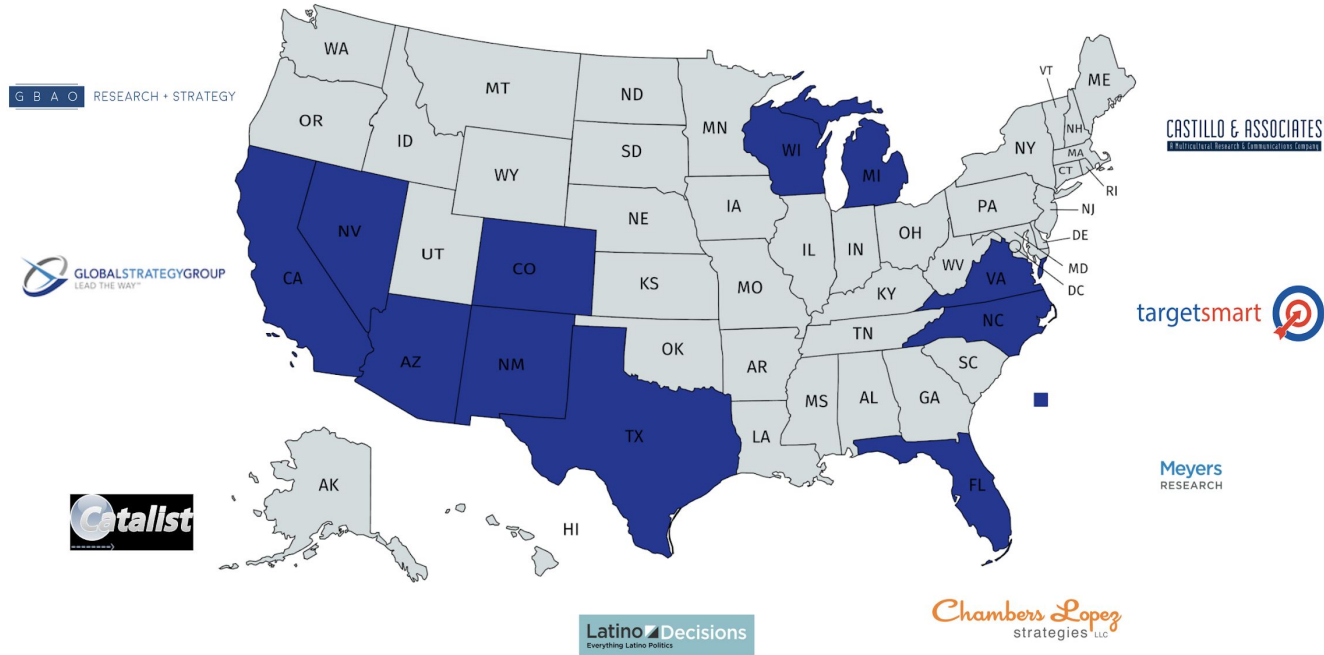




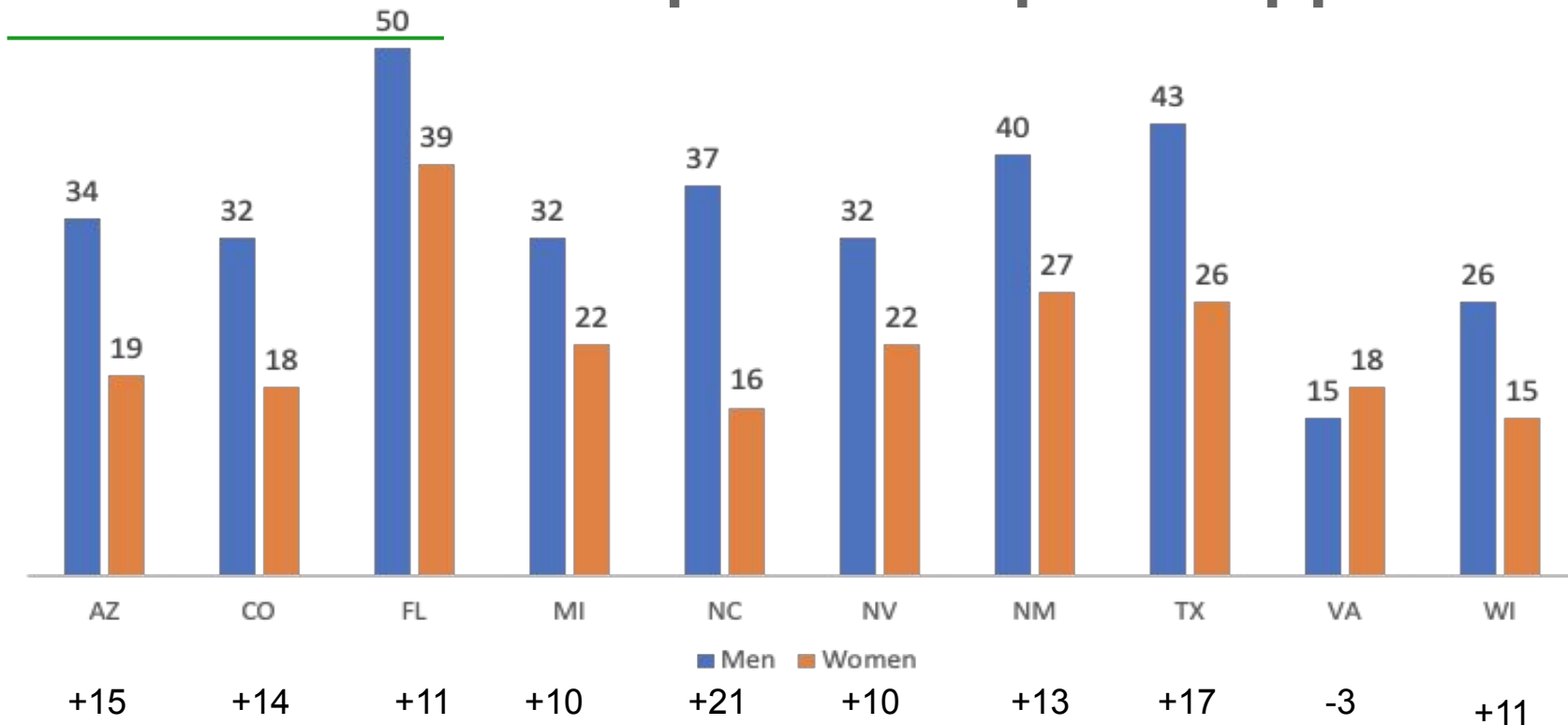
Solving for X:

Latina Voters in 2020

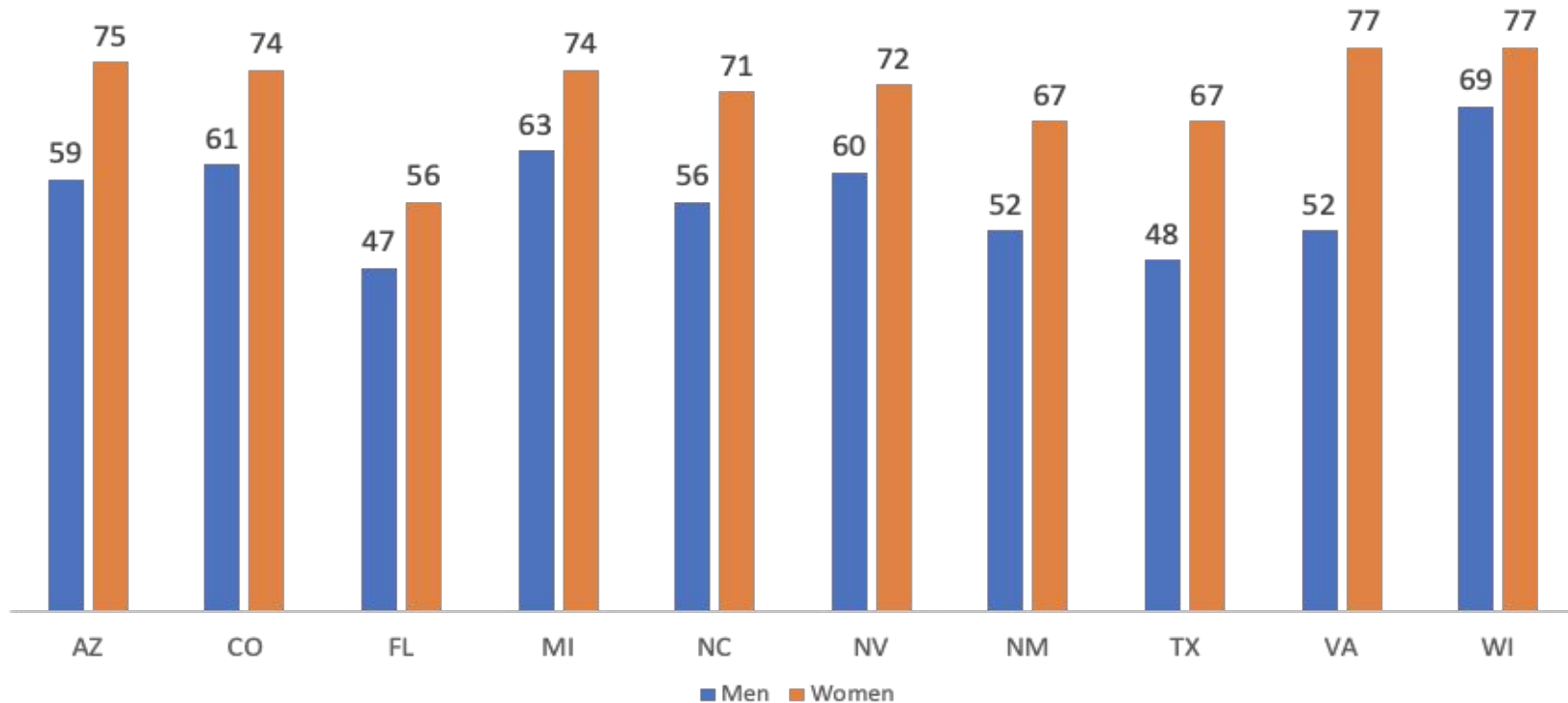
Who is Equis Research?



