



Solving for X:

Survey of Latinx Voters

Why Now

- **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

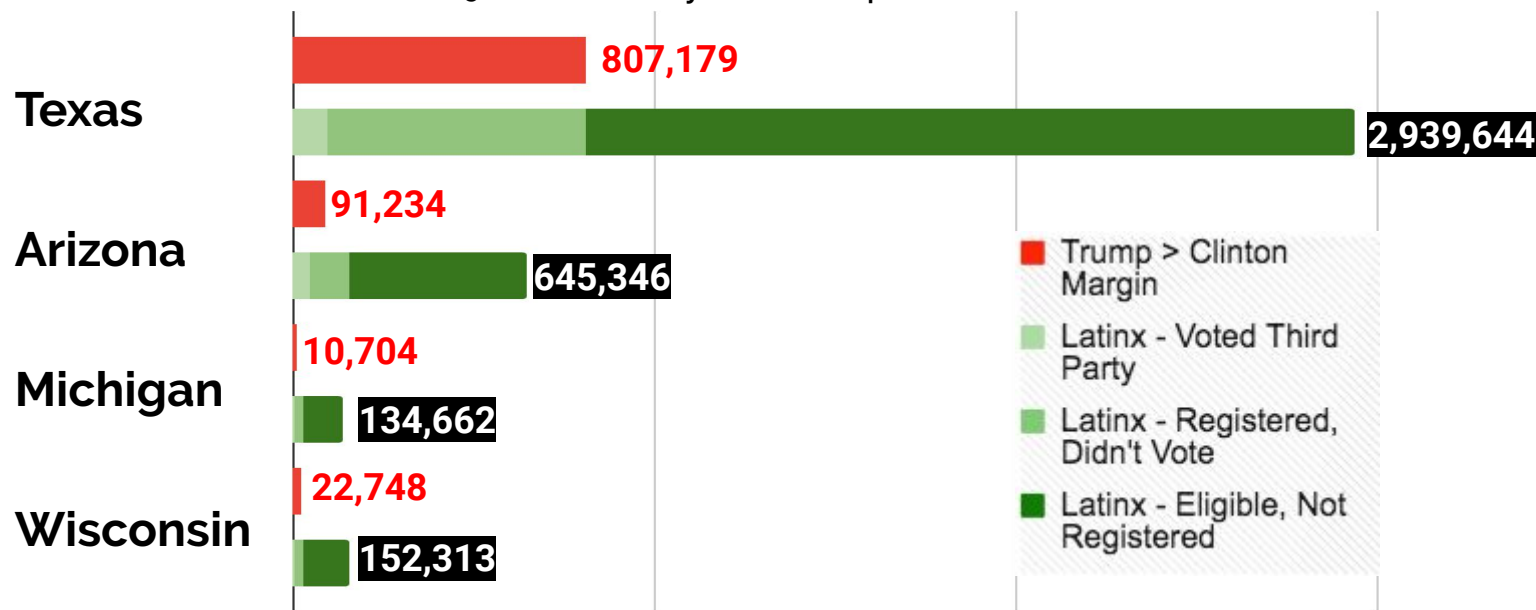
We are engaging in the largest Latinx-focused research project of the cycle. This project will:

- 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

***We are a subscription based model, public findings can be found at EquisResearch.us*

Latinx Vote Critical in the Game of Margins

In 2016, Latinx votes left on the table heavily outnumbered the Clinton deficit in critical states (and not just ones you'd expect)

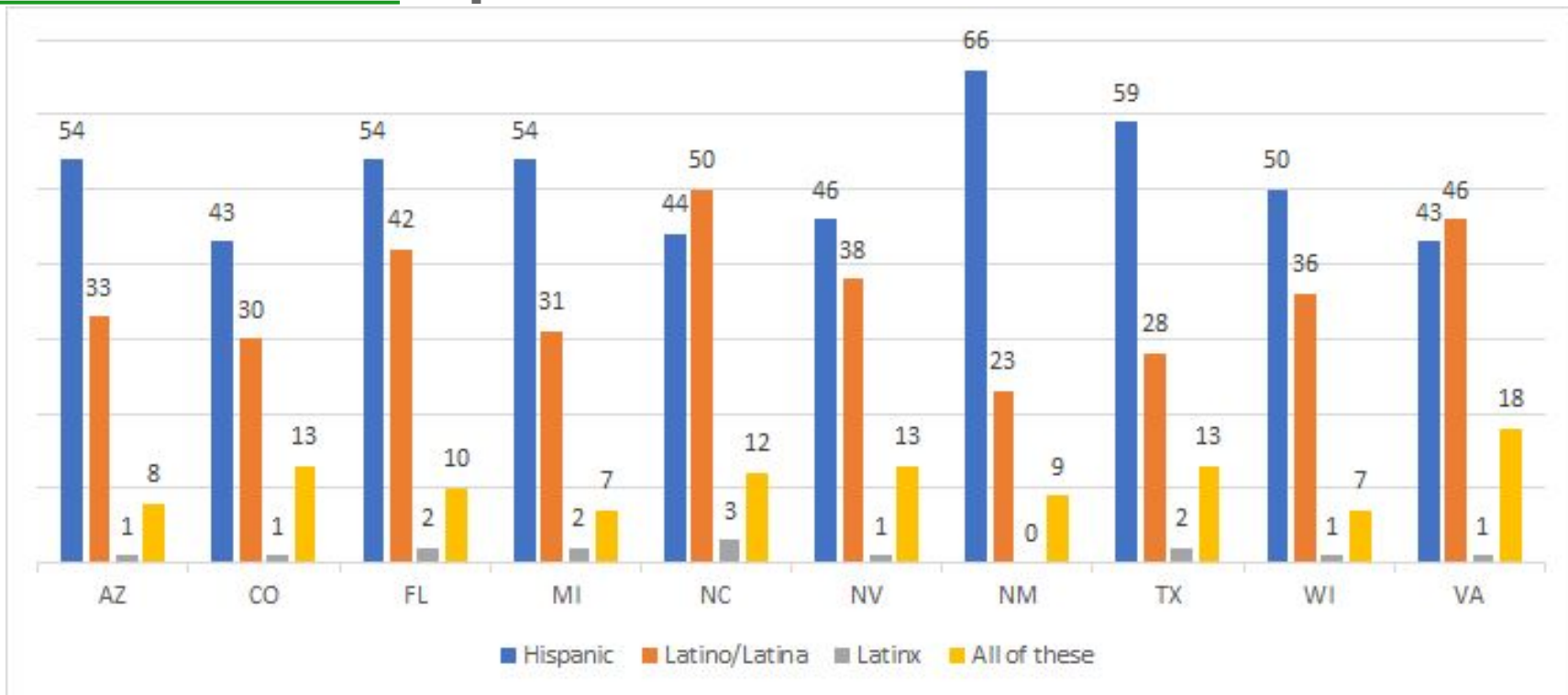


Methodology

- **Large Dataset:** Over the last few months, we have had **14,885 interviews** with Registered Hispanic Voters across 11 States
- **Remaining 2019 Research:**
 - ☐ Qualitative in FL, NC, WI, MI, AZ
 - ☐ Year End Quantitative Tracker
 - ☐ Cuban Voter Survey
- **2020 Research:** Quarterly polls in 11 battleground states; Additional of Pennsylvania; Deeper message testing on the economy, immigration, healthcare
- **Samples Representative of State Population**
- **Multi-Modal**
 - ☐ Phone & Online
 - ☐ Bilingual

State	Interviews (2 Surveys)
AZ	1300
CA 10, 21, 25	800 (each)
CO	1300
FL	1800
MI	900
NC	900
NM	1300
NV	1200
TX	1985
VA	900
WI	900

What's In A Name: Hispanic and Latino(a) Preferred Descriptors

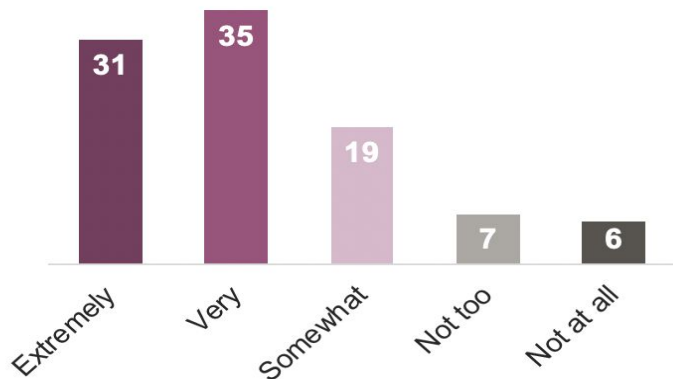


RESEARCH

Q. Would you describe yourself as Hispanic, Latino, Latina, Latinx (laa-tin-EX), all of these, or something else?

Strong Correlation with Importance of Latino Identity and More Progressive Tendencies

How **important** to you is your identity as (Hispanic, Latino, Latina, Latinx)?



