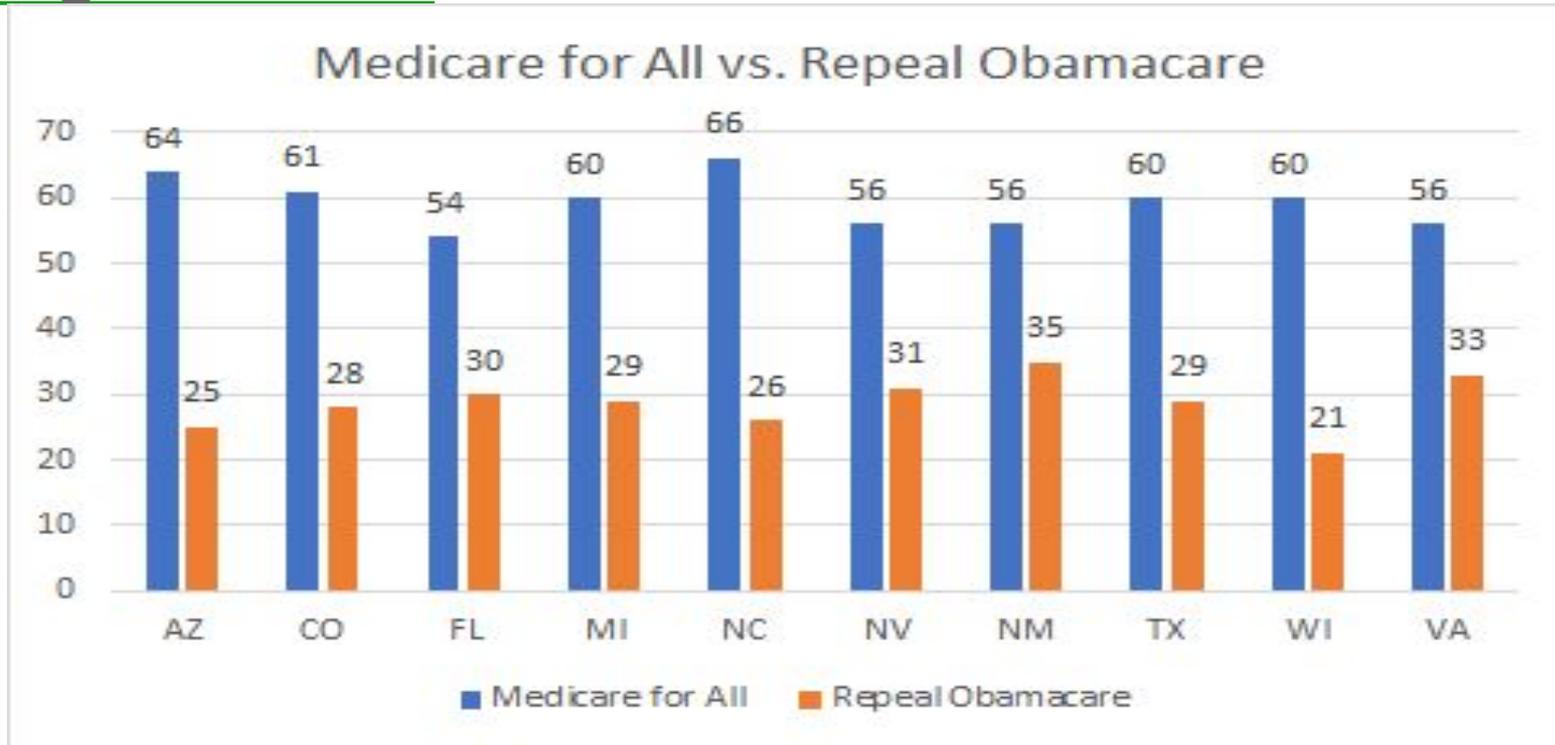
# Issue Takeaways

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# Majority of Latino Voters Are Pro-Obamacare

