

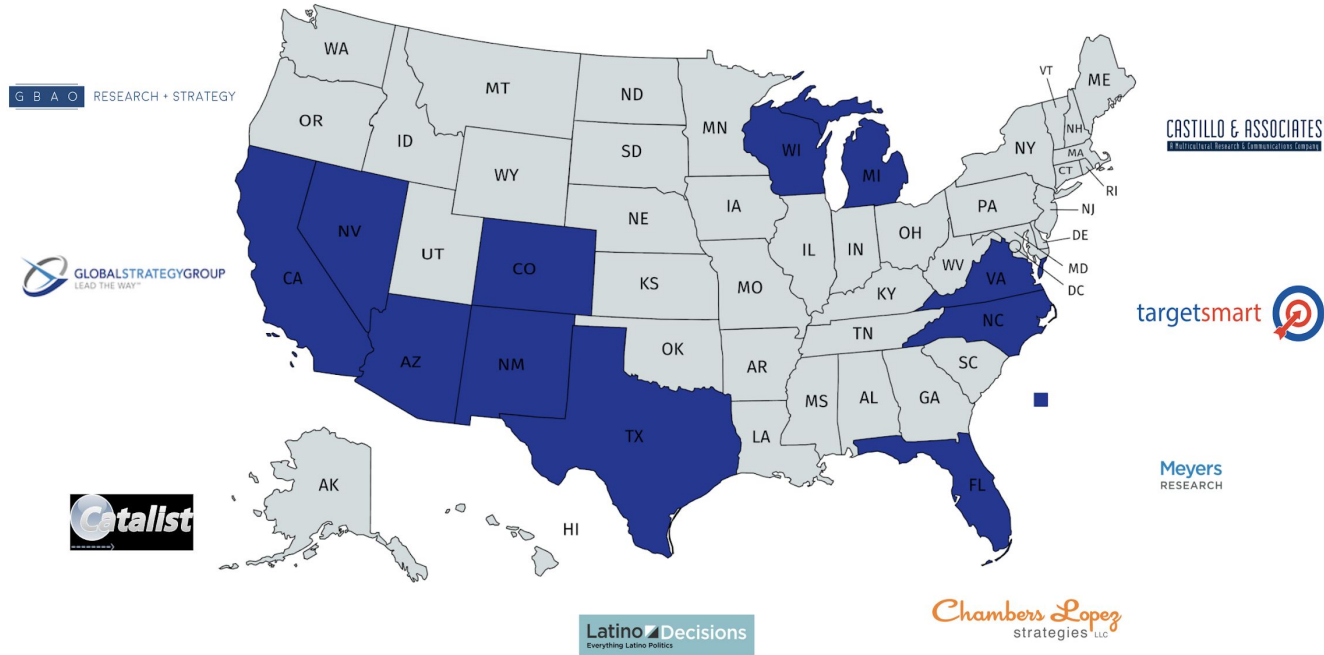


# Solving for X:

## *Latina Voters in 2020*

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# Who is Equis Research?