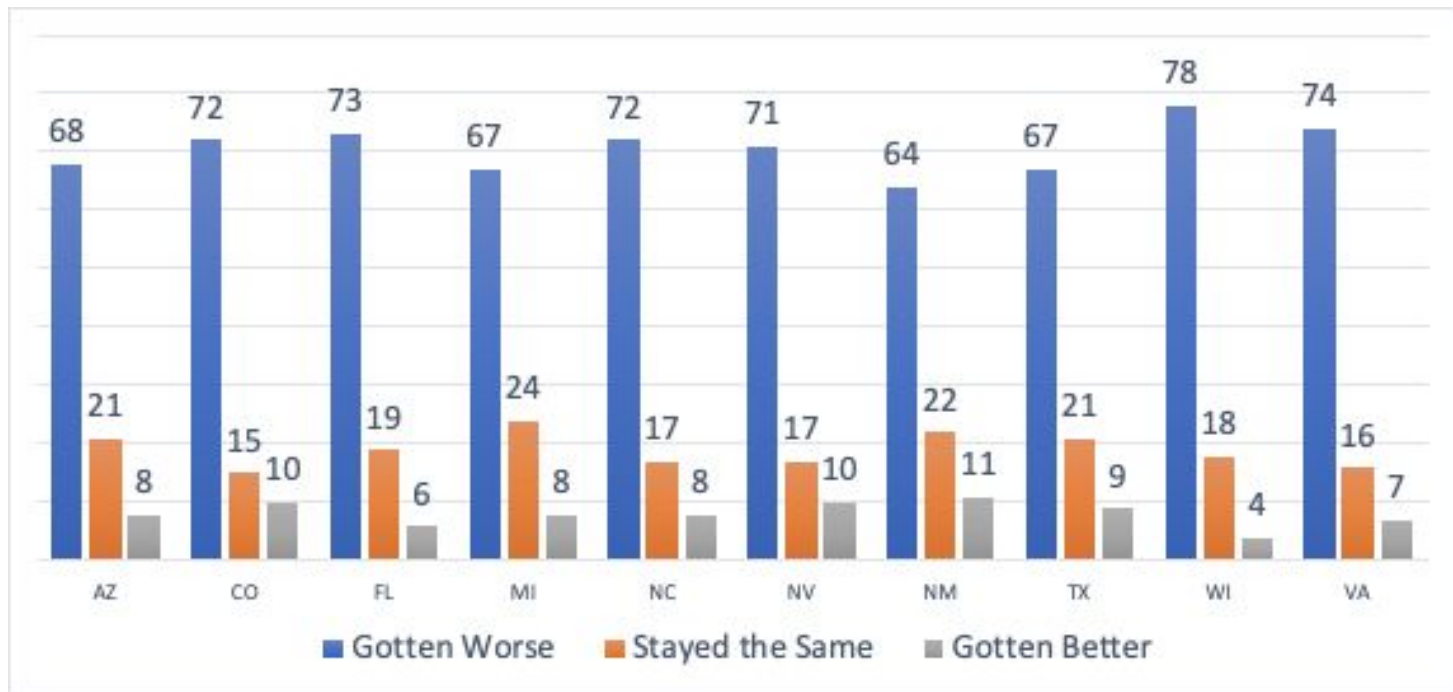
Those whose Latinx identity is **extremely** or **very** important:

- Overwhelmingly support Democratic presidential candidate
- Believe their personal financial situation and the US economy have gotten worse during Trump's presidency
- Disapprove of Trump's job performance
- Younger, female
- Less educated
- More Catholic

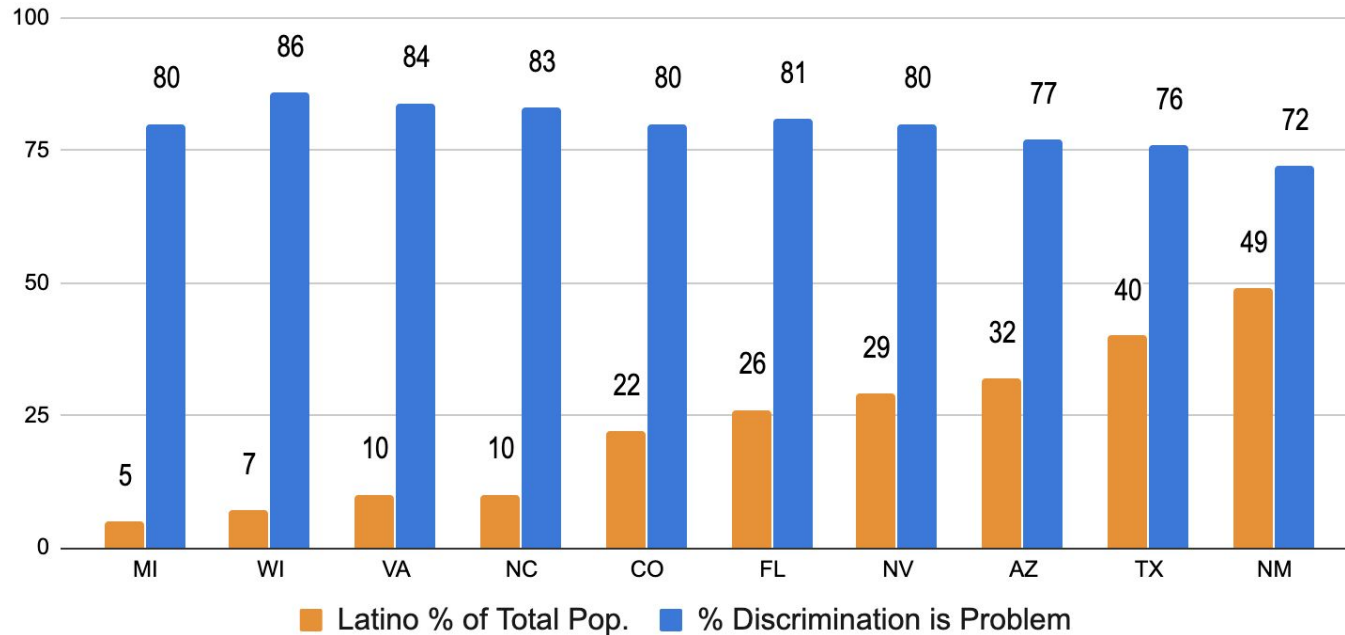


Key Takeaway: *Given the importance of personal Latino Identity, communications to these voters should speak to individual identity.*

Majority Say Discrimination is a Problem and Has Gotten Worse Under Trump

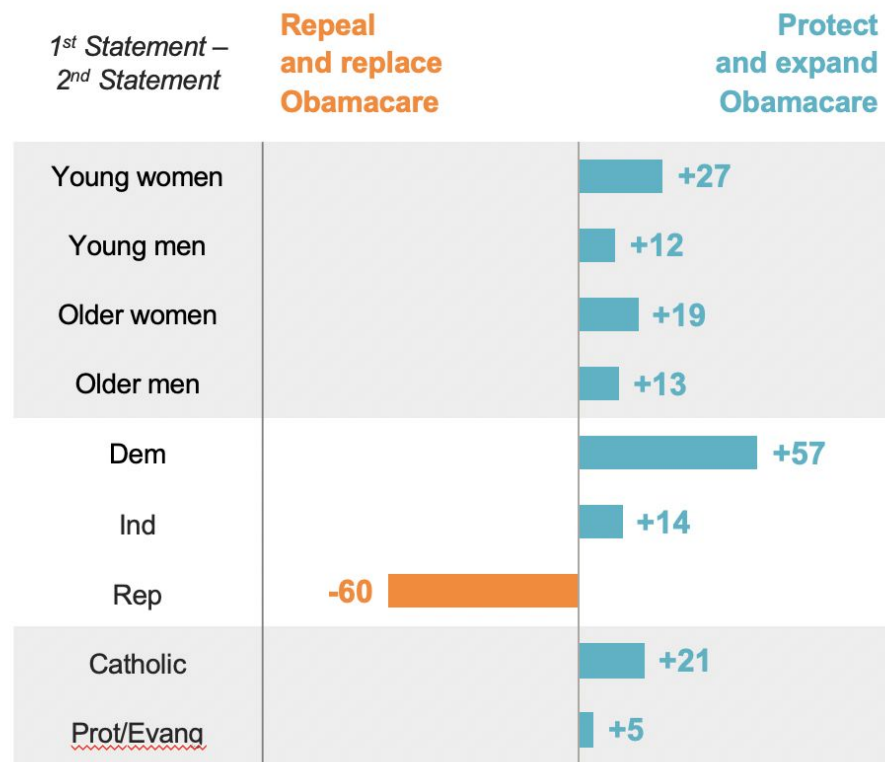
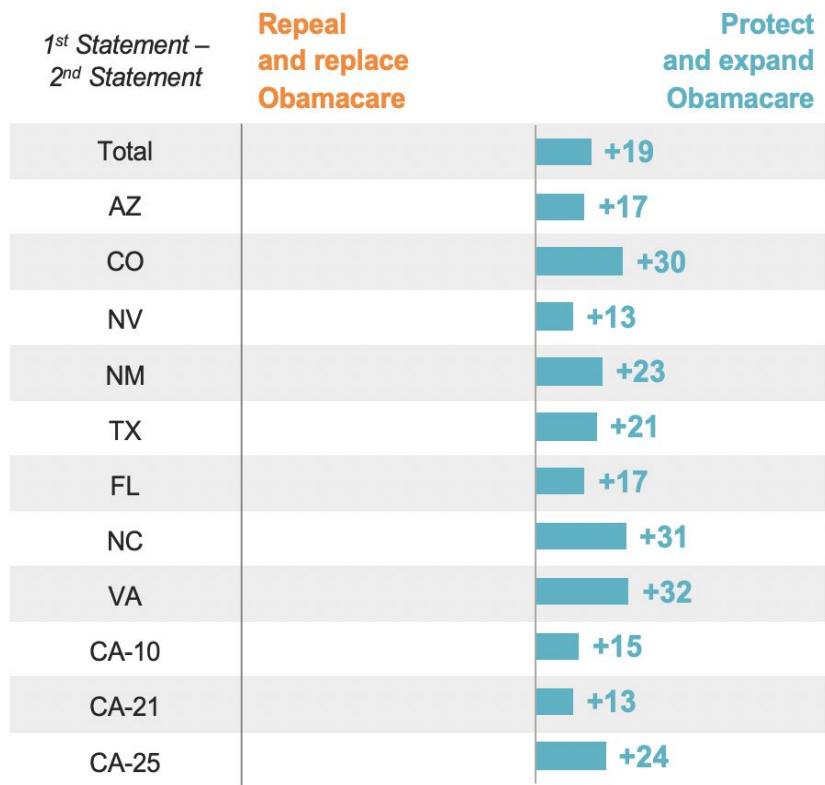