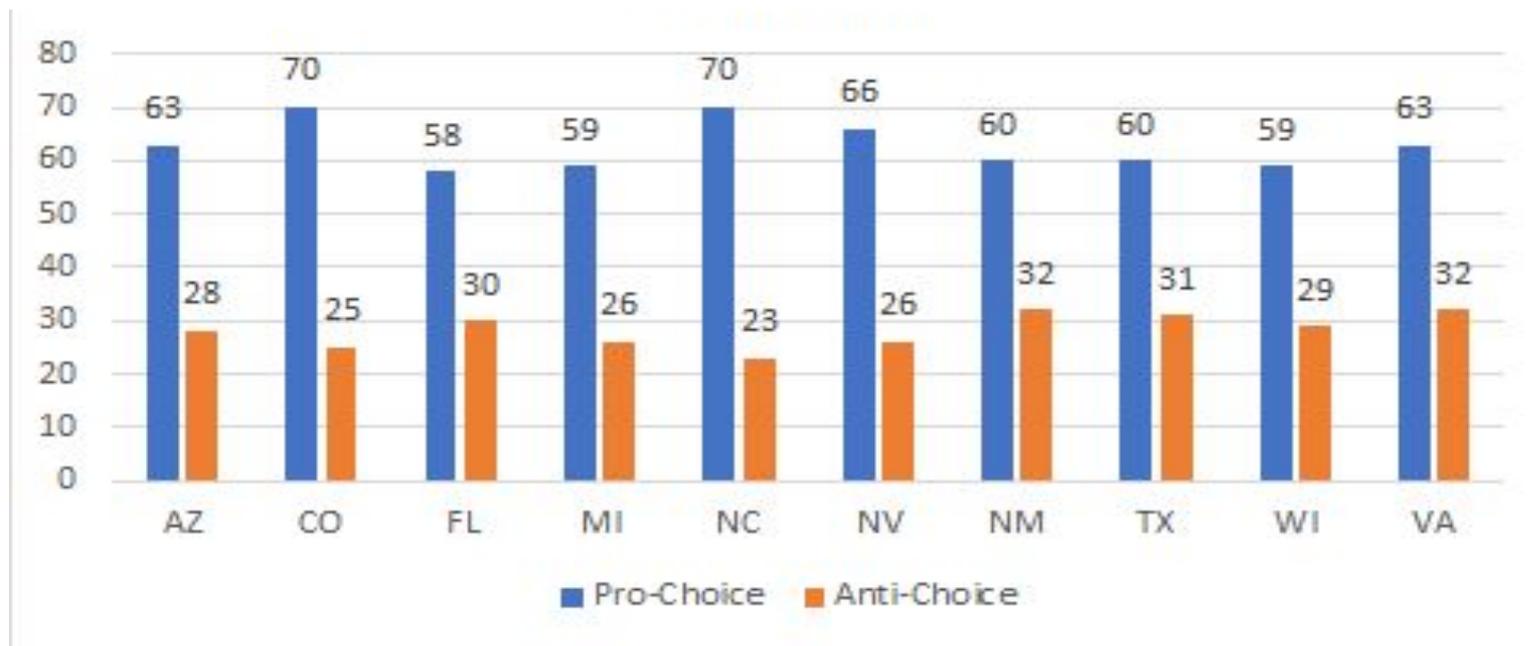


# Branding Matters: Healthcare Support Increases when Using Medicare-For-All vs. Obamacare

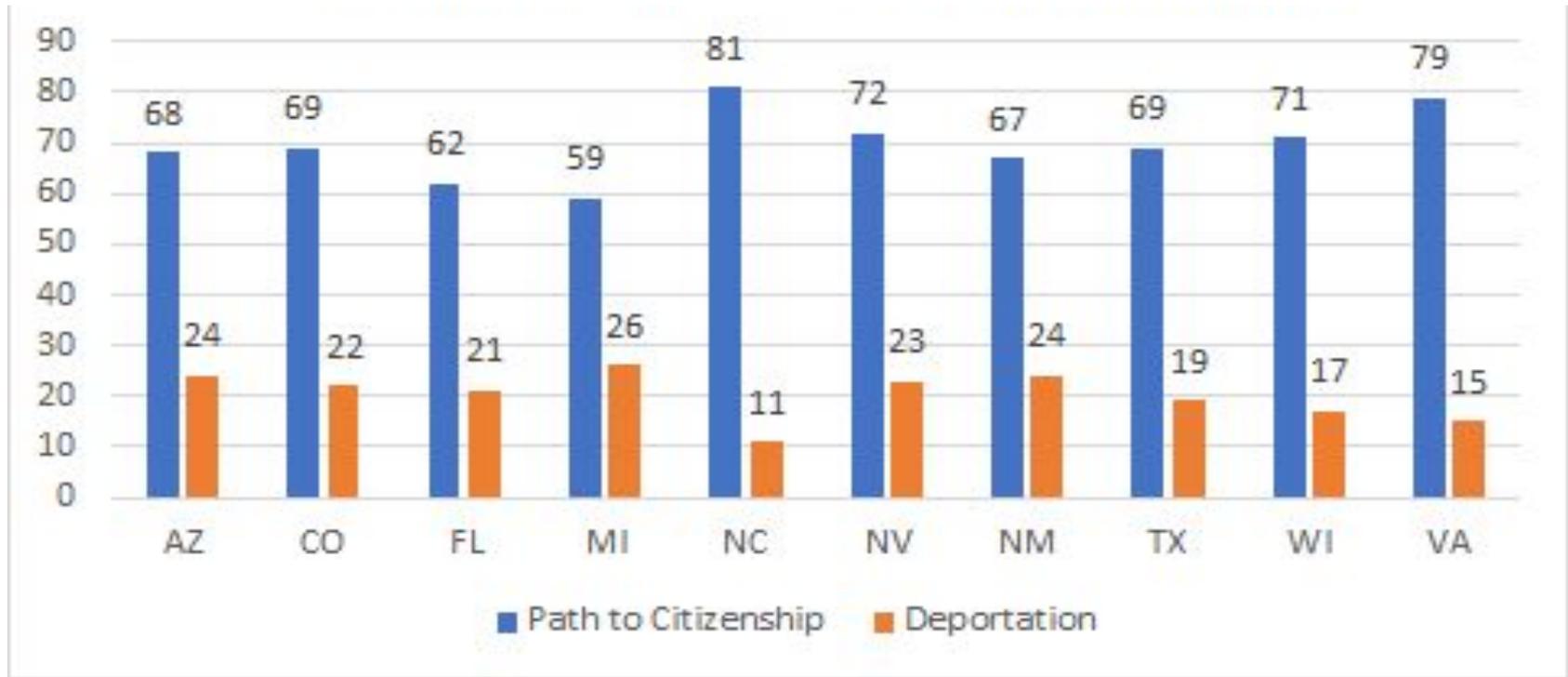


# Across All States, Majority of Latinos are Pro-Choice

Q. Women's health care decisions, **including abortion**, should be made by her privately along with her doctors, family, and her own beliefs. It's not up to politicians to make a judgment about when a woman should become a parent.