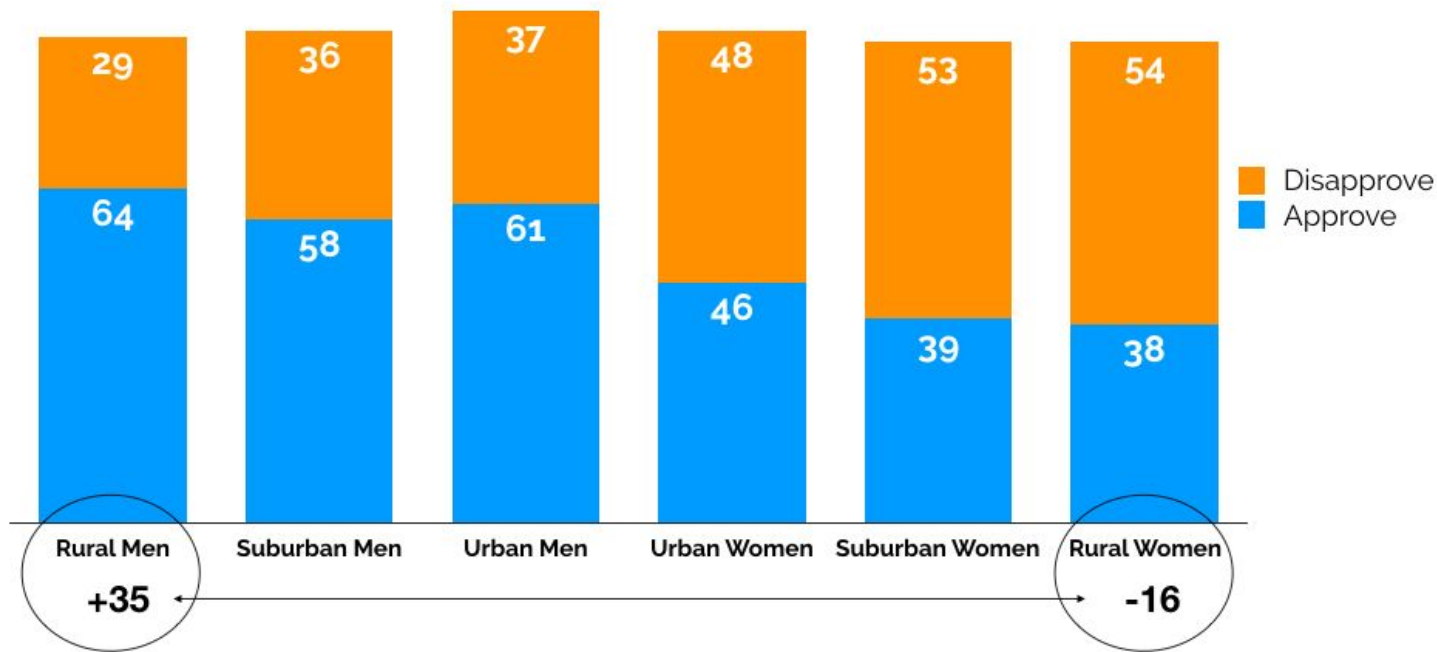
Massive Gender Gap on Trump Job Approval