Discrimination Felt Most Where Populations Are the Smallest



Issue Takeaways: Healthcare, Choice, Immigration

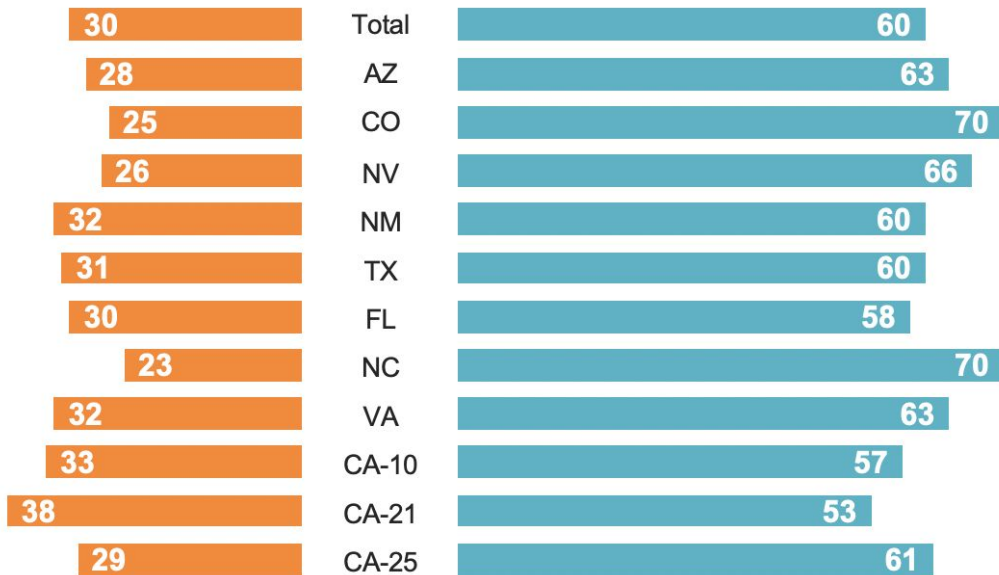
Protect and Expand Obamacare Popular in all States - Particularly with Young Women



Majority of Latinos are Pro-Choice

Allowing **abortion in the United States is equal to murder**. Everyone has the right to life in this country and we must save our most innocent Americans from this unjust, unlawful act.

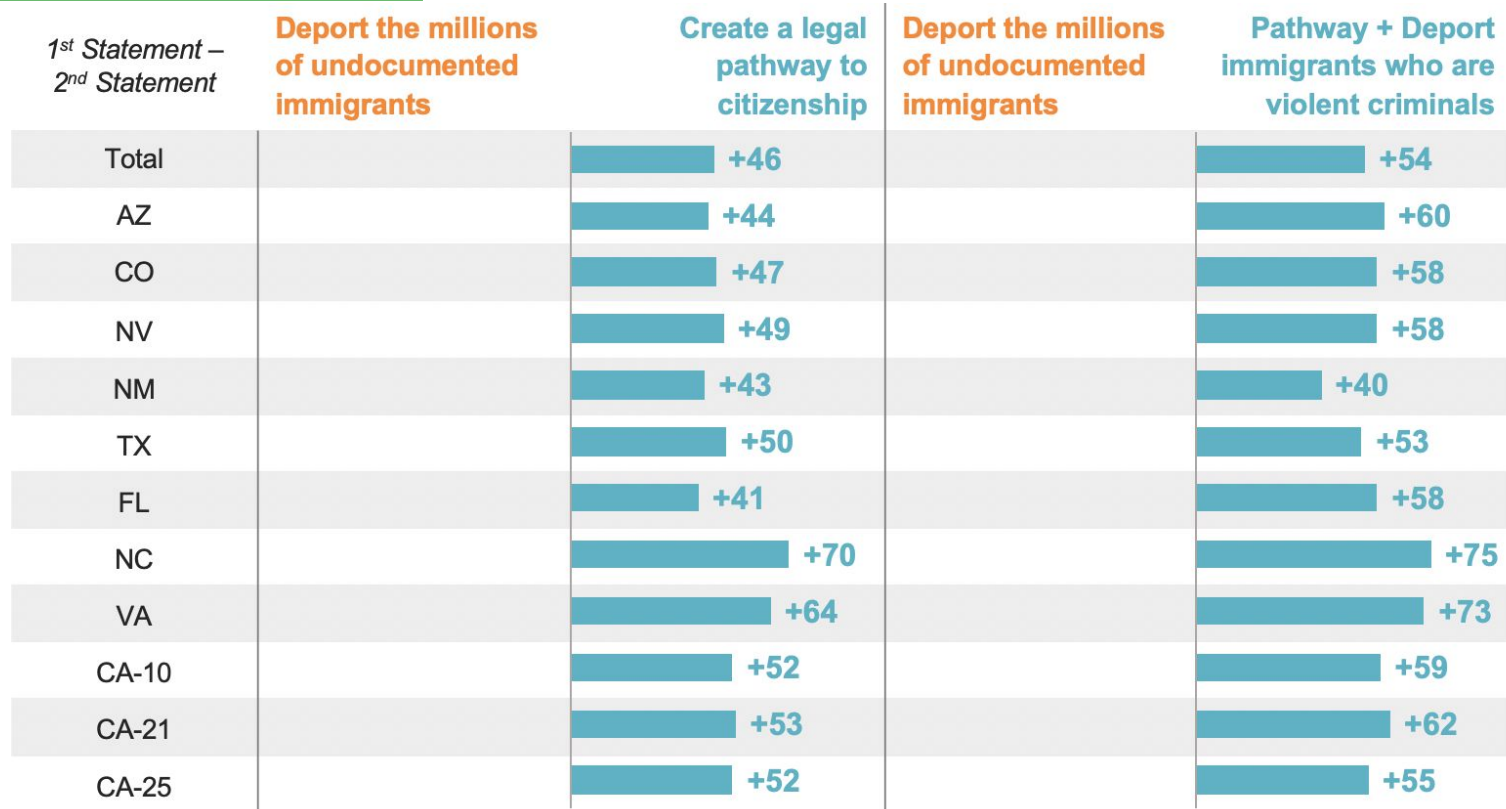
Women's **health care decisions, including abortion, should be made by her privately** along with her doctors, family, and her own beliefs. It's not up to politicians to make a judgment about when a woman should become a parent.



Choice Demographic Breakdown

	Young women	Young men	Older women	Older men	Dem	Ind	Rep	Catholic	<u>Prot/</u> <u>Evang</u>
Allowing abortion in the United States is equal to murder	25	30	33	34	20	26	55	30	41
Women's health care decisions, including abortion, should be made by her privately	64	59	58	56	73	59	34	60	49

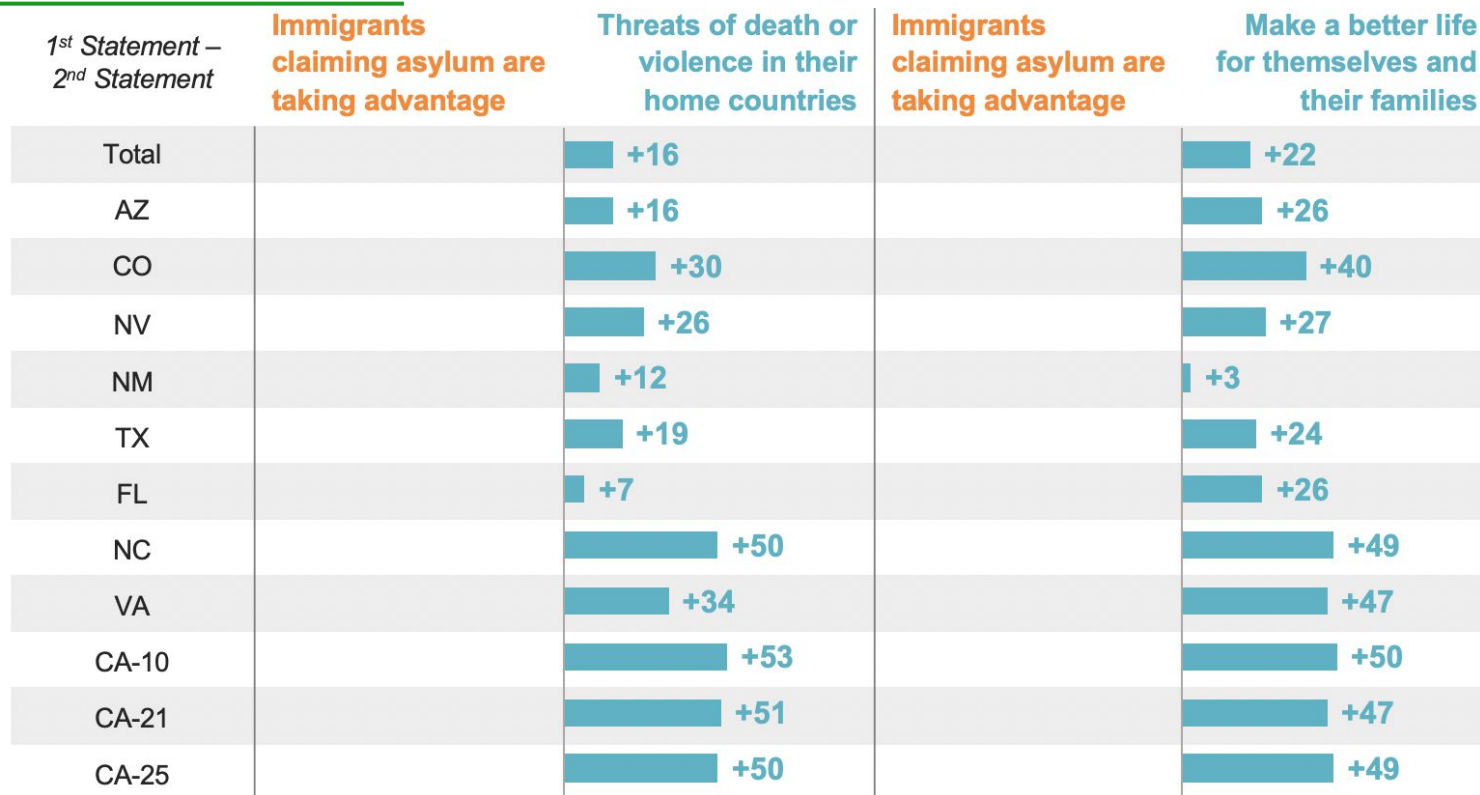
Strong Support for Pathway to Citizenship