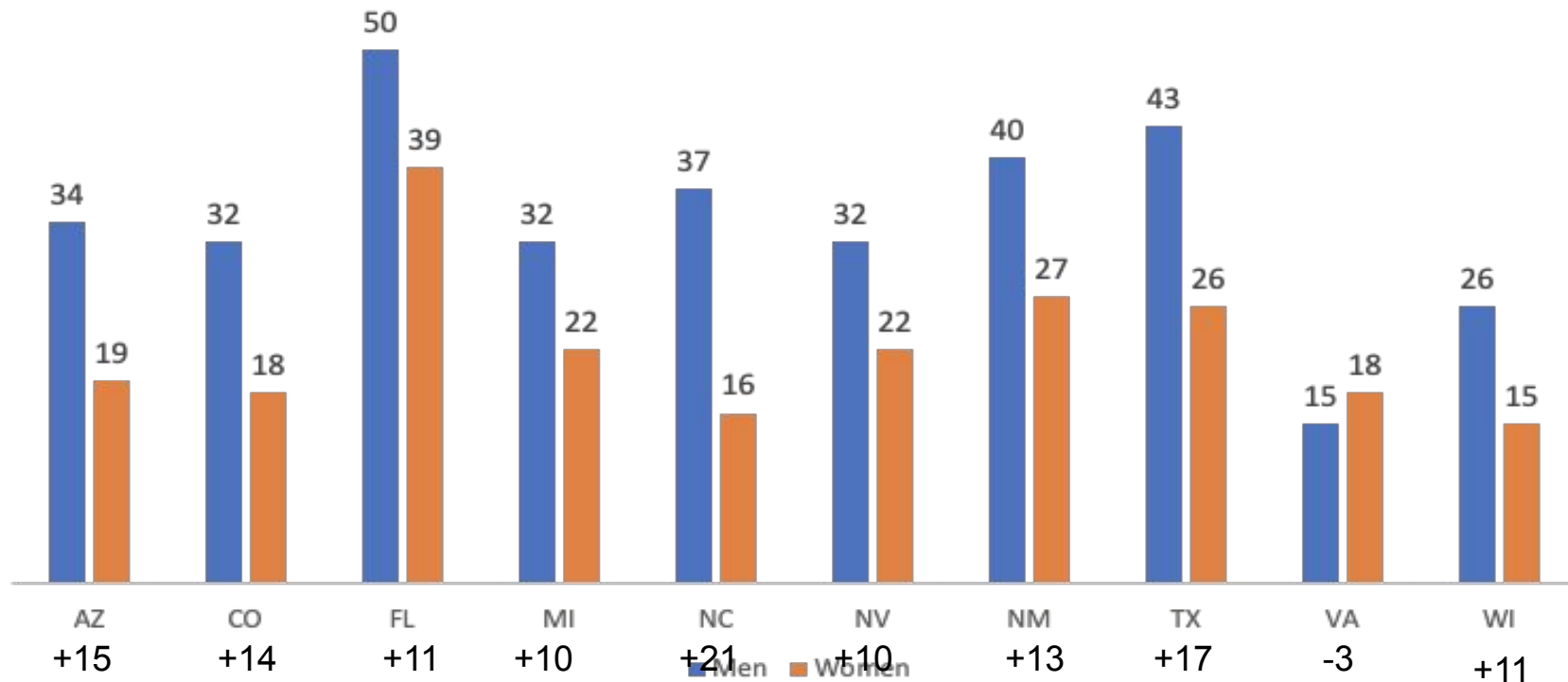


# Key Learnings to Date

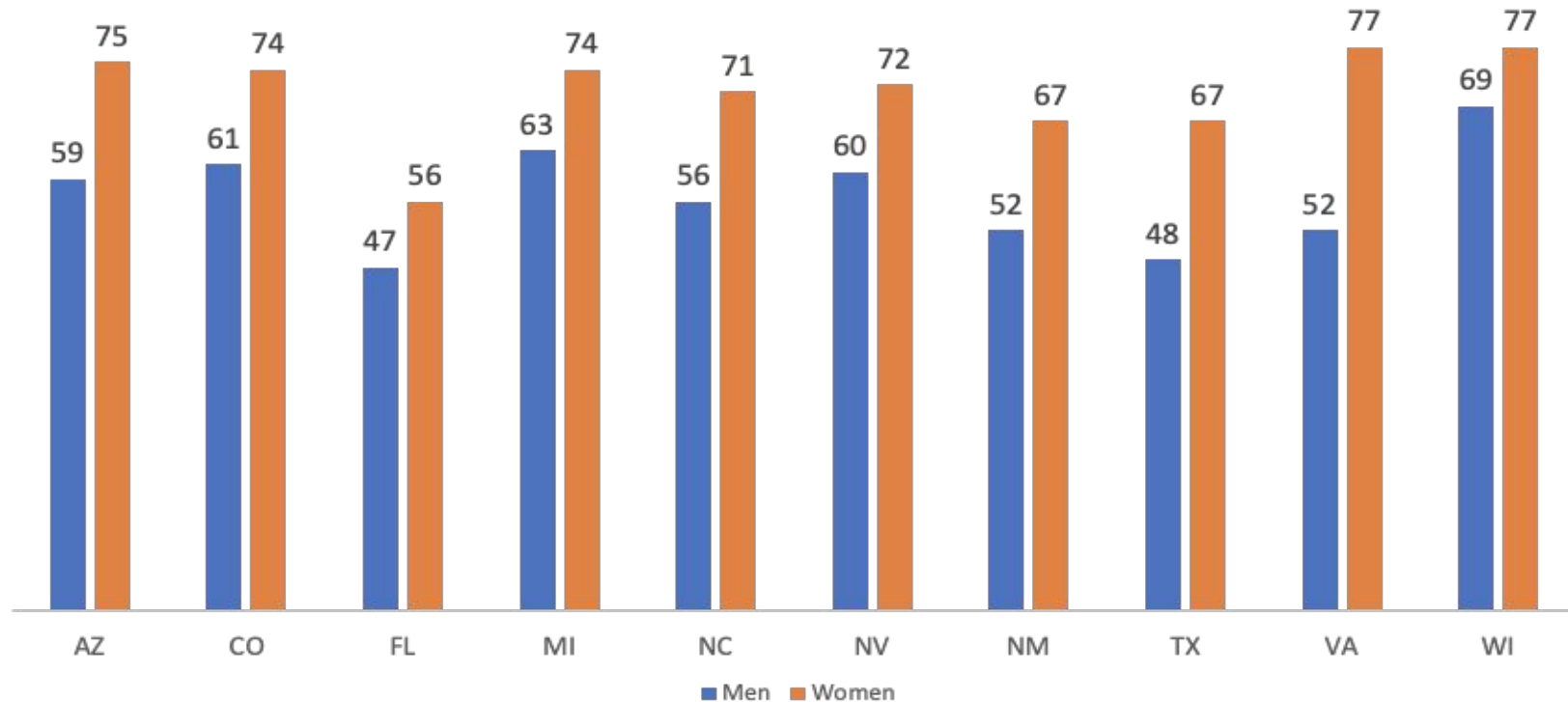
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- ★ Massive gender gap between Latino men and Latina women
- ★ Major levels of support among Latinas of all ages at Presidential level
- ★ Critical Support on Key Issues
- ★ We have our work cut out for us:
  - Room for growth in turnout
  - Motivation vs. excitement
  - Ticket-Splitters