# Majority of Latinos Support Path to Citizenship for Undocumented Immigrants



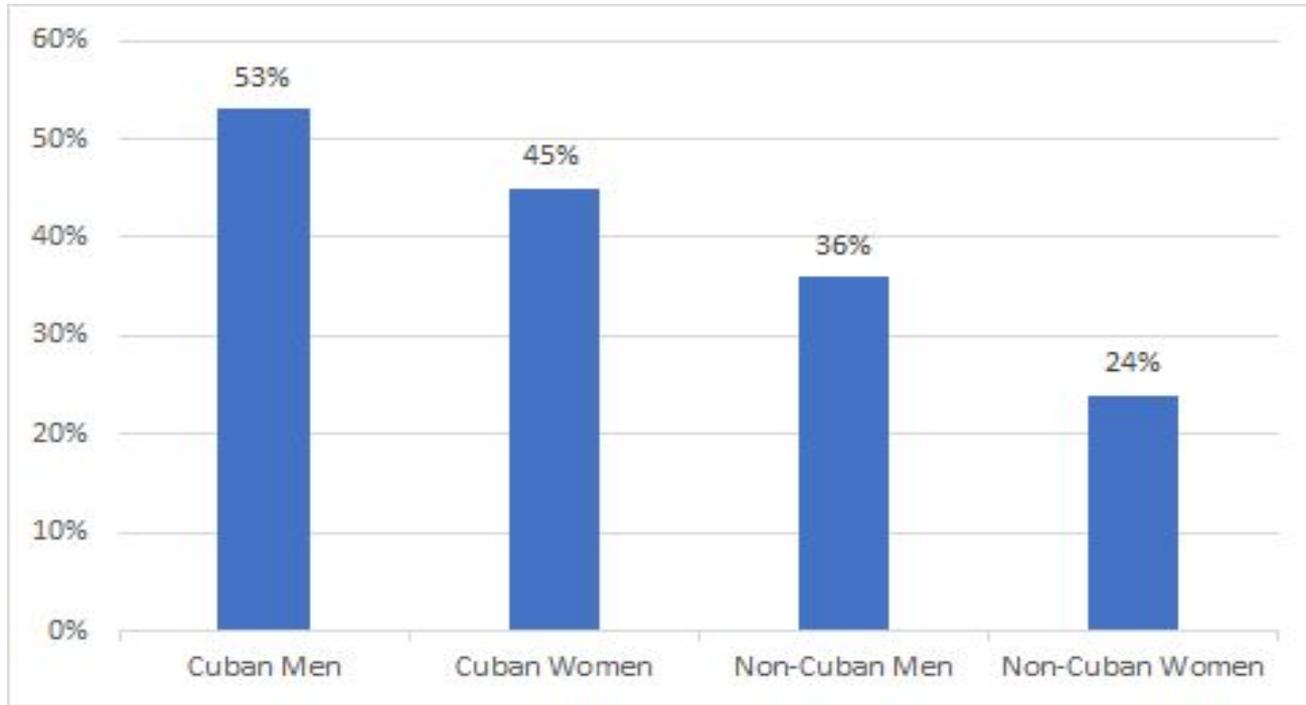
# State Takeaways

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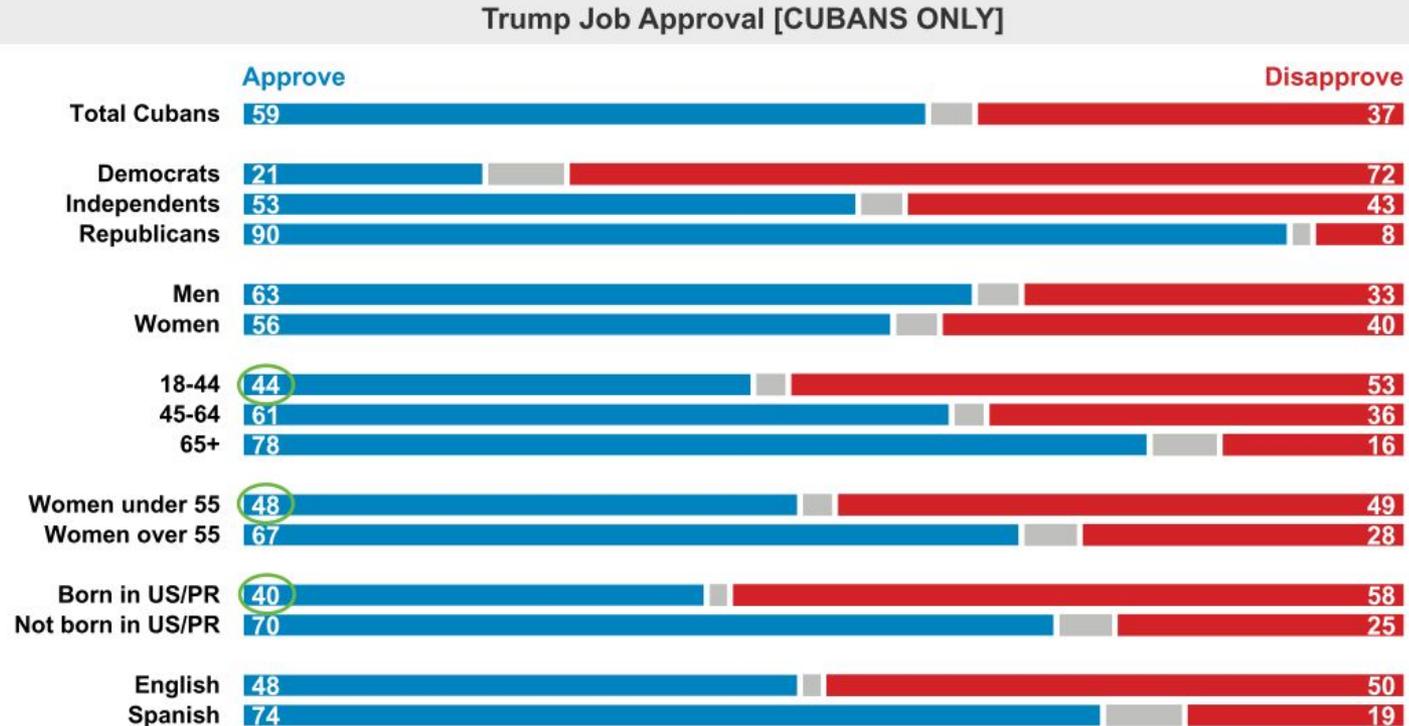
# Traditional Battlegrounds (FL, NM, NV, CO)

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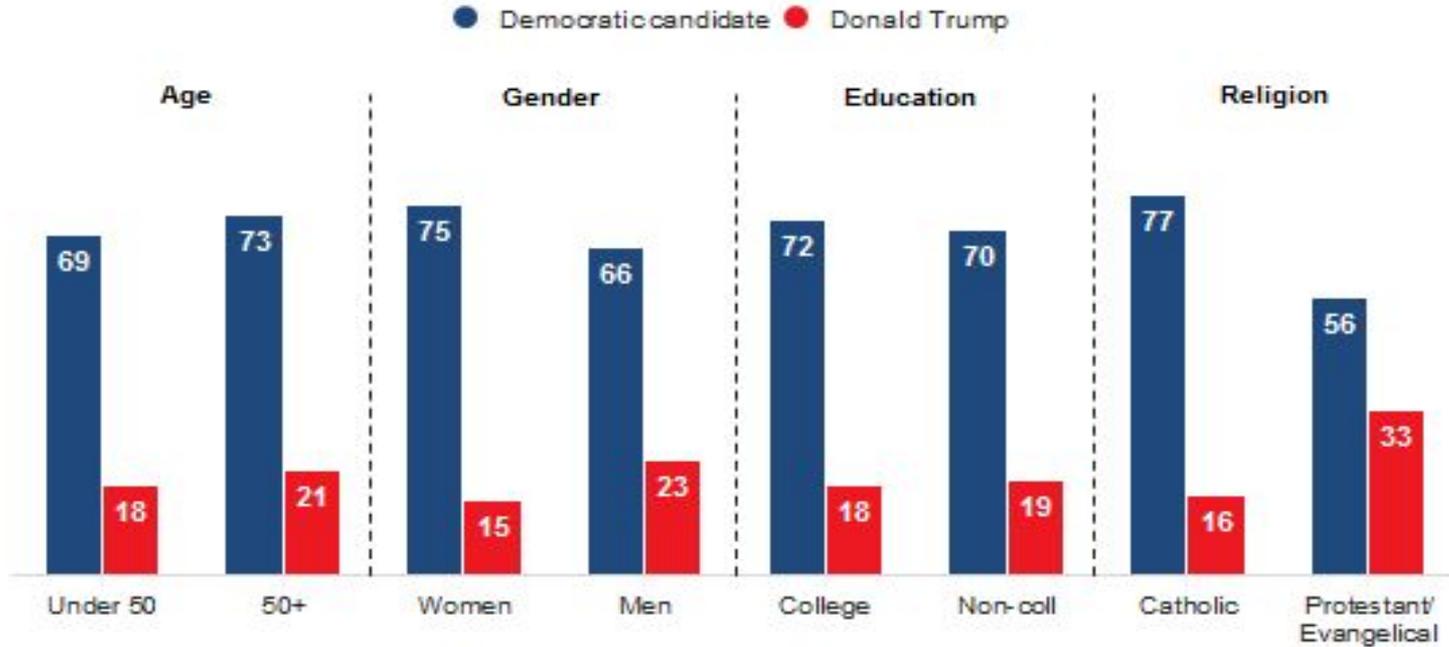
# Florida: Large Gap Between Cuban & Non-Cuban Latinos on Trump Re-Elect