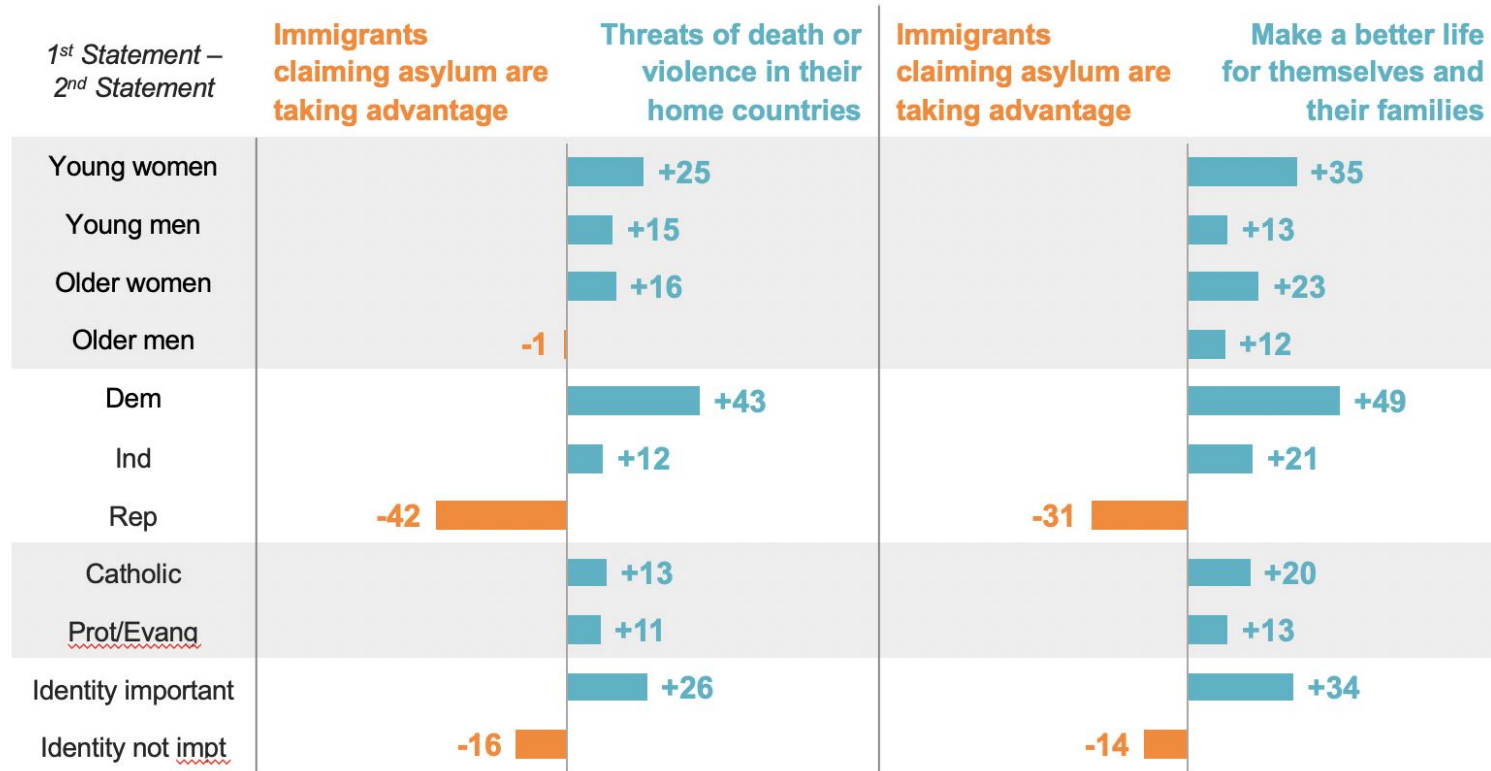
Pathway to Citizenship Support Demos



Softer Support and Mixed Opinions on Asylum



Asylum Support: Demographic Breakdown



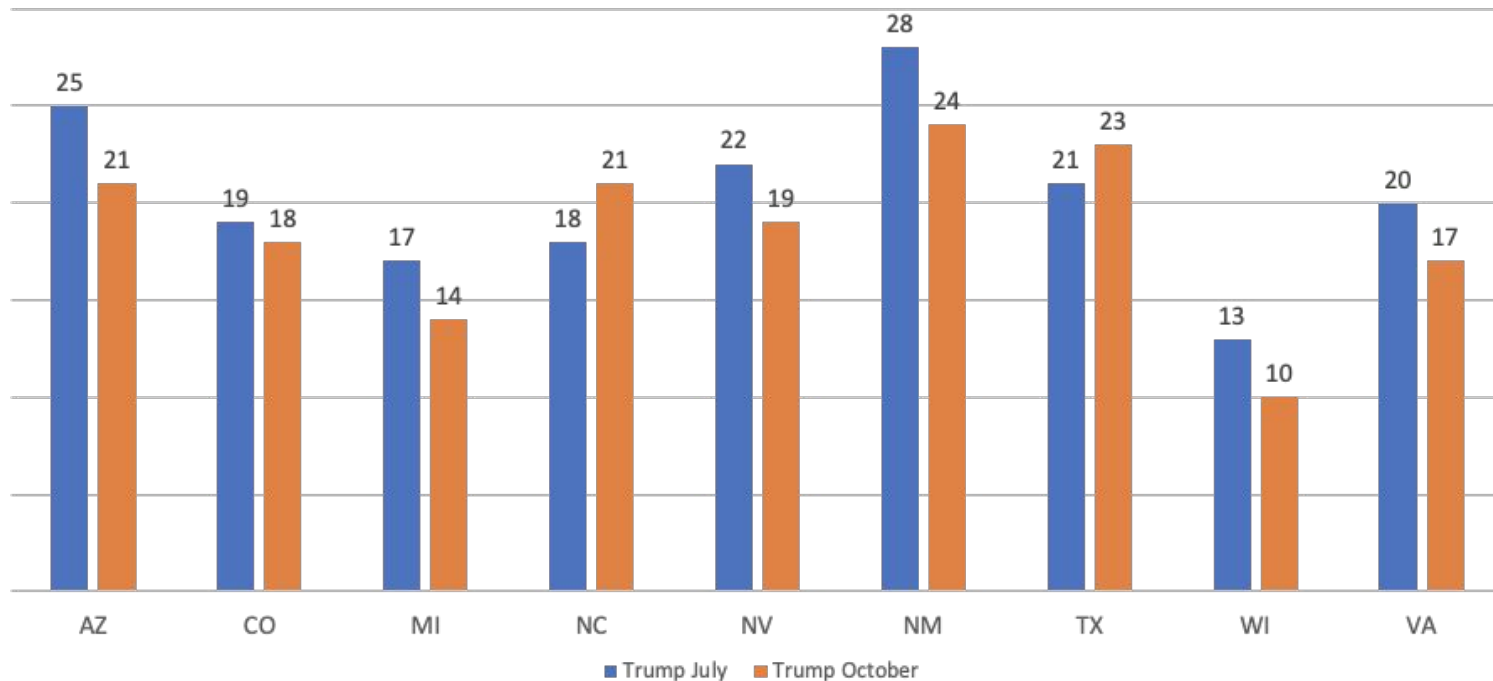
Where are the votes?

October: Excitement to Vote Up in Most States

State	AZ	CO	MI	NC	NV	NM	TX	VA	WI
July Very Excited	46	48	52	40	44	47	48	58	46
Sept Very Excited	50	55	53	47	53	55	52	48	49

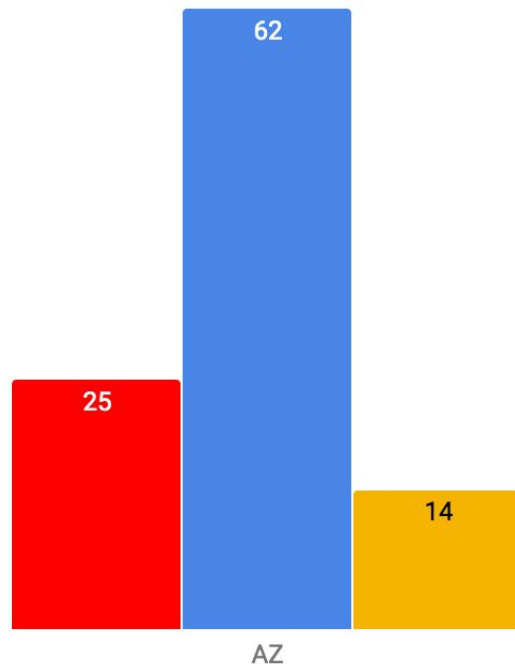
Q.1 How excited are you to vote in next year's election for U.S. President – not that excited, somewhat excited, or very excited?

July to October Re-Elect: Post-Impeachment News, Trump Vote Shows Downward Shift Across all States Except North Carolina and Texas



Trump losing Latinx vote in Arizona...

■ Total Trump ■ Total Dem ■ Other/Undecided



Trump appears to be in a weak position with Arizona Latinos

But in a 2020 election, with white Trump voters energized, is it enough to win?

...but projected to win at these levels

ARIZONA: 2020 Election Math Scenario Builder

ENTER FIGURES HERE ==>>

Latino VEP
Turnout %
65

Latinx Dem
Support
62

Electorate
Share
15%

Projected Latinx Share

% Vote Achieved

48.6%

Win/Lose Margin

-95,220

At today's Dem support level...

...even with sky-high Latinx turnout & share...