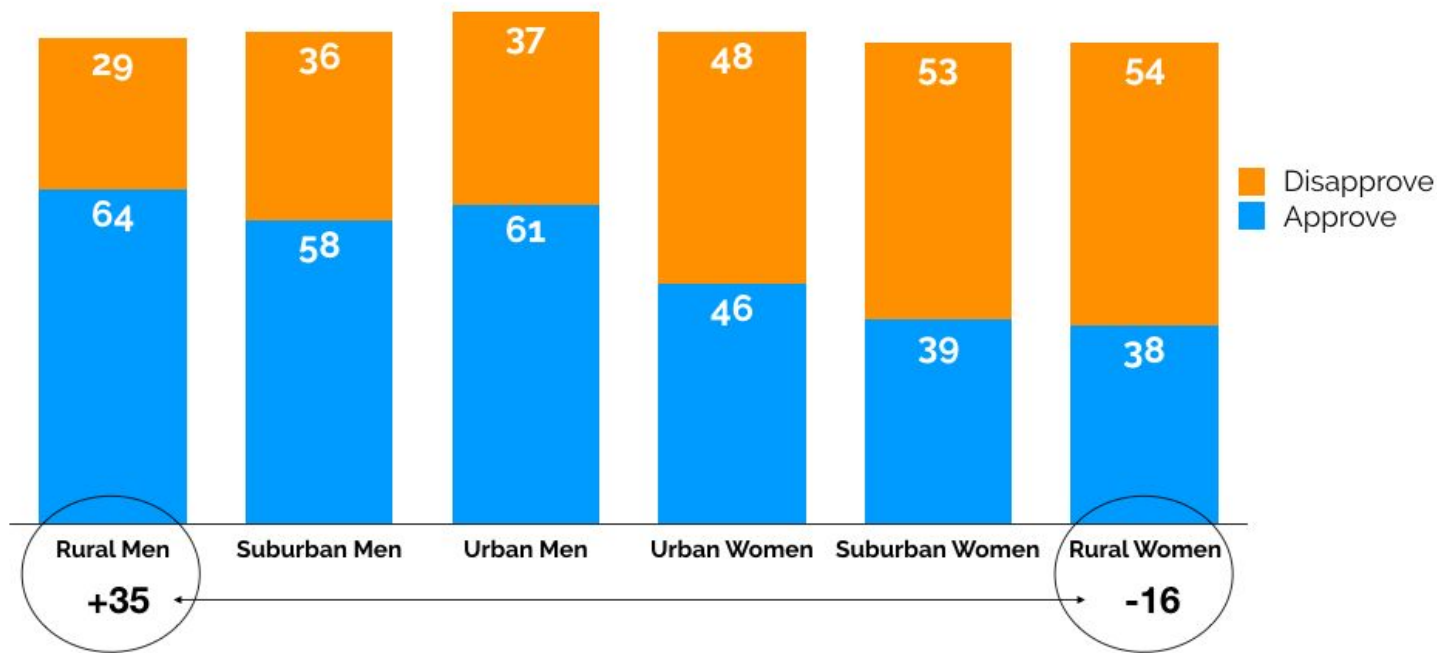
# Massive Gender Gap on Trump Job Approval