# Florida: Key Differences within the Cuban Population



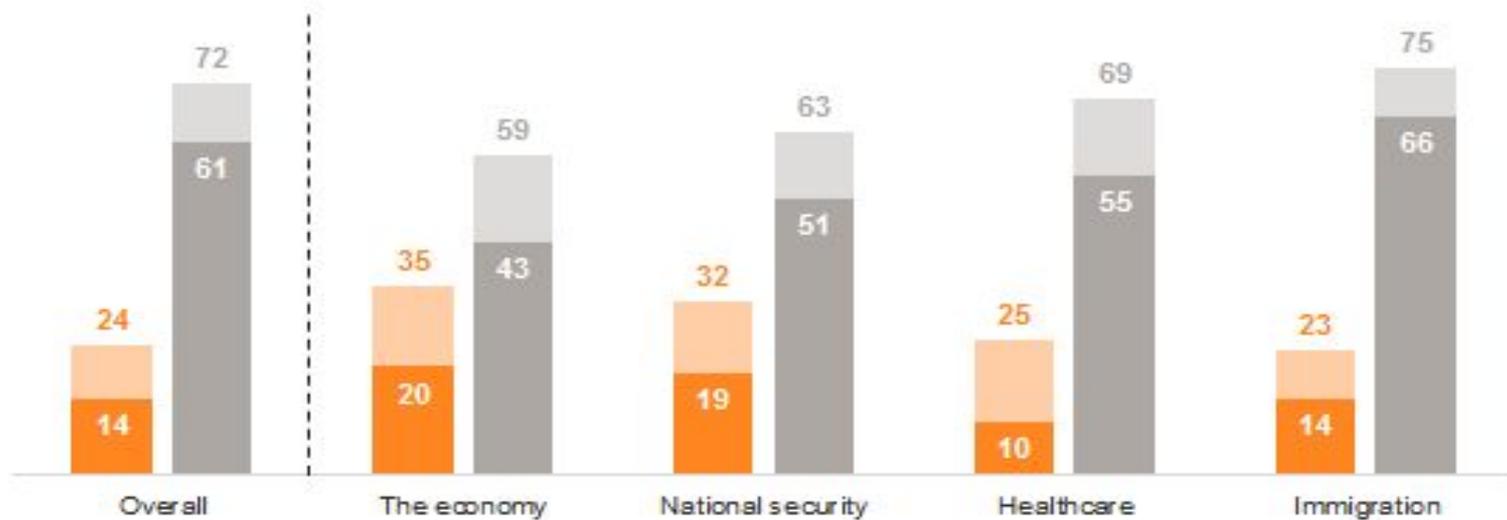
# Colorado: Overall More Progressive than Other Mountain West States



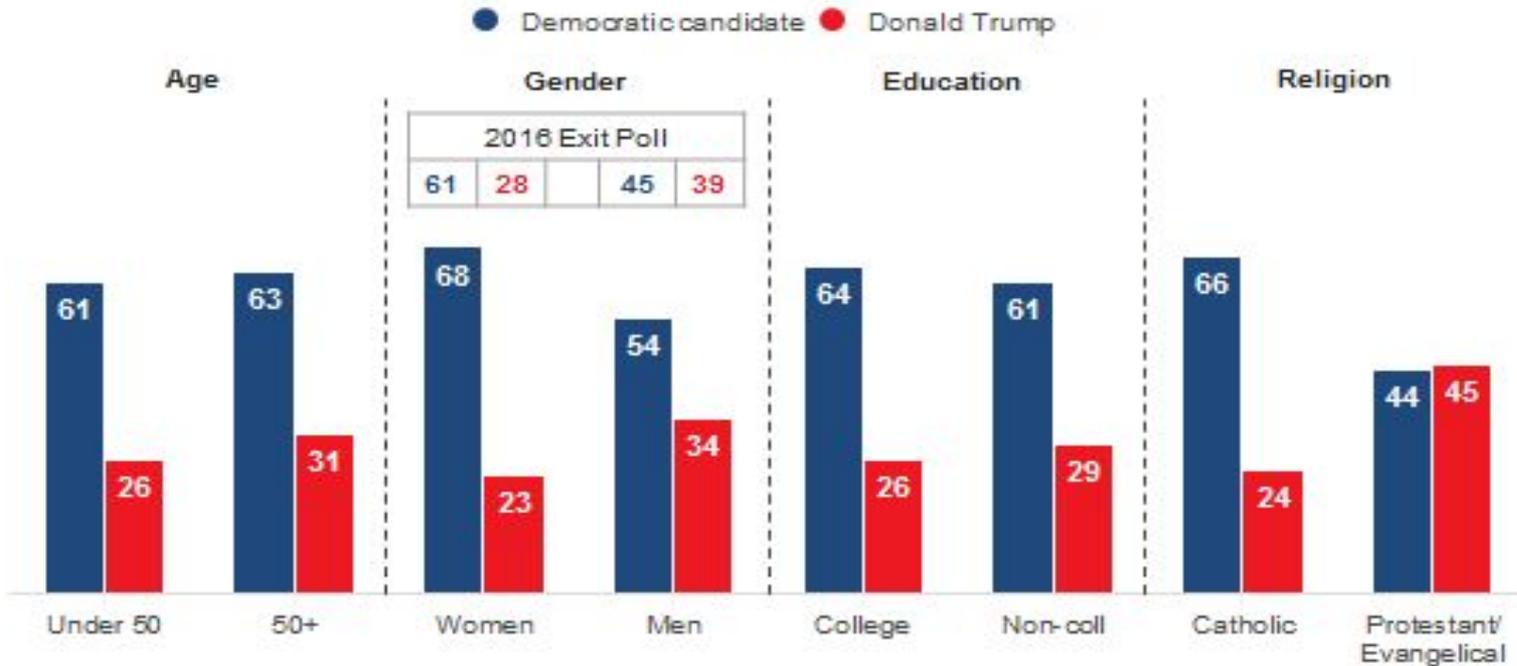
# Colorado: Very High Disapproval on Immigration

Do you approve or disapprove of the job Donald Trump is doing in terms of...?