Similar Gender Gap in Dem Candidate Support

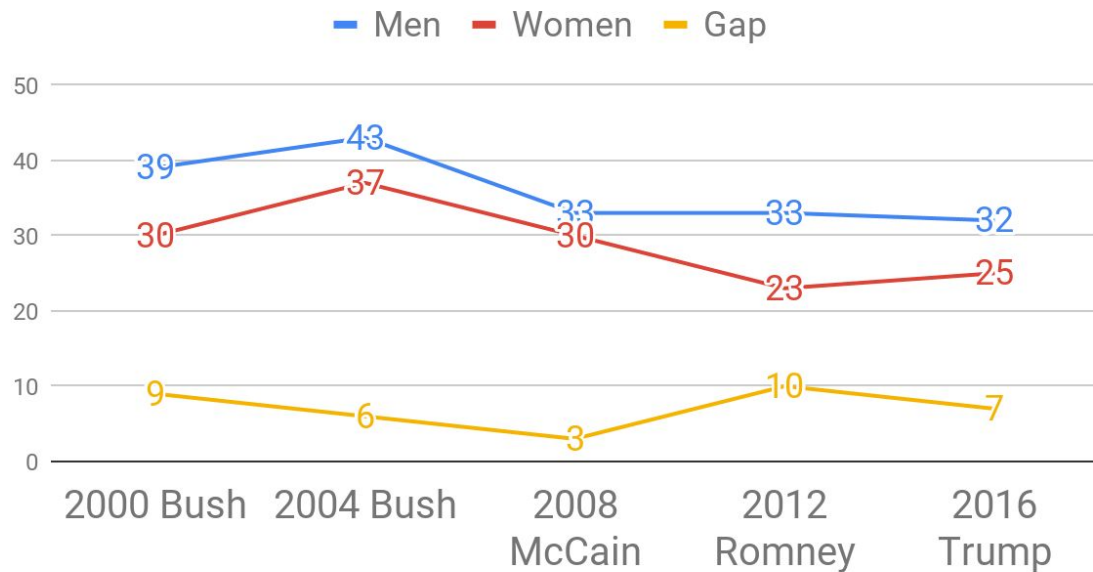


Stark Rural Divide on Trump Economy

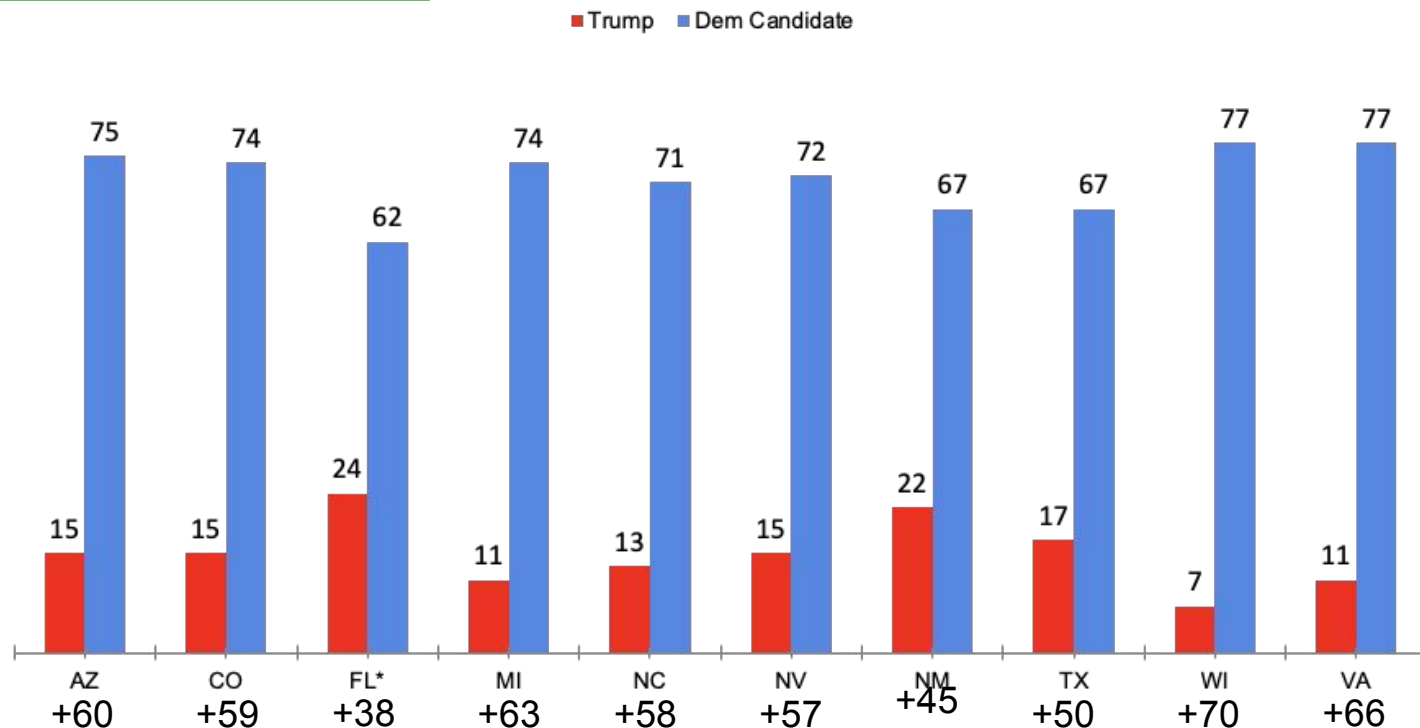


Some Historical Perspective on Latinx Gender Gap

Latinx Voting for GOP Presidential Candidates



Latinas - The New Blue Wave?