# Similar Gender Gap in Dem Candidate Support

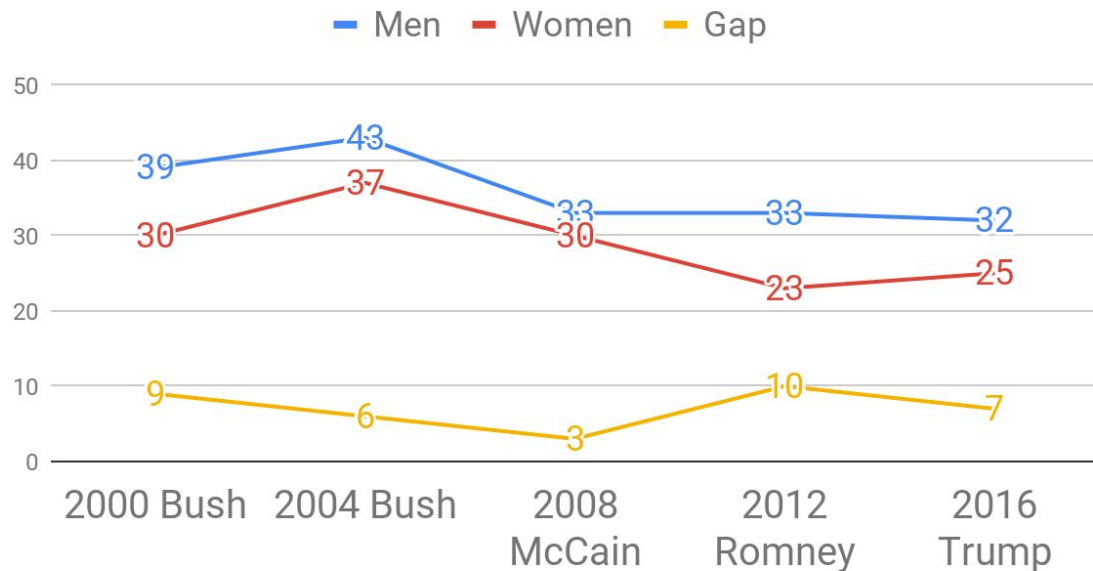


# Stark Rural Divide on Trump Economy

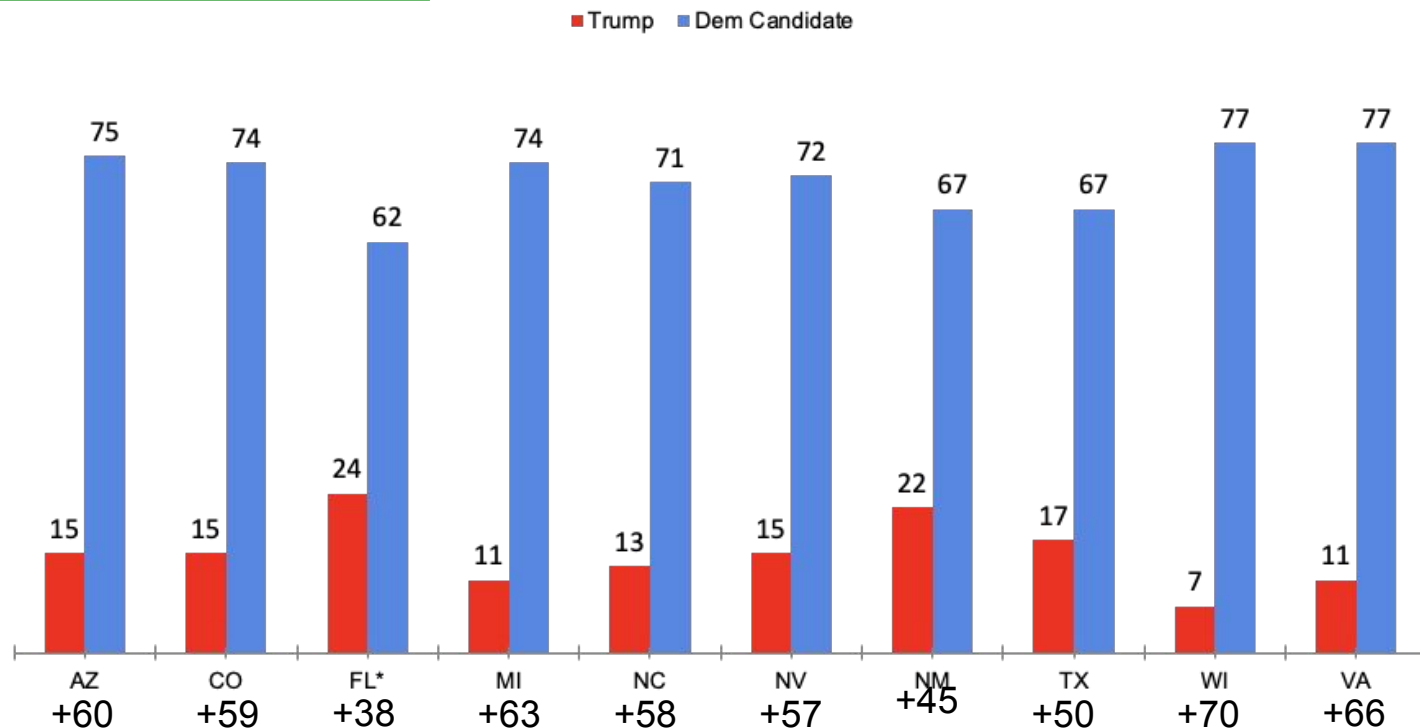


# Some Historical Perspective on Latinx Gender Gap

## Latinx Voting for GOP