Approve Disapprove Darker shade = Stronger intensity



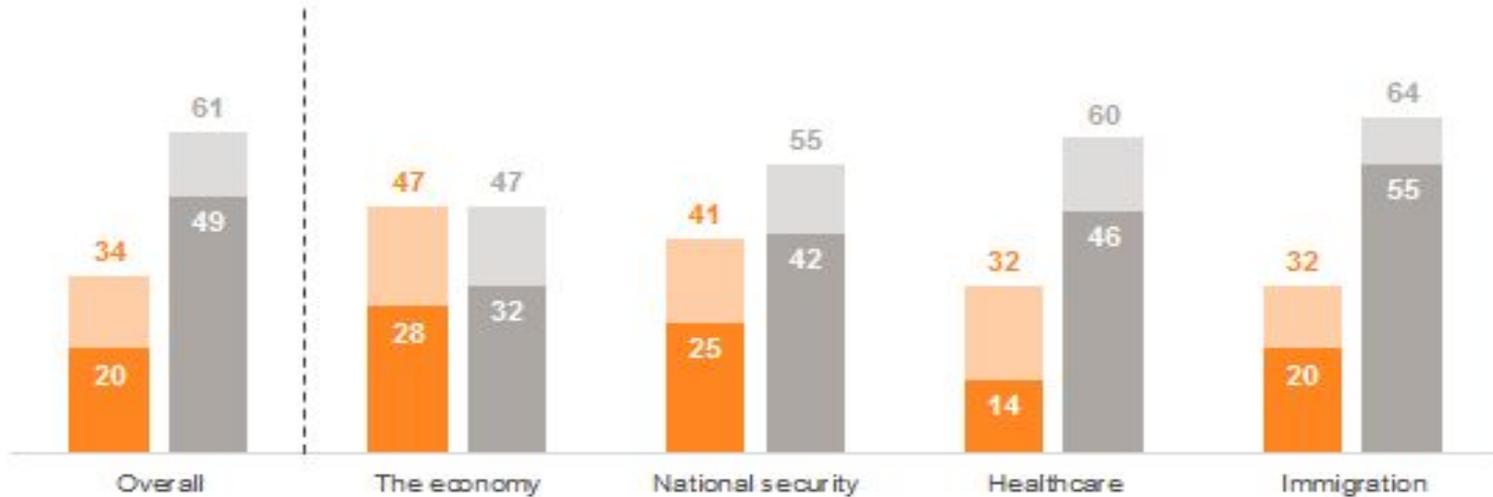
# New Mexico: Latinas Outperforming 2016 Support



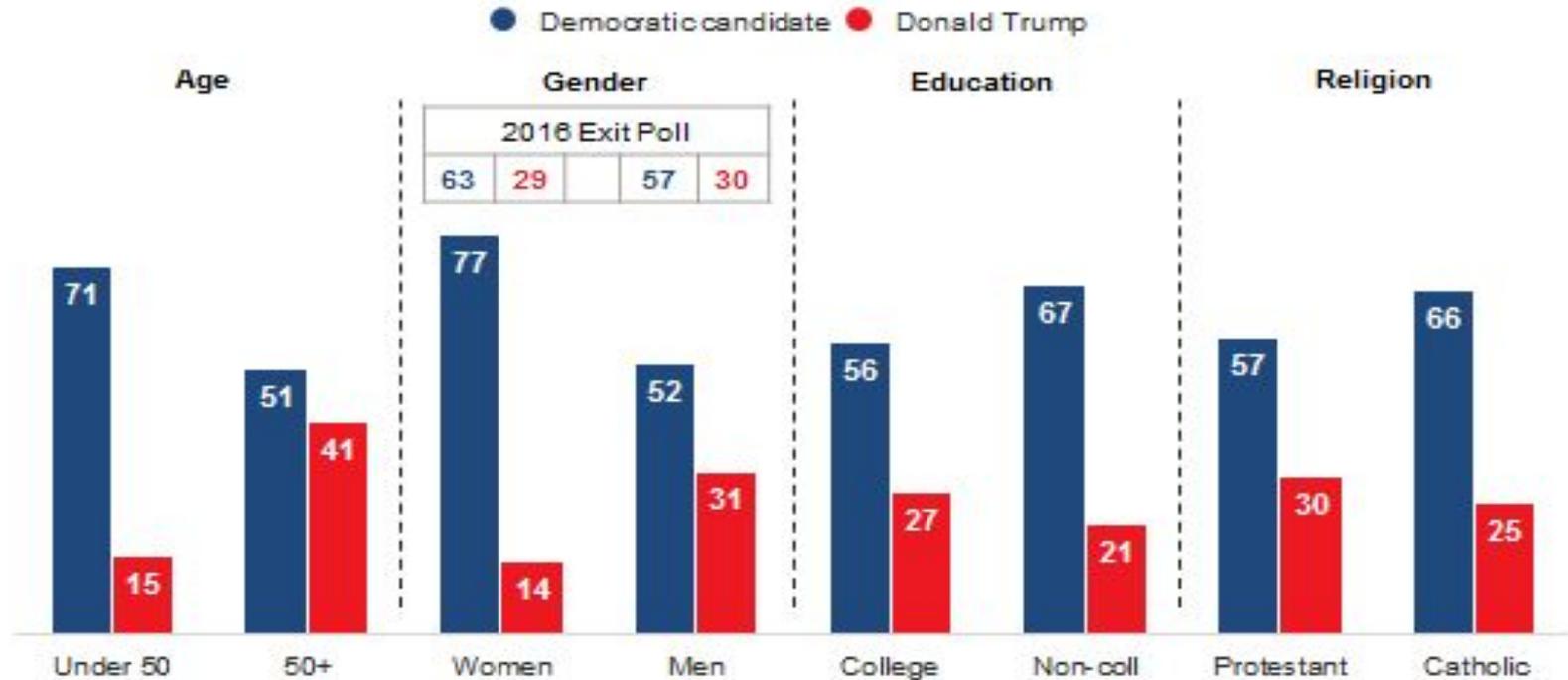
# New Mexico: Voters Split on The Economy

Do you approve or disapprove of the job Donald Trump is doing in terms of...?

Approve Disapprove Darker shade = Stronger Intensity



# Nevada: Latinas Outpacing 2016 Exits by 14 Points



# Nevada: Latino Voters Split on the Economy

Do you approve or disapprove of the job Donald Trump is doing in terms of...?