Source: Equis Research
10/31-11/13

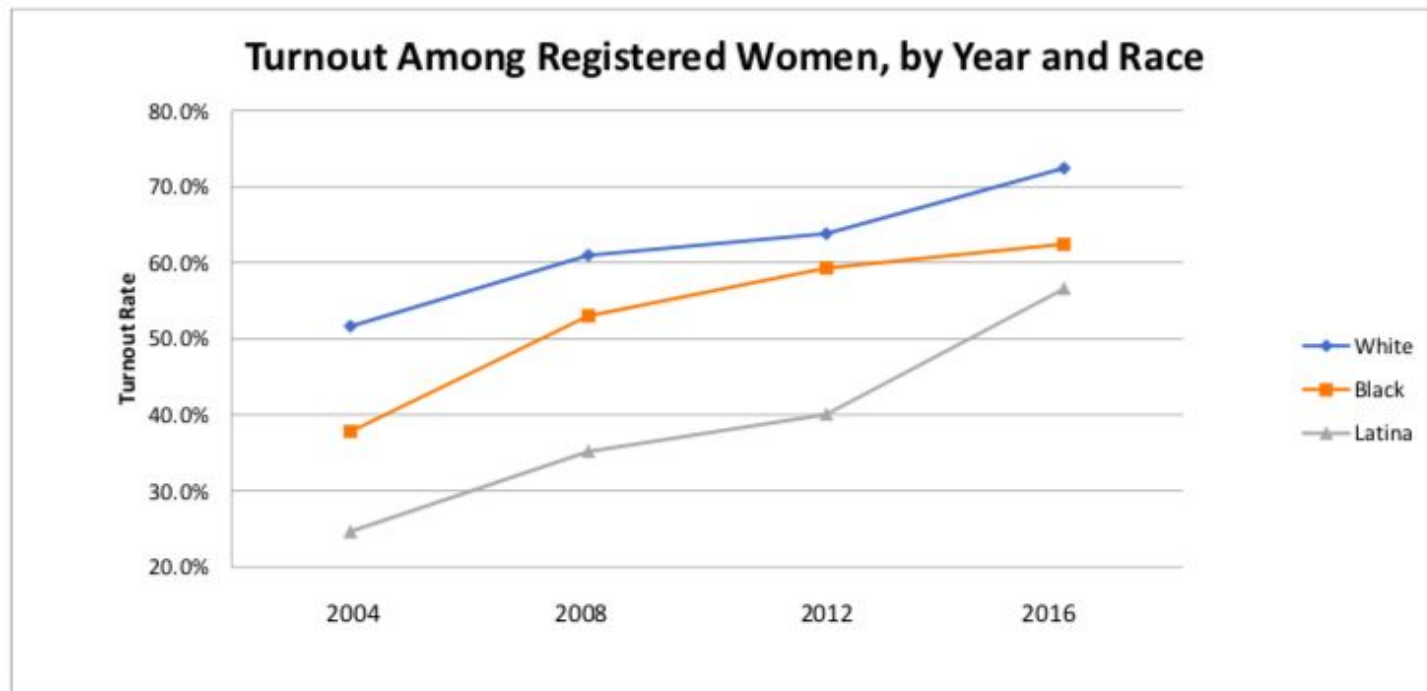


RESEARCH

*Non-Cuban

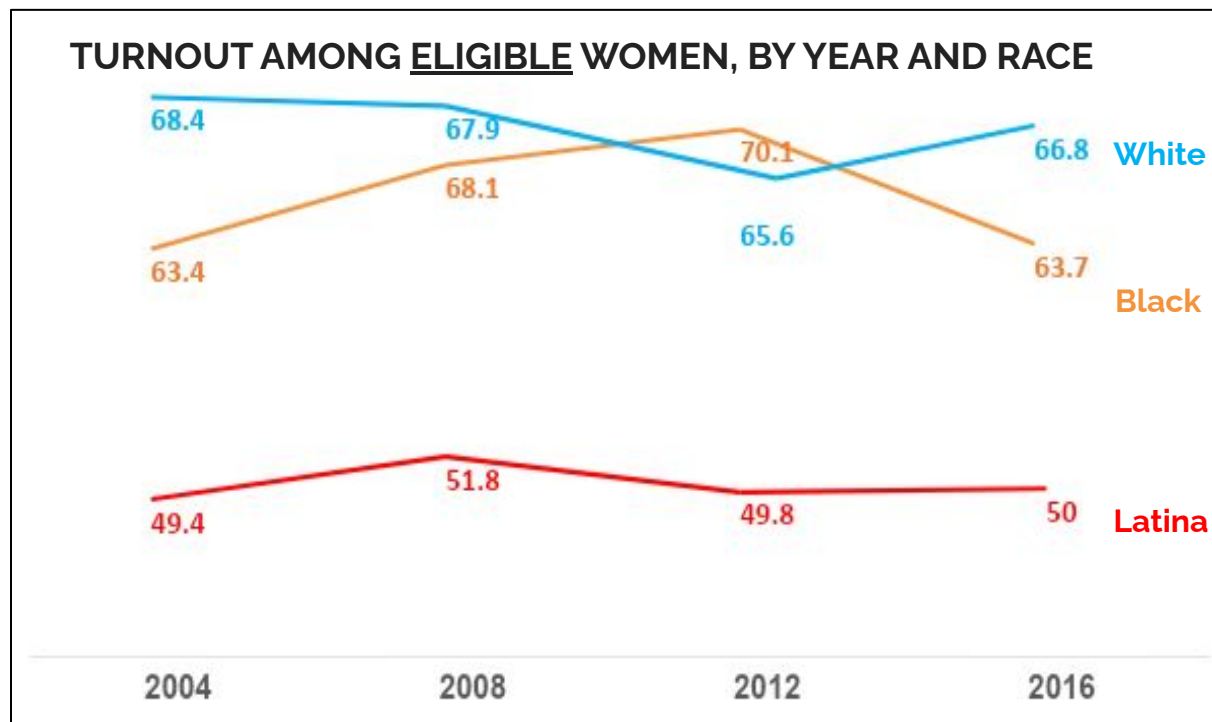
But There Is A Lot of Room For Growth

Latina turnout trending in right direction but lower than Black & White women, presenting an opportunity for new votes