Presidential Candidates



# Latinas - The New Blue Wave?



Source: Equis Research  
10/31-11/13



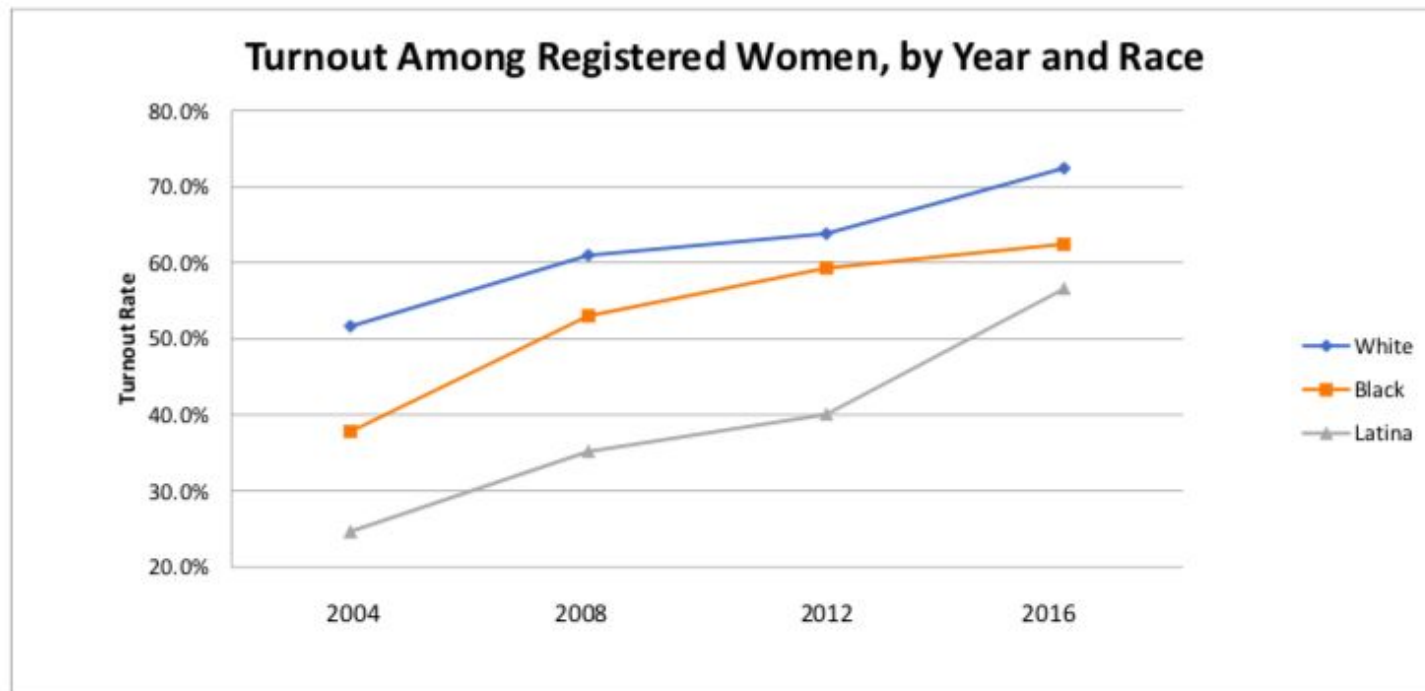
RESEARCH

\*Non-Cuban



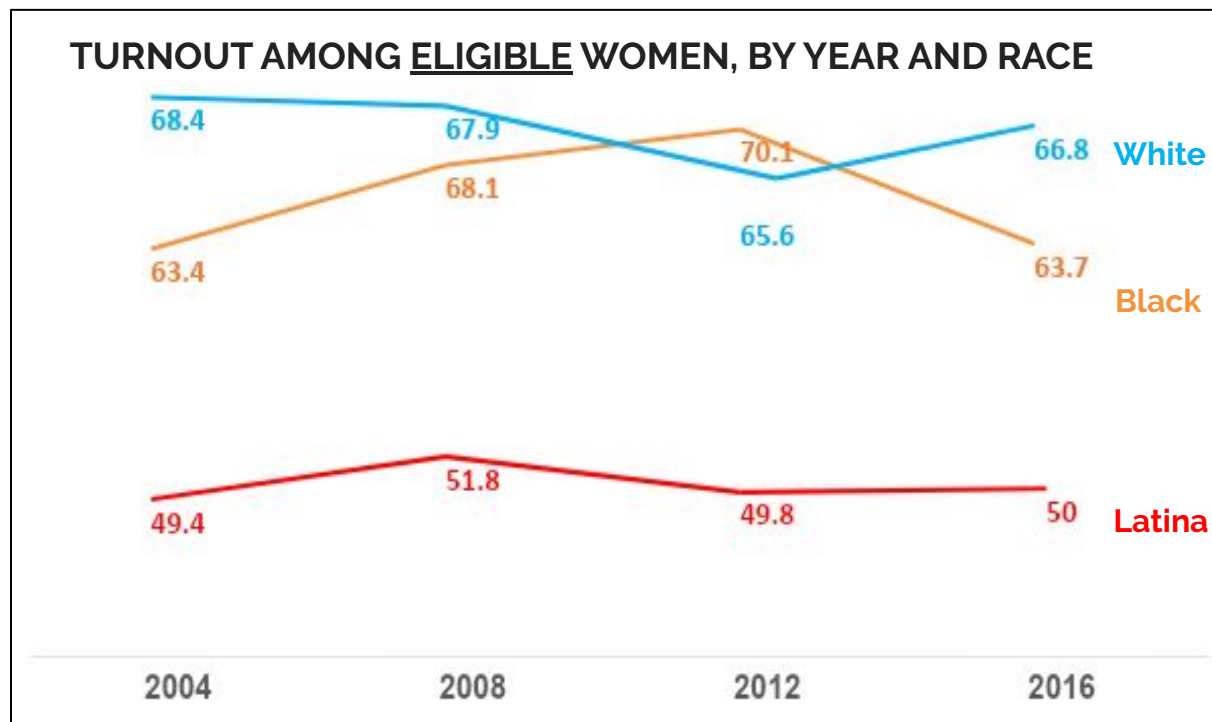
# But There Is A Lot of Room For Growth