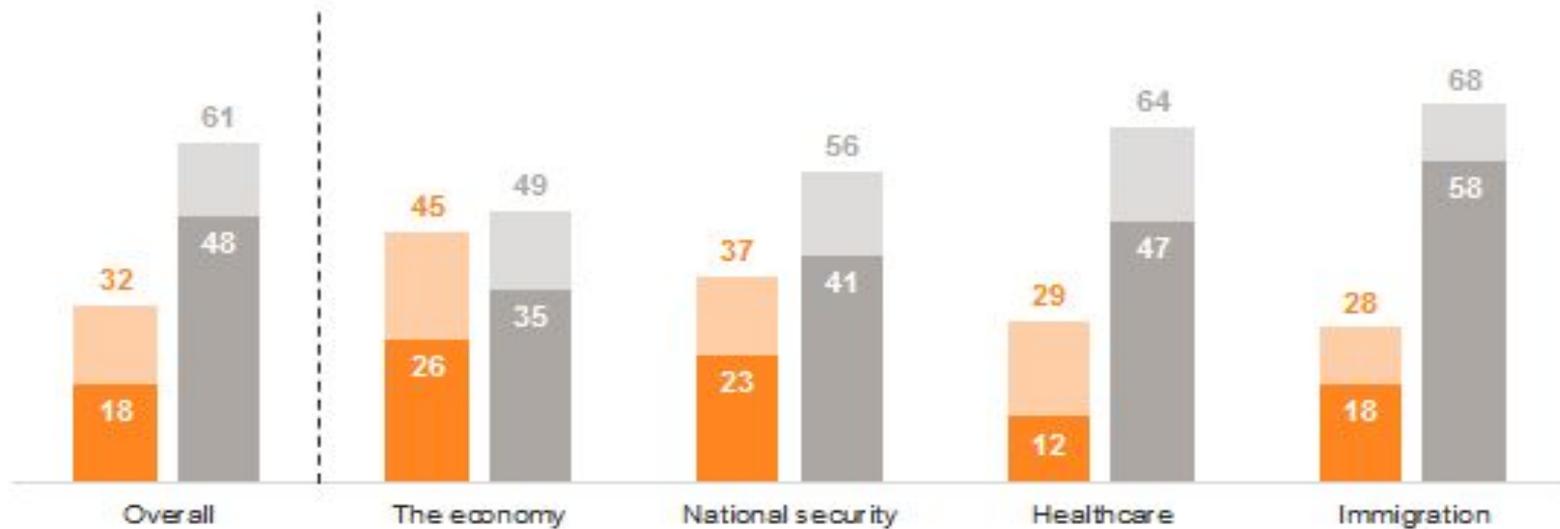


Approve



Disapprove

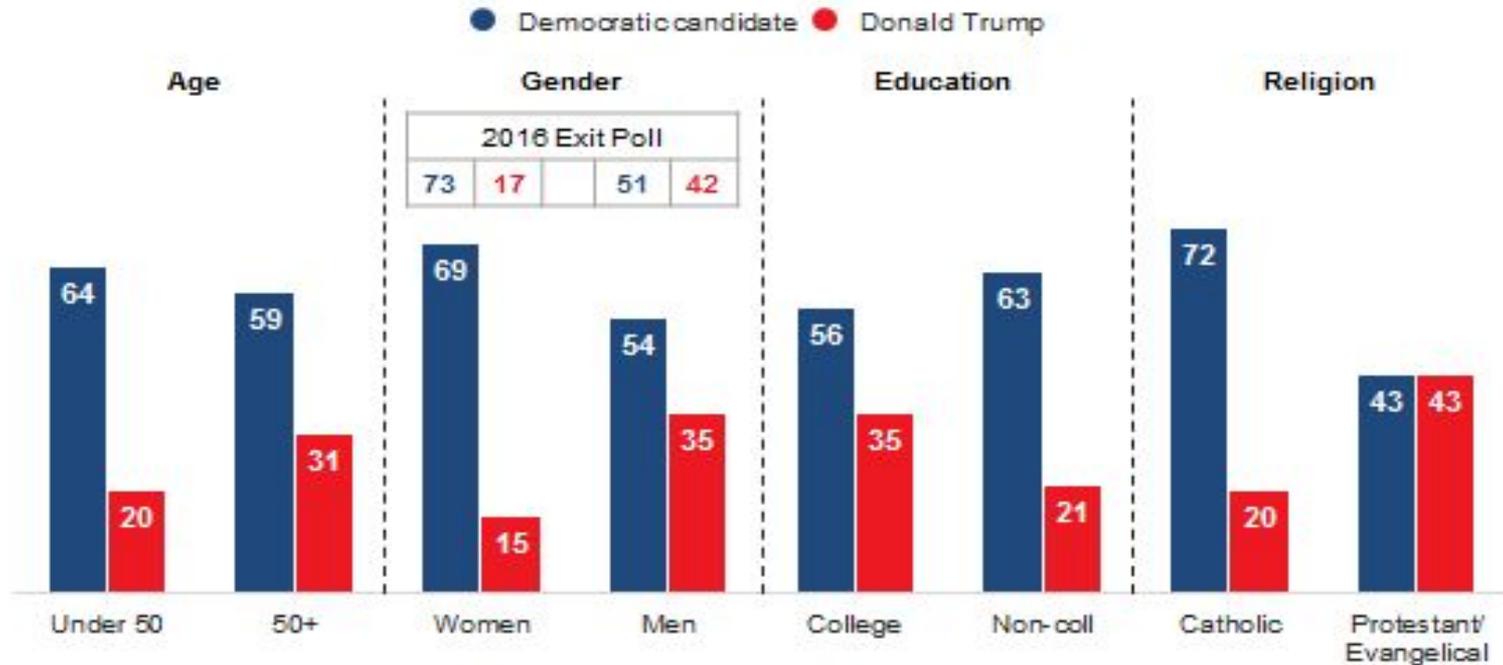
Darker shade = Stronger Intensity



# Emerging Battlegrounds (AZ, TX)

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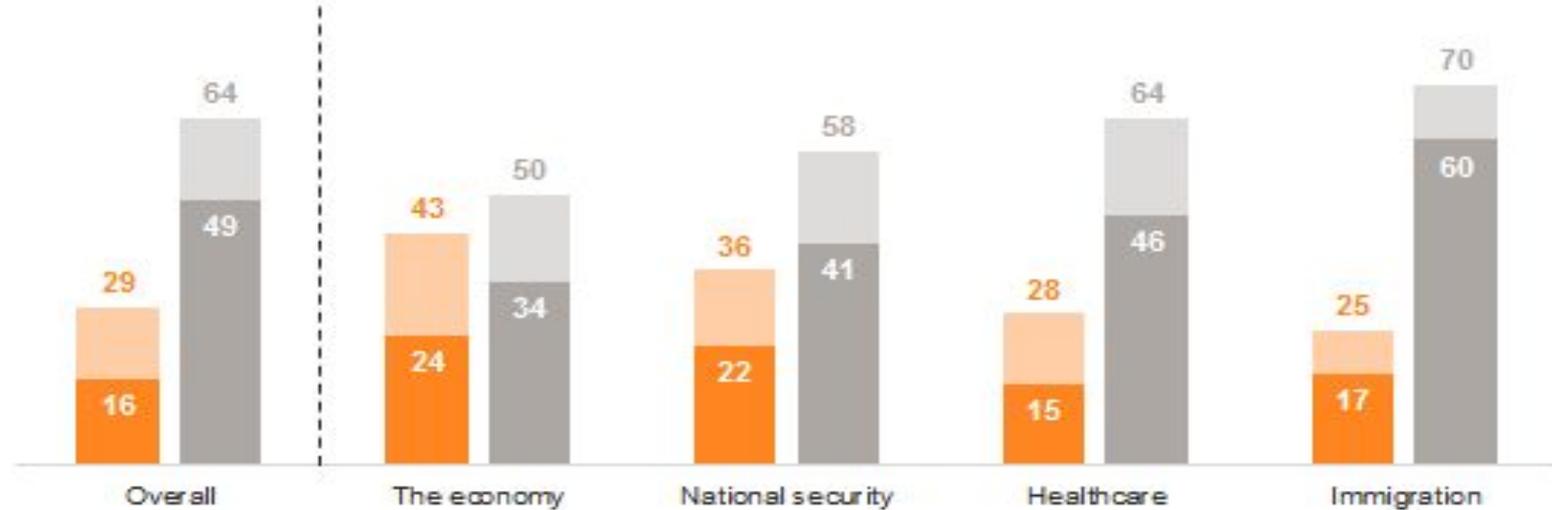
# Arizona: Large Gender & Religion Gaps



# Arizona: Mixed Issue Approval

Do you approve or disapprove of the job Donald Trump is doing in terms of...?

Approve Disapprove Darker shade = Stronger Intensity



# Texas: Majority Would Vote for Dem Over Trump



6-in-10 Latinx voters in Texas would vote for the Democrat against Trump



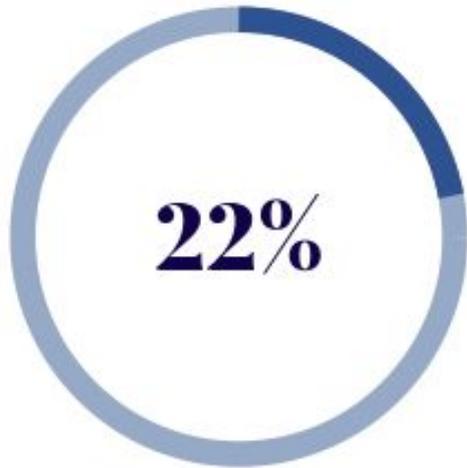
Just ~1-in-5 would vote to re-elect Trump