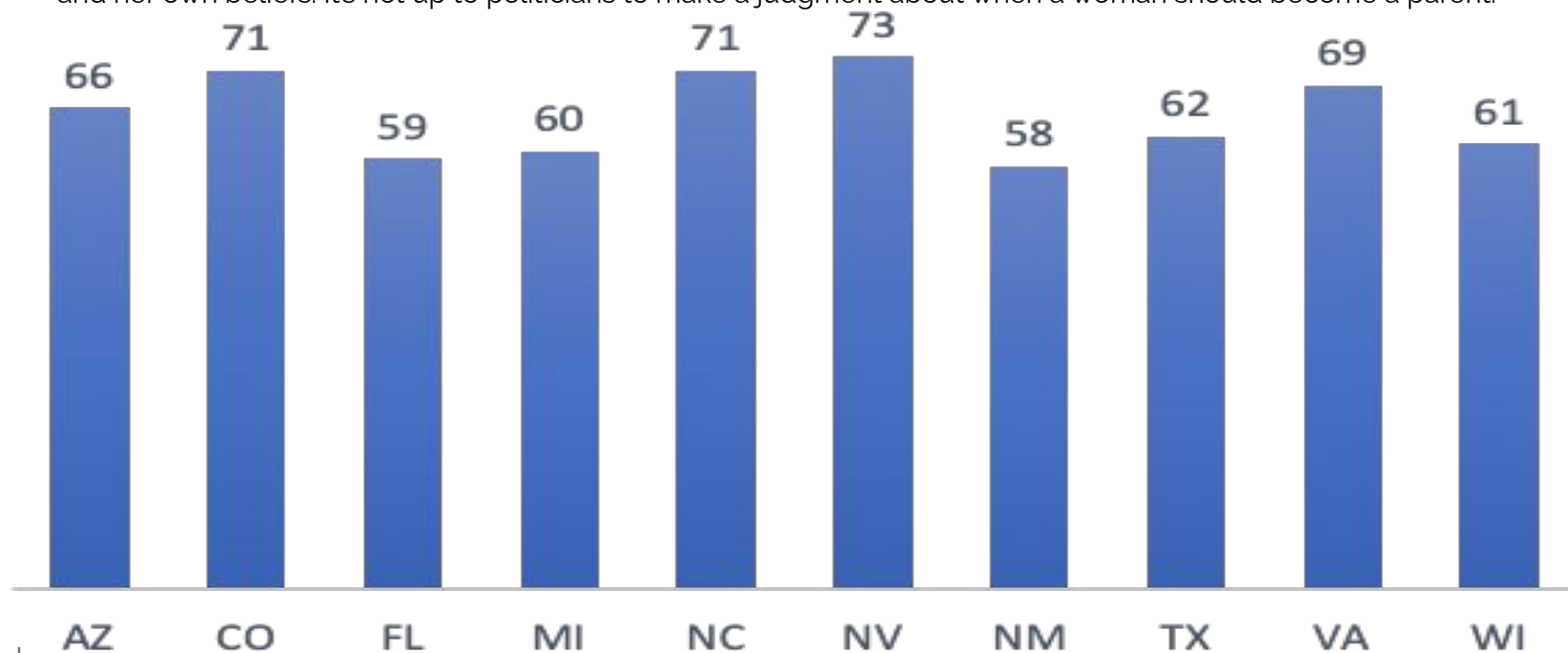
Source: Catalist. Constructed from the live Catalist file, not historic snapshots. Best for an overview of race-based turnout trends rather than point-predictions.

The gap is wider (14-20 points) among VEP due to the large pool of unregistered Latinas



Surprising Support on Key Issues - 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.



Gender Divide on Impeachment & Removal

Impeachment Margin (Support – Oppose)