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



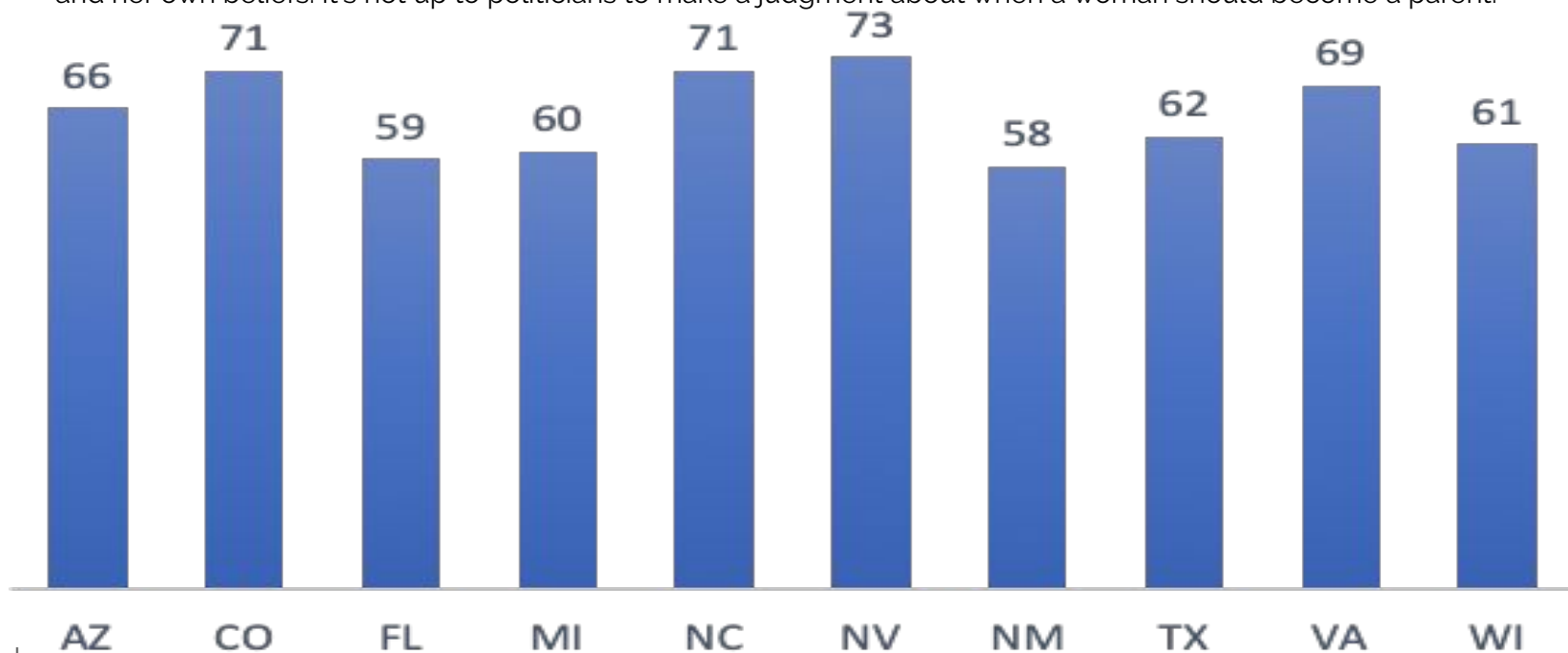
Source: Catalist. Constructed from the live Catalist file, not historic snapshots. Best for an overview of race-based turnout trends rather than point-predictions.