And ~1-in-5 are still undecided - 17% lean towards the Democrat, 9% lean towards Trump, 24% would vote for a third party, and 50% are firm undecideds.

*Q.10 If the 2020 general election for President were held today, would you vote to re-elect Donald Trump, or vote for the Democratic candidate*

# Texas: Trump Underperforming 2016 Exits



Would vote to  
re-elect Trump in  
2020

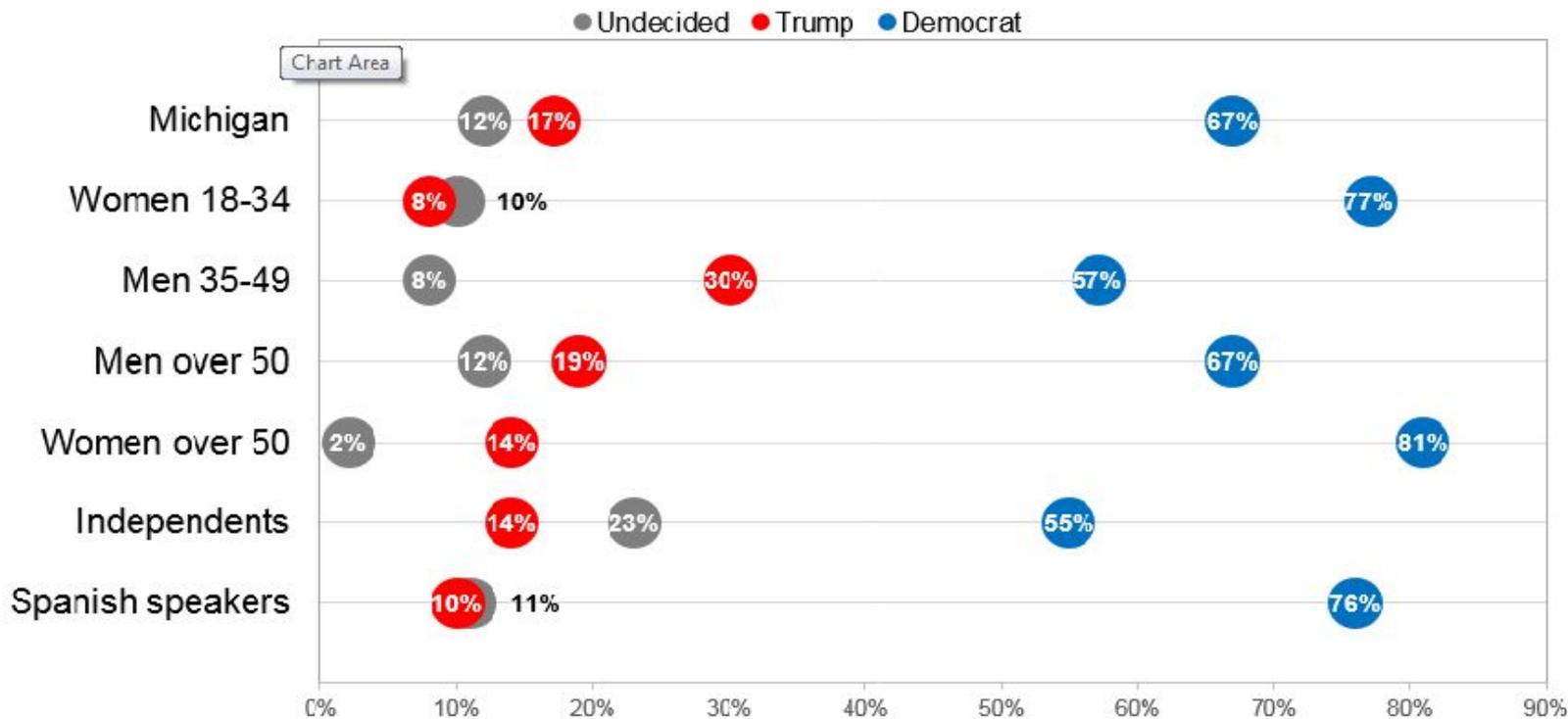


Voted for Trump in  
2016 according to  
exit poll

# Battlegrounds Where Latinx Population Can Tilt the Election (WI, MI, NC, VA)

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# Michigan: Latinas Support Dem by Large Margins; 1 in 3 Middle-Aged Latino Men would vote for Trump