● Congress opening impeachment inquiry

● Impeaching Trump and removing him from office

Urban/Suburban
Young Women

Urban/Suburban
Young Men

Urban/Suburban
Older Women

Urban/Suburban
Older Men

Support

+47

+45

+21

+14

+43

+45

+18

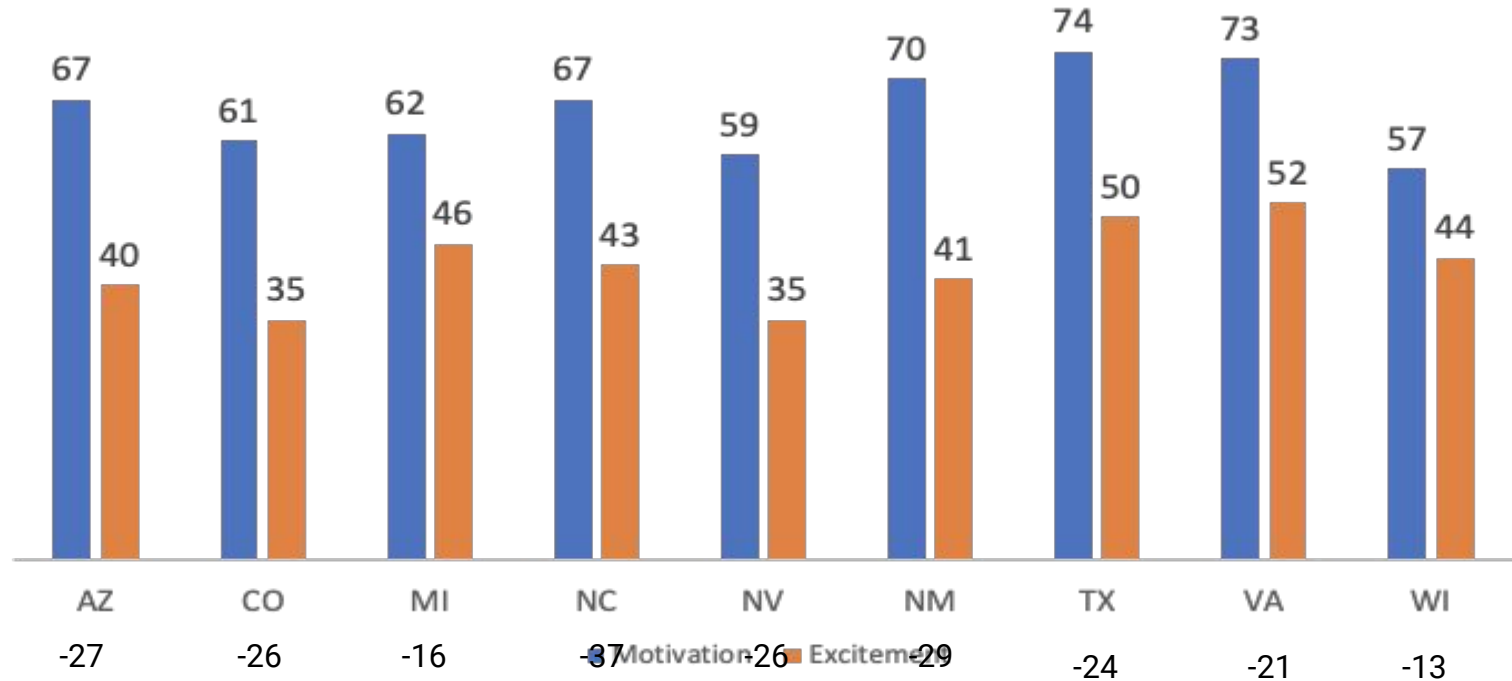
+12

Oppose



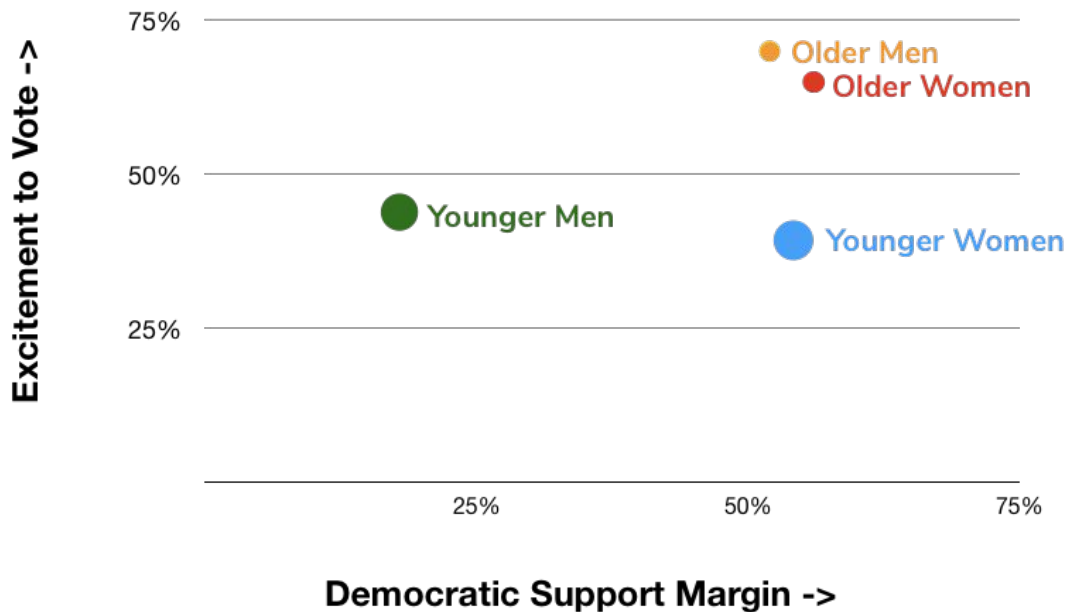
Warning Sign #1: Excitement

Latina Voters: Motivation vs. Excitement



Warning Sign #1: Excitement

PUERTO RICANS IN FLORIDA: Polling on support + excitement shows opportunity with younger women (<50)



Focus Group of Latinas in Wisconsin

“My parents self deported, three days before Christmas last year . . . and it’s just depressing, knowing that you can’t do anything for them, and that they’re barred for 10 years from coming. It’s just upsetting. If I were to get married, my dad wouldn’t be able to walk me down the aisle through no fault of my own. It’s just the system.”