...Dem still falls short



Dems need Max Latinx Performance

ARIZONA: 2020 Election Math Scenario Builder

ENTER FIGURES HERE ==>>

Latino VEP
Turnout %
65

Latinx Dem
Support
72

Electorate
Share
15%

Projected Latinx Share

% Vote Achieved

50.0%

Win/Lose
Margin

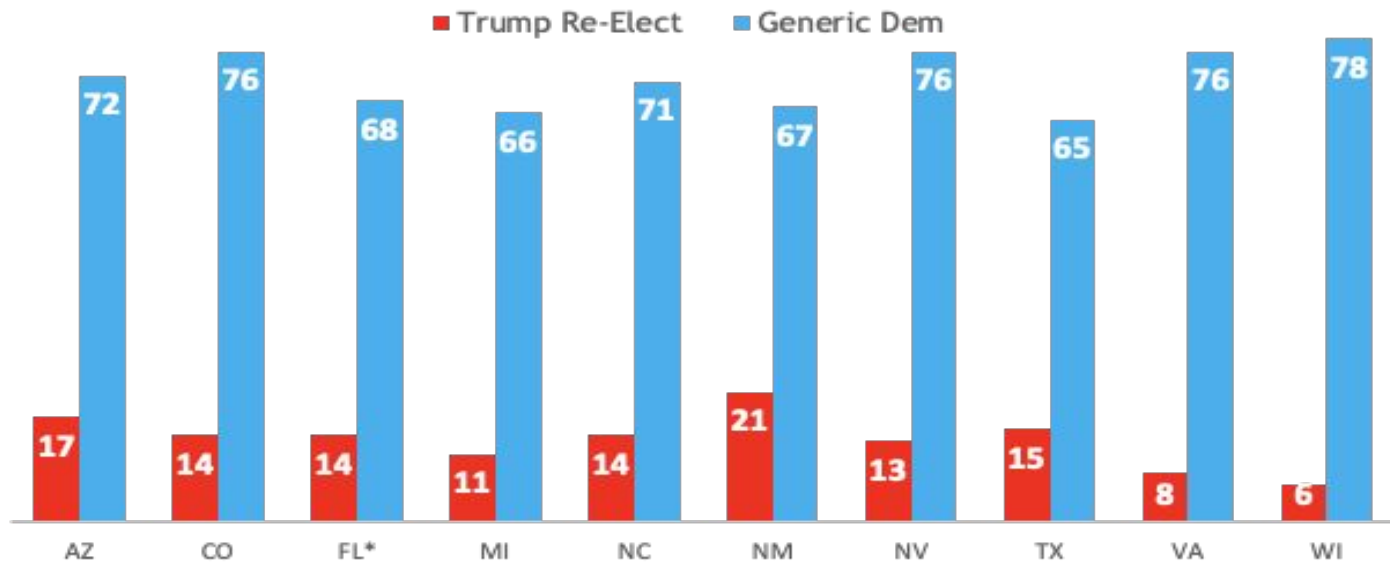
883

Assuming an engaged Trump base, Dems need maximum Latinx turnout AND support to eke out a win in the state



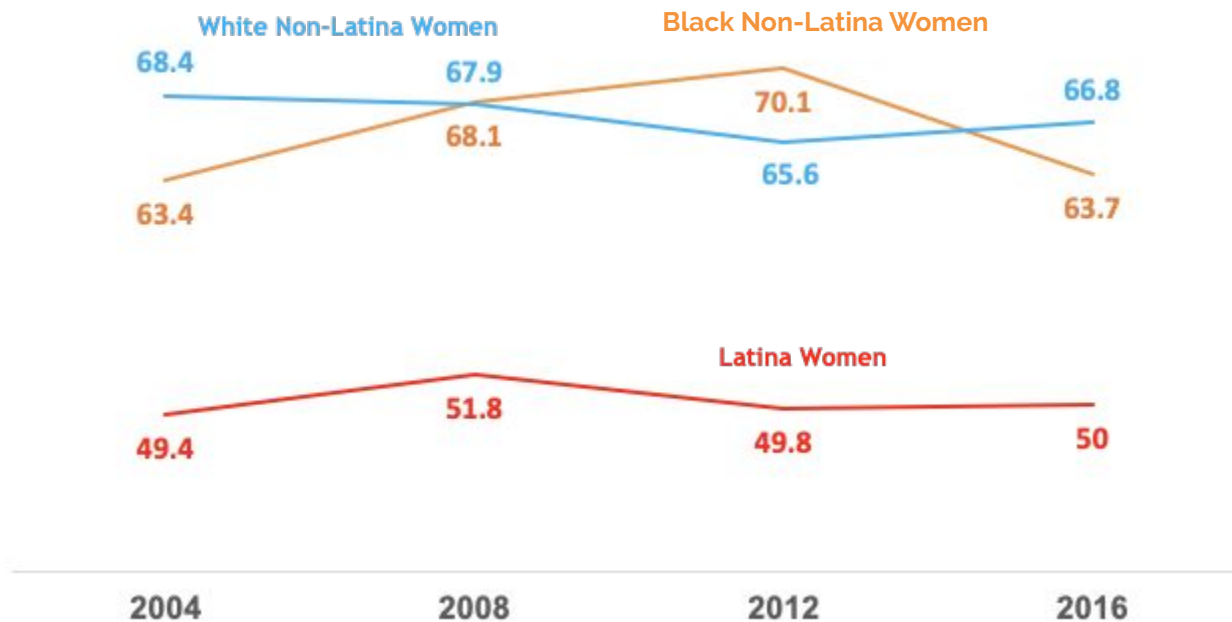
Trends: Latinas are Leading

Latinas are Leading

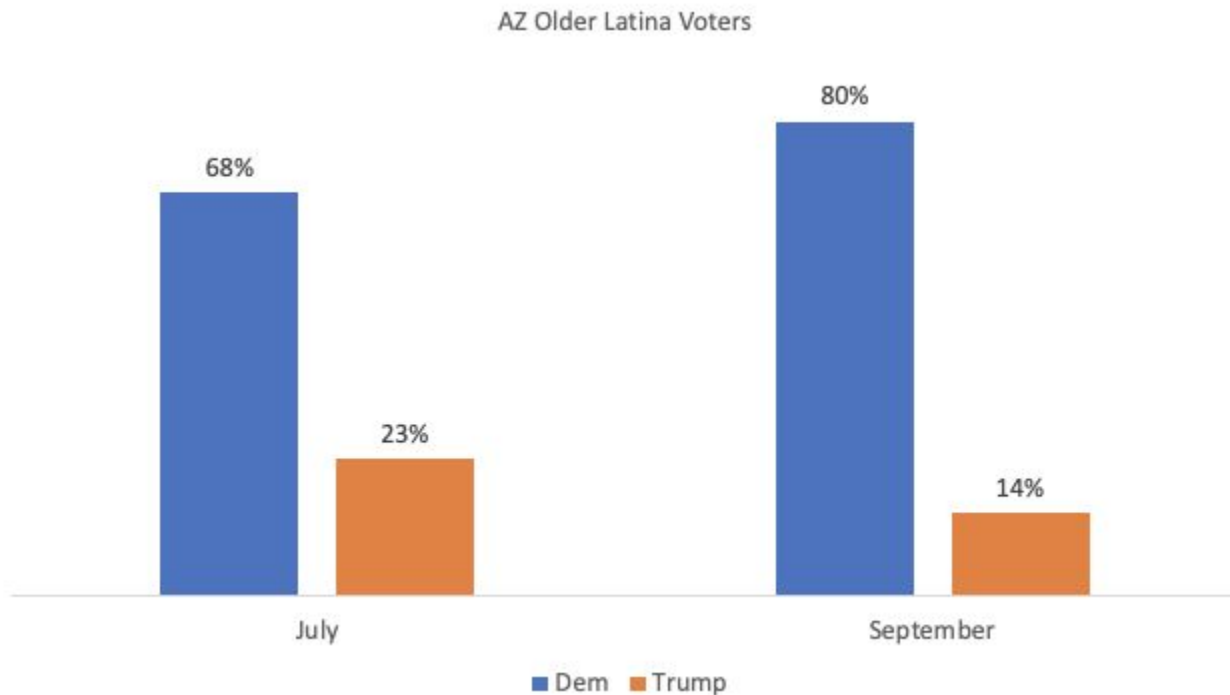


...with room for growth in turnout

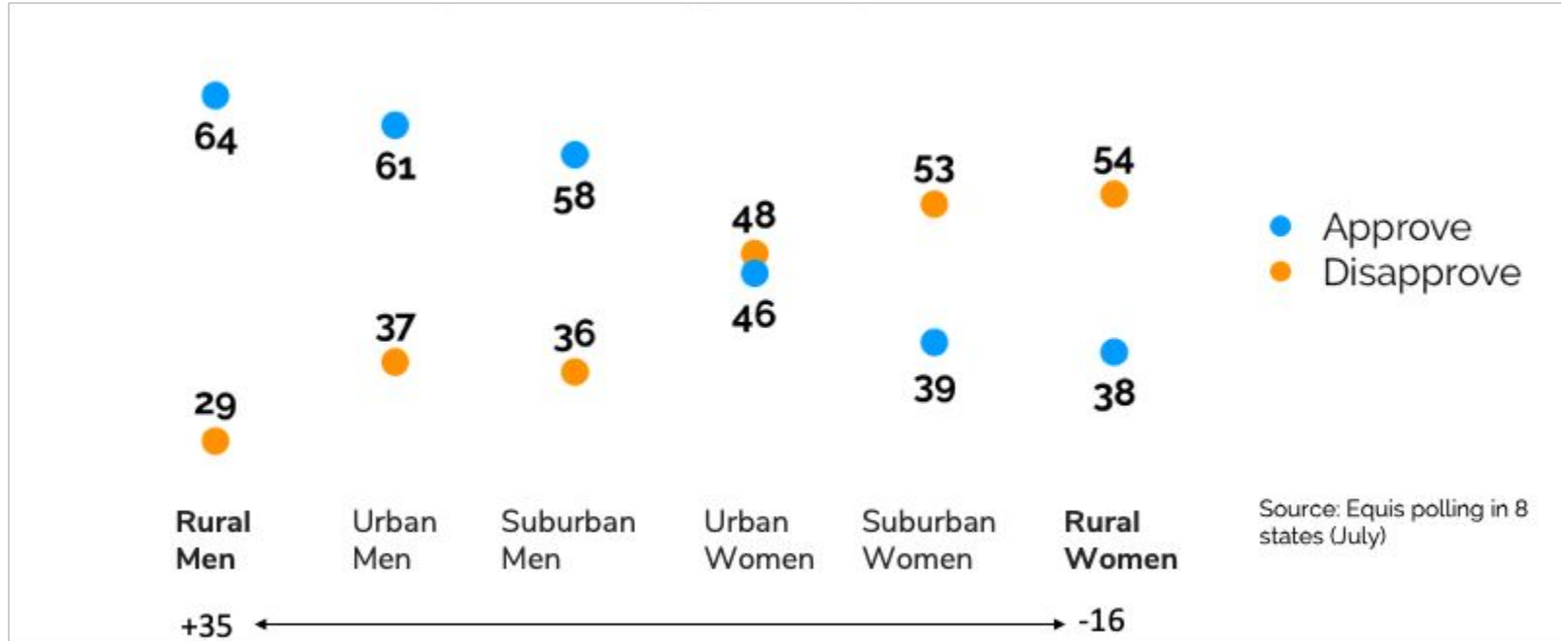
Latinx women vote at rates 13-14 points lower than Black & White women



Arizona Latinas >50 Solidify Behind Dem for President



TALE OF TWO GENDERS: Views on Trump's handling of economy show stark (net 51 pt) divide among rural Hispanic women/men



Key Takeaway: Anti-Trump Economic message works for Latina women - particularly rural women - but we need a different framing for men. Upcoming Research will focus on this.