# North Carolina: Majority Choose Dem Over Trump; High Undecideds



6-in-10 Latinx voters in NC would vote for the Democrat against Trump



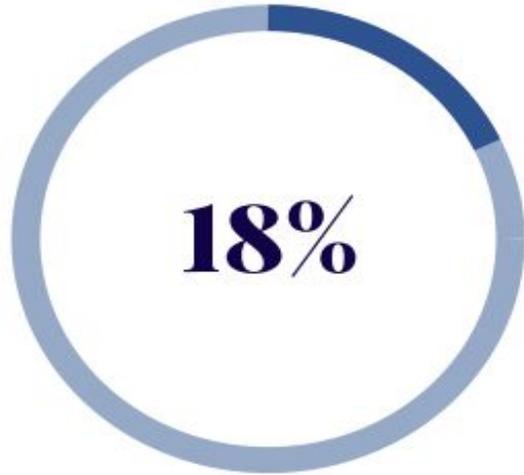
Less than 1-in-5 would vote to re-elect Trump



And ~1-in-5 are still undecided - 17% o lean towards the Democrat, 9% lean towards Trump, 34% would vote for a third party, and 36% are firm undecideds.

# North Carolina: Trump Underperforming 2016 Exits

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Would vote to  
re-elect Trump in  
2020



Voted for Trump in  
2016 according to  
exit poll

# Virginia: Striking Gap Between Urban & Rural Voters

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	Trump Mean Thermometer	Warm - Cool Margin	Approval Margin
Rural/Suburban	36*	-26	-25
Urban	29*	-44	-49
Liberal	10*	-85	-85
Moderate	31*	-39	-44
Conservative	61*	+28	+28

# Virginia: Majority Picks Dem Over Trump



Over 6-in-10 Latinx voters in Virginia would vote for the Democrat against Trump



1-in-5 would vote to re-elect Trump

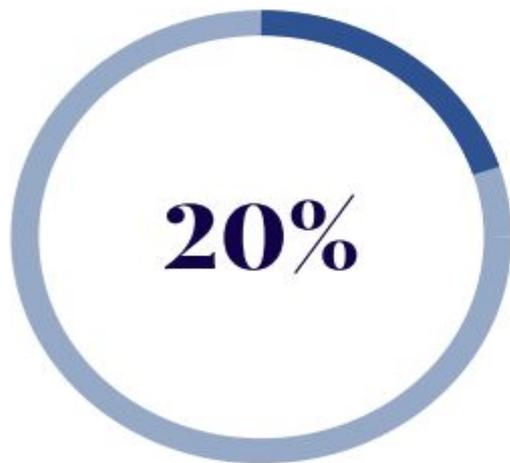


And ~1-in-5 are still undecided - 18% lean towards the Democrat, 6% lean towards Trump, 38% would vote for a third party, and 38% are firm undecideds.

*Q.10 If the 2020 general election for President were held today, would you vote to re-elect Donald Trump, or vote for the Democratic candidate?*

# Virginia: Trump Underperforming 2016 Exits

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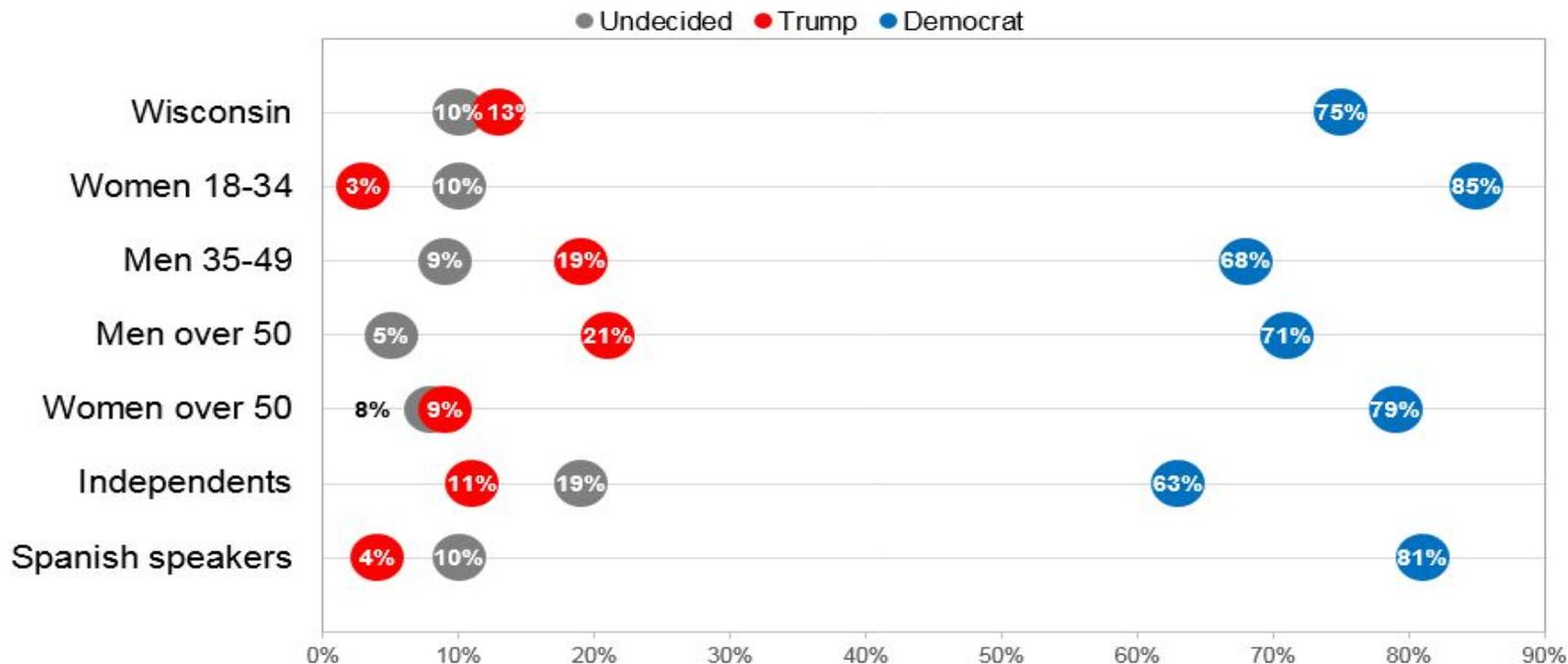


Would vote to  
re-elect Trump in  
2020



Voted for Trump in  
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# Wisconsin: Low Trump Re-Elect Across the Board



# Thank You!

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