“And he was here for how long before that?”

“17 years.”

Warning Sign #2: Ticket-splitters (Younger & Female in Arizona)

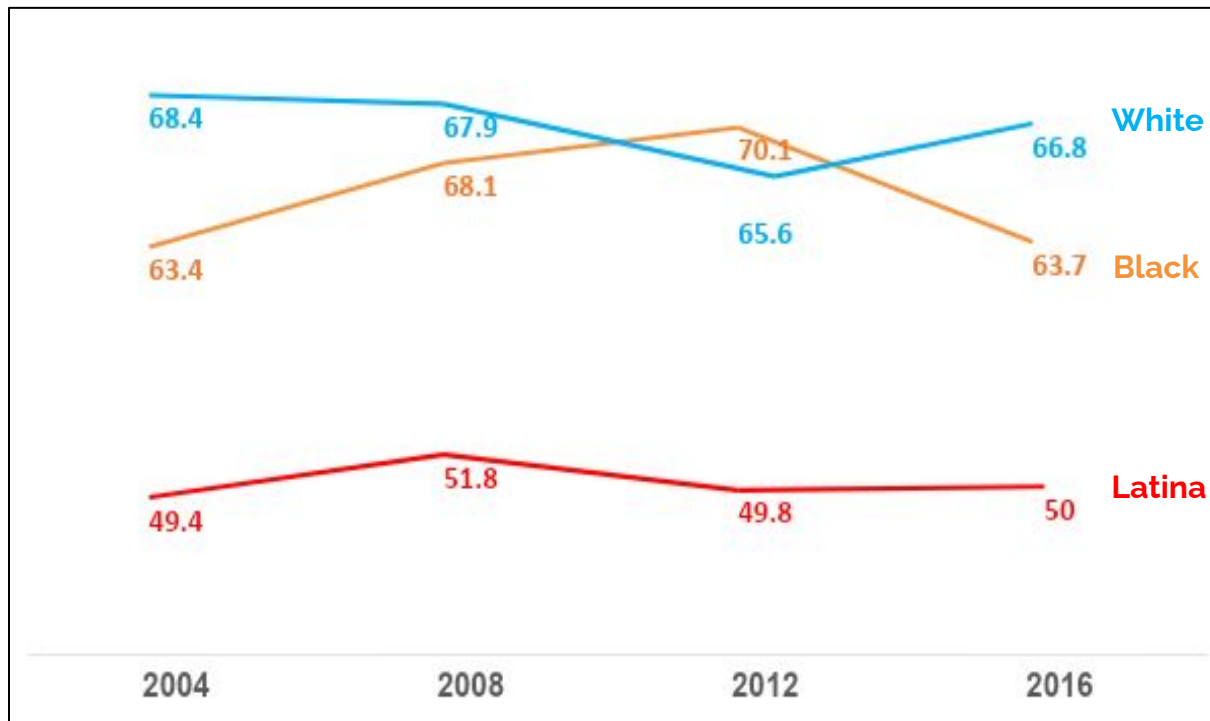
13% of Arizona voters support a Democrat for president but NOT Kelly (D) for Senate

	Total	Ticket Splitters
Women	52	64
Men	48	36
College	22	15
Non-college	77	82
18-29	28	50
30-49	33	31
50-64	23	13
65+	15	5
Lib	26	25
Mod	42	41
Cons	28	26

	Total	Ticket Splitters
Catholic	51	50
Prot/Evangelical	20	11
Born in U.S.	77	76
Born outside U.S.	22	22
1 st generation	22	22
2 nd generation	27	35
3 rd + generation	49	40

Warning #3: Converting Support to Turnout

Latinas turn out at rates 14-20 points lower than Black & White women, presenting a huge opportunity for new votes



Source: Current Population Survey

What Do We Know About the Latina Voter in 2020?



What Do We Know About the Latina Voter in 2020?

- ✓ Across the board, ages and region, Latina women are more supportive of a generic Democrat.
- ✓ Despite being seen as socially conservative in the past, we are aligned with progressive values on choice, immigration, etc (even including among Catholic Latinas)
- ✓ But Latinas will need work (inspiration and information) to get us to the polls (but high ROI if we do). We need to create self-fulfilling prophecy around their decisive impact on the process.
- ✓ Threat messaging is not enough. Focus on messages combining threat and opportunity to have more of a mobilizing effect.