Nevada

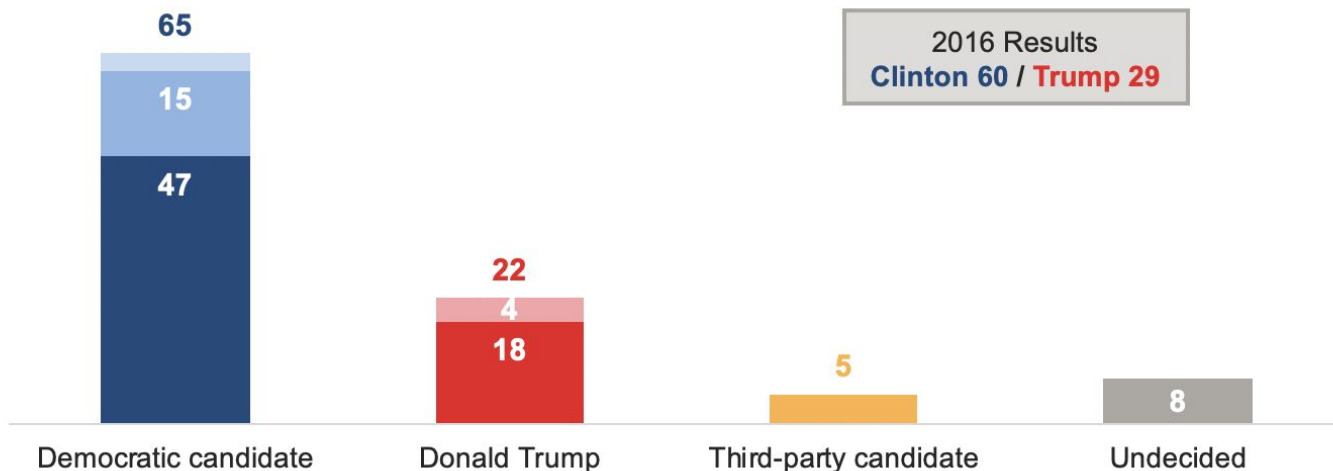
October Nevada Toplines

- **Trump (19%) vs. Democrat (68%)**
- **Dem vs. GOP Favorability:** Nevada shows a significant positive shift (10 points) in registered voters' view of the Democratic party and a seven (7) point decrease in favorability for the GOP.
- **Trump Favorability Drops:** Trump favorability has fallen twelve (12) points, with job approval dropping three (3) points overall and across issue areas: economy, national security, healthcare, and immigration.
- **Motivation & Excitement;** Nevada's Hispanic registered voters remain more "motivated" than "excited" to vote, but enthusiasm is growing as now over half (53%) say they are very excited to vote, compared to 44% in summer.

Trump Trailing 2016 Exits; Generic Dem Overperforms

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

Definitely Probably Lean



Nevada: Latinas Outpacing 2016 Exits by 14 Points

● Democratic candidate ● Donald Trump

Age

Gender

Education

Religion

2016 Exit Poll					
63	29		57	30	



71

15

Under 50

51

41

50+

77

14

Women

52

31

Men

56

27

College

67

21

Non-coll

57

30

Protestant

66

25

Catholic

Priority Issues: Immigration, Economy, and Healthcare

What is the most important issue you want the President and Congress to focus on? (Open Ended)



Higher Intensity for Immigration with Republicans. Healthcare close 2nd for Democrats.

	Party ID		
	Dem	Ind	Rep
Immigration	28	28	38
Economy	19	21	33
Healthcare	23	17	6
Education	10	11	2
Environment	7	7	1
Social equality	5	7	1
National security	0	4	5
Guns	3	2	2
Crime	1	1	2
Homelessness	1	2	-
Abortion	1	1	1
Military veterans	1	0	1
Social Security	1	0	1

Nevada: Latino Voters Split on the Economy

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

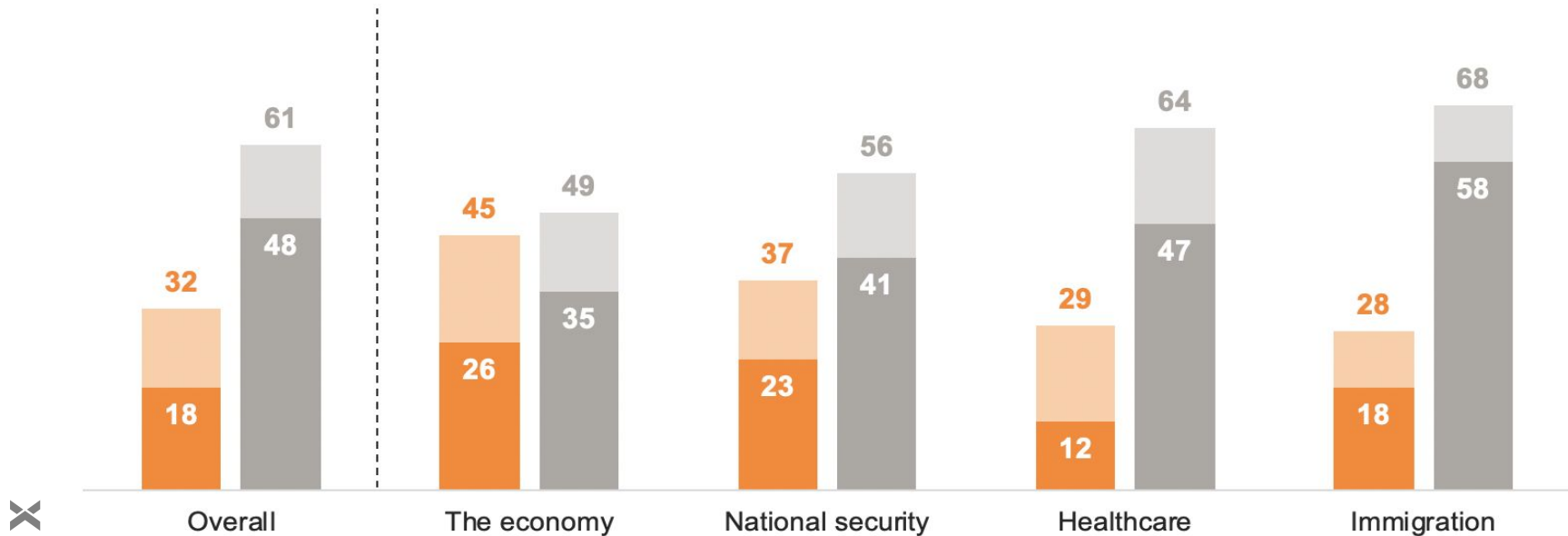


Approve



Disapprove

Darker shade = Stronger intensity



Undecided Voters Approve of Trump on the Economy - Their Most Important Issue

Trump Job Approval

<i>Approve - Disapprove</i>	All Voters	Undecided Voters
Overall	-29	+18
The economy	-4	+50
National security	-18	+18
Healthcare	-35	-21
Immigration	-40	-12

Issue Priorities

	All Voters	Undecided Voters
Immigration	30	18
Economy	22	27
Healthcare	18	18
Education	9	4
Environment	6	4
Abortion	1	3



Texas

October Texas Toplines

- **Trump (23%) vs. Democrat (60%):** Two (2) point increase for Trump vs. July Poll.
- **Drop in Approval on Trump Job Economy:** Trump's job approval on the economy has softened with 47% approval in July vs. 40% now.
- **US Senate Race:** A generic Democrat would receive the support of 58% of Latino registered voters, while John Cornyn gets 27% in the Lone Star State's U.S. Senate race.