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

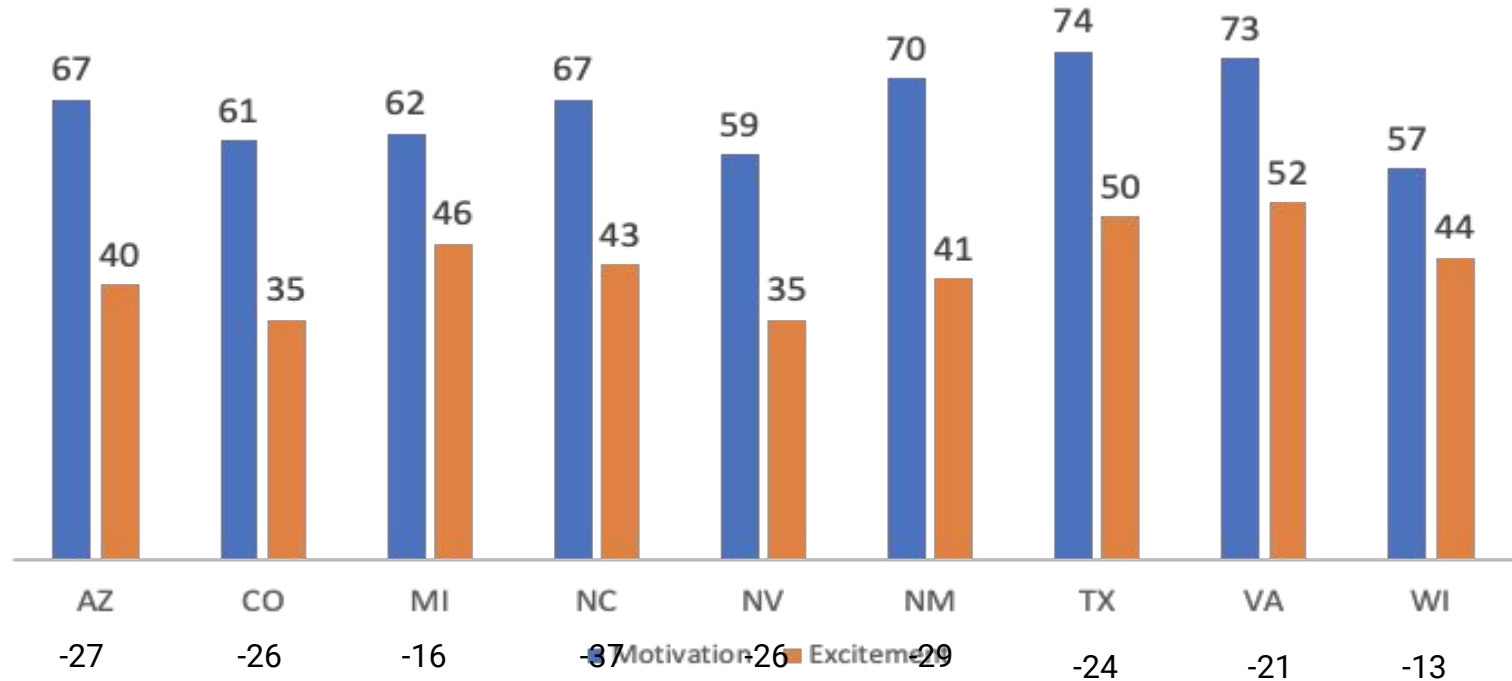
+12

Oppose



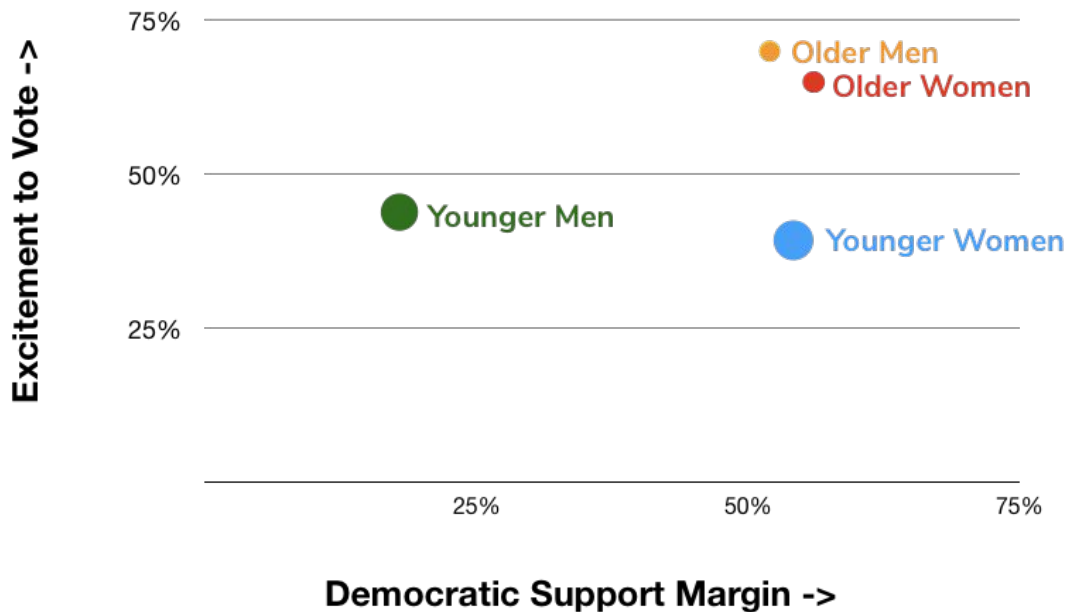
# Warning Sign #1: Excitement

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

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*“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

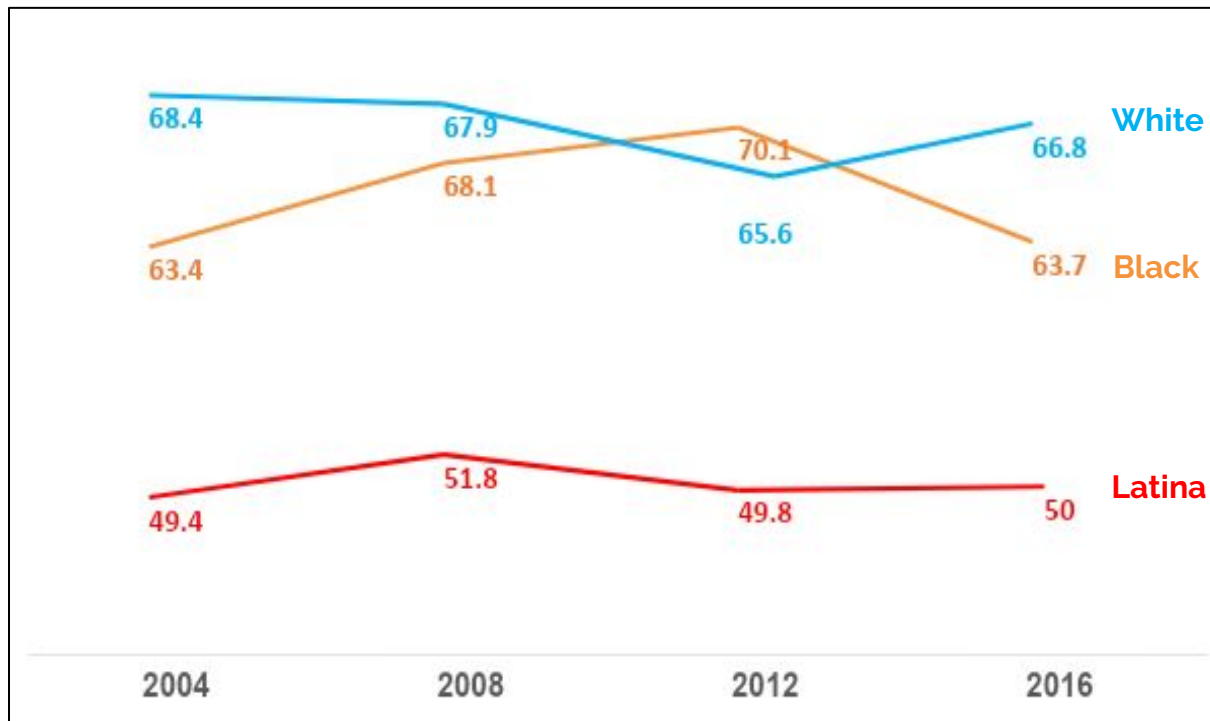
	Total	Ticket Splitters
Women	52	64
Men	48	36
College	22	15
Non-college	77	82
18-29	28	50
30-49	33	31
50-64	23	13
65+	15	5
Lib	26	25
Mod	42	41
Cons	28	26

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

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# What Do We Know About the Latina Voter in 2020?

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- ✓ 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.