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



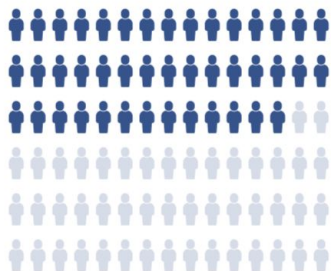
Would vote to
re-elect Trump in
2020



Voted for Trump in
2016 according to
exit poll

Mixed Approval of Trump's Handling of Economy; Lowest Approval on Immigration

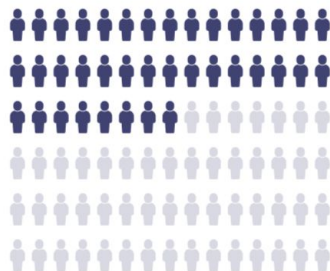
47%



Approve of
Trump's
handling of the
economy

33% strongly disapprove
47% total disapprove

42%



Approve of
Trump's
handling of
national security

39% strongly disapprove
52% total disapprove

38%



Approve of
Trump's
handling of
health care

43% strongly disapprove
57% total disapprove

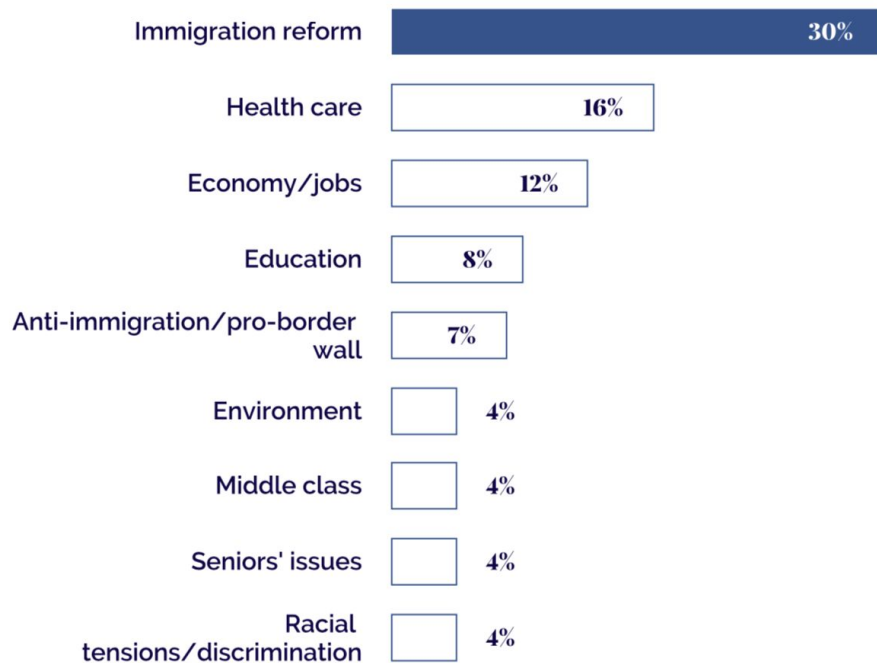
30%



Approve of
Trump's
handling of
immigration

54% strongly disapprove
66% total disapprove

Immigration Reform Tops List of Priority Issues



Immigration Reform Top Issue for Texas Latino Dems

	Immigration Reform	Health care	Economy/Jobs
ID Democrat	34%	22%	9%
ID Independent	26%	14%	12%
ID Republican	27%	5%	21%
Men Under 50	27%	11%	16%
Men 50+	22%	14%	20%
Women Under 50	38%	17%	7%
Women 50+	30%	22%	9%

Case Study: Florida

Florida Puerto Rican Voter Toplines

- Gender gap is wide among Puerto Rican men and women. But overall, Puerto Ricans in Florida are less excited to vote than other groups (Cubans).
- Trump's worst job numbers among Florida boricuas are on his handling of issues related to Puerto Rico, **with 73% giving him a failing grade.**
- Voters are as likely to credit Trump with withholding funds over corruption on the island as they are to blame him for slowing Puerto Rico's progress by delaying funds, both at 41%. Among voters who arrived in Orlando after 2010-- an otherwise progressive group!-- support for Trump on this question is 53-43.
- Puerto Rican voters in Florida see the political and economic instability in Puerto Rico through a longer lens, **with 58% attributing responsibility to politicians in Puerto Rico**, compared to 19% blaming Trump. Another 15% and 14% name the Fiscal Oversight Board and hedge funds operating on the island, **respectively, as culprits. Republicans and Democrats in congress get equal blame.**

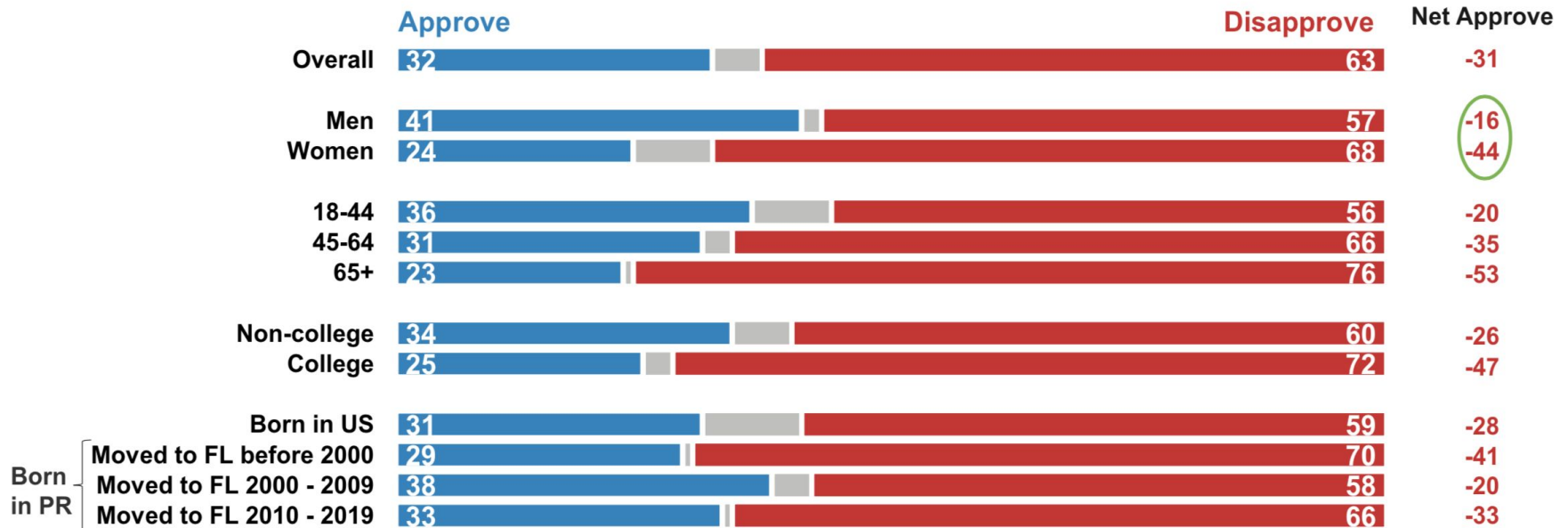
Messaging to Puerto Rico Voters

- **Do:** Progressives can and should hold Trump and other bad actors accountable for the abuse and disrespect of Puerto Ricans. Trump's "paper towel" moment is fair game.
- **Don't:** Progressives would be wise not to pin blame for Puerto Rico's woes on any one player, or to minimize the role of ineffective governance on the island. Otherwise you risk losing credibility on the issue and getting tuned out.



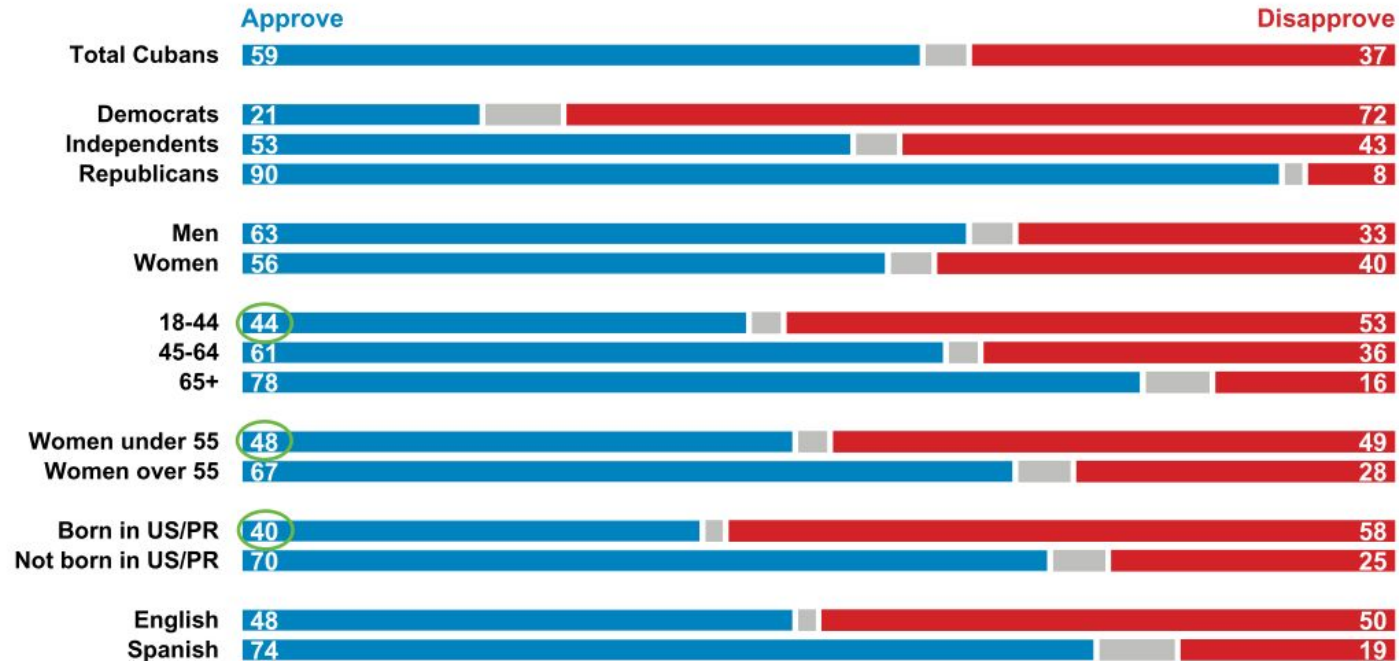
Florida: Key Differences in Puerto Rican Community

Trump Job Approval

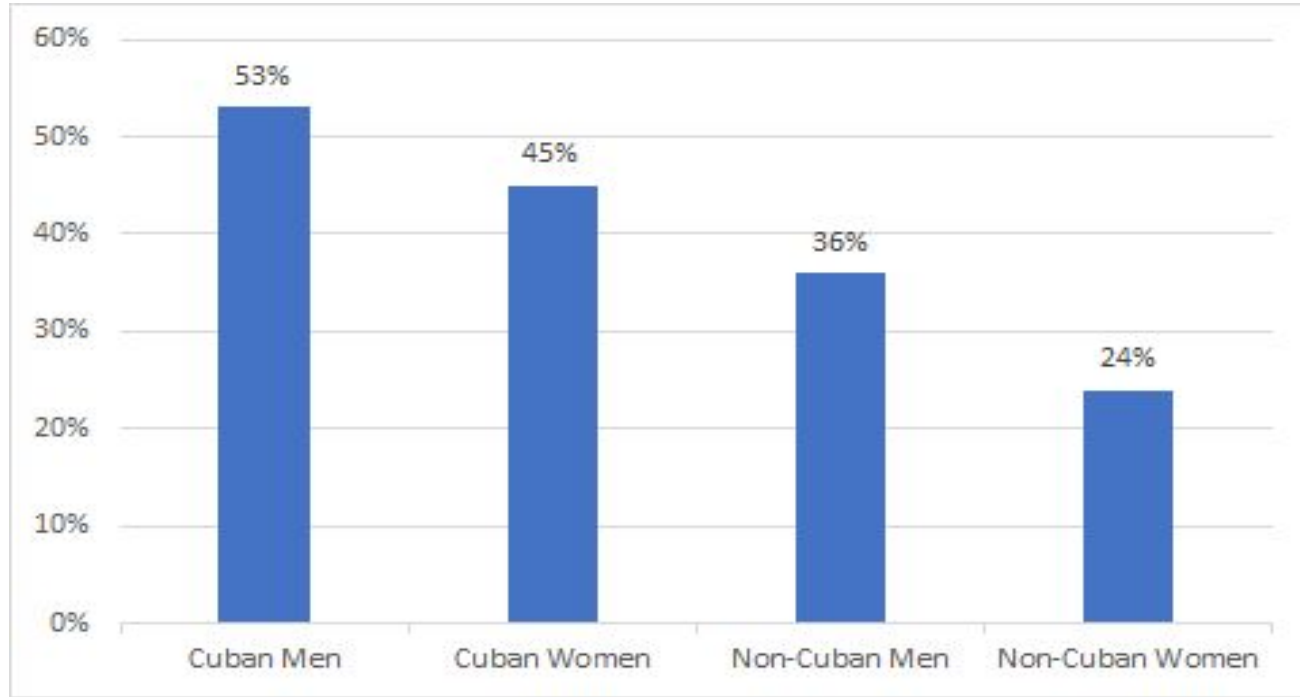


Florida: Key Differences in Cuban Community

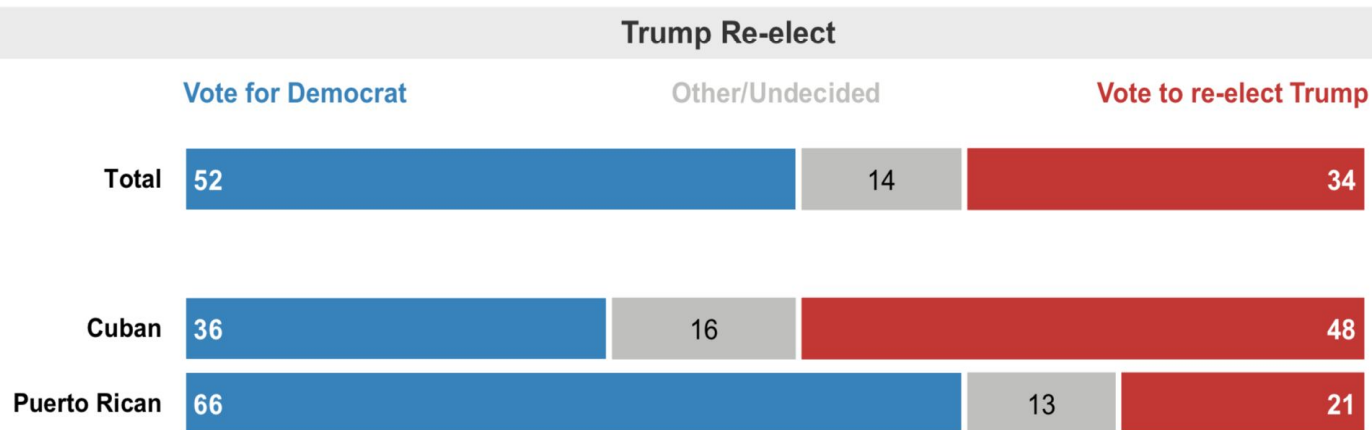
Trump Job Approval [CUBANS ONLY]



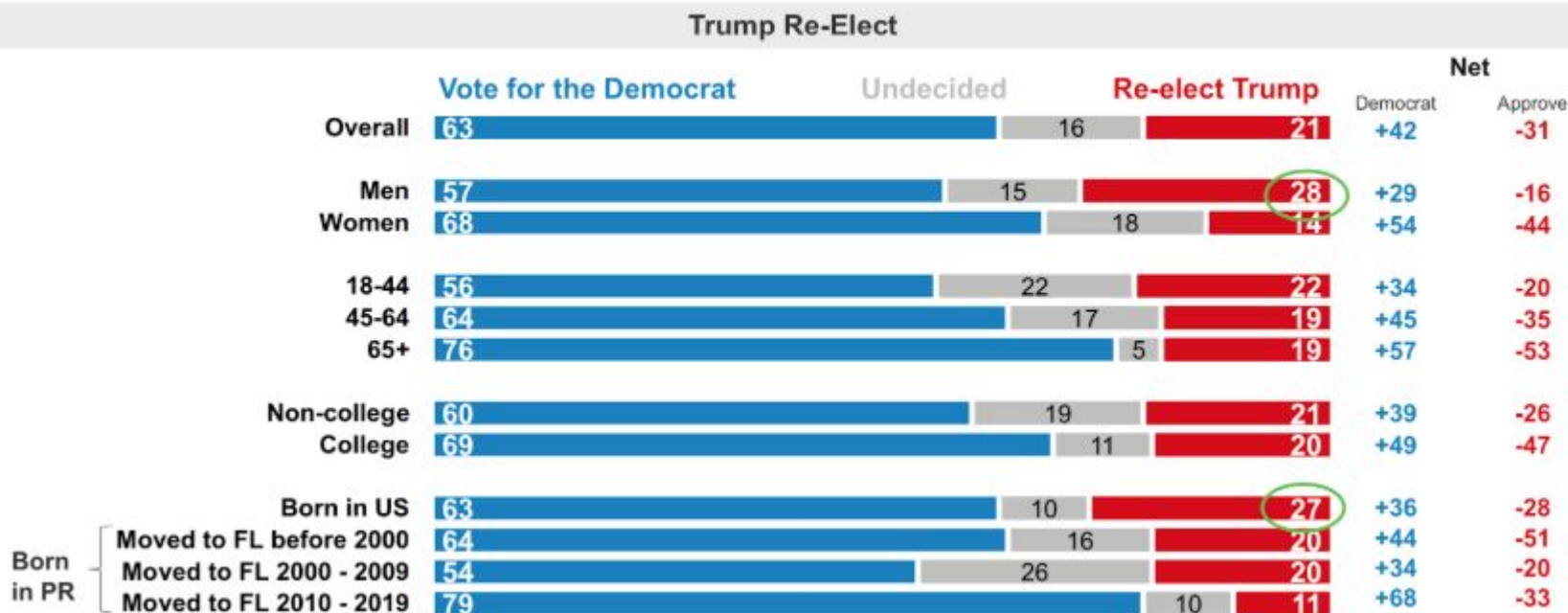
Florida: Large Gap Between Cuban & Non-Cuban Latinos on Trump Re-Elect



Demographic Differences in Trump Re-Elect



Small % of PR voters intend to vote for Trump; men and those born on the mainland have greater tendency to support him.



...But PR Voters Are Less Enthusiastic About Voting Than Other Hispanics

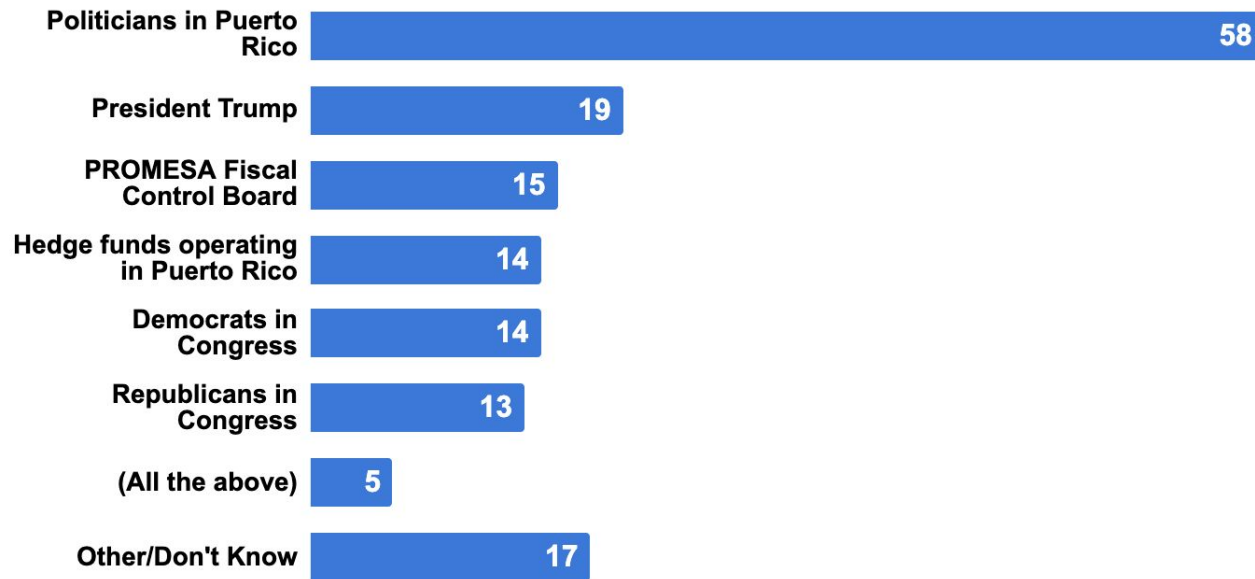
How excited are you to vote in next year's election for U.S. President?



How motivated are you to vote in next year's election for U.S. President?



And although majority of voters don't approve of Trump's handling on PR, they blame politicians in Puerto Rico for instability there...



Q31. Who of the following do you think has contributed to the current political and economic instability in Puerto Rico?