

Latinos in the 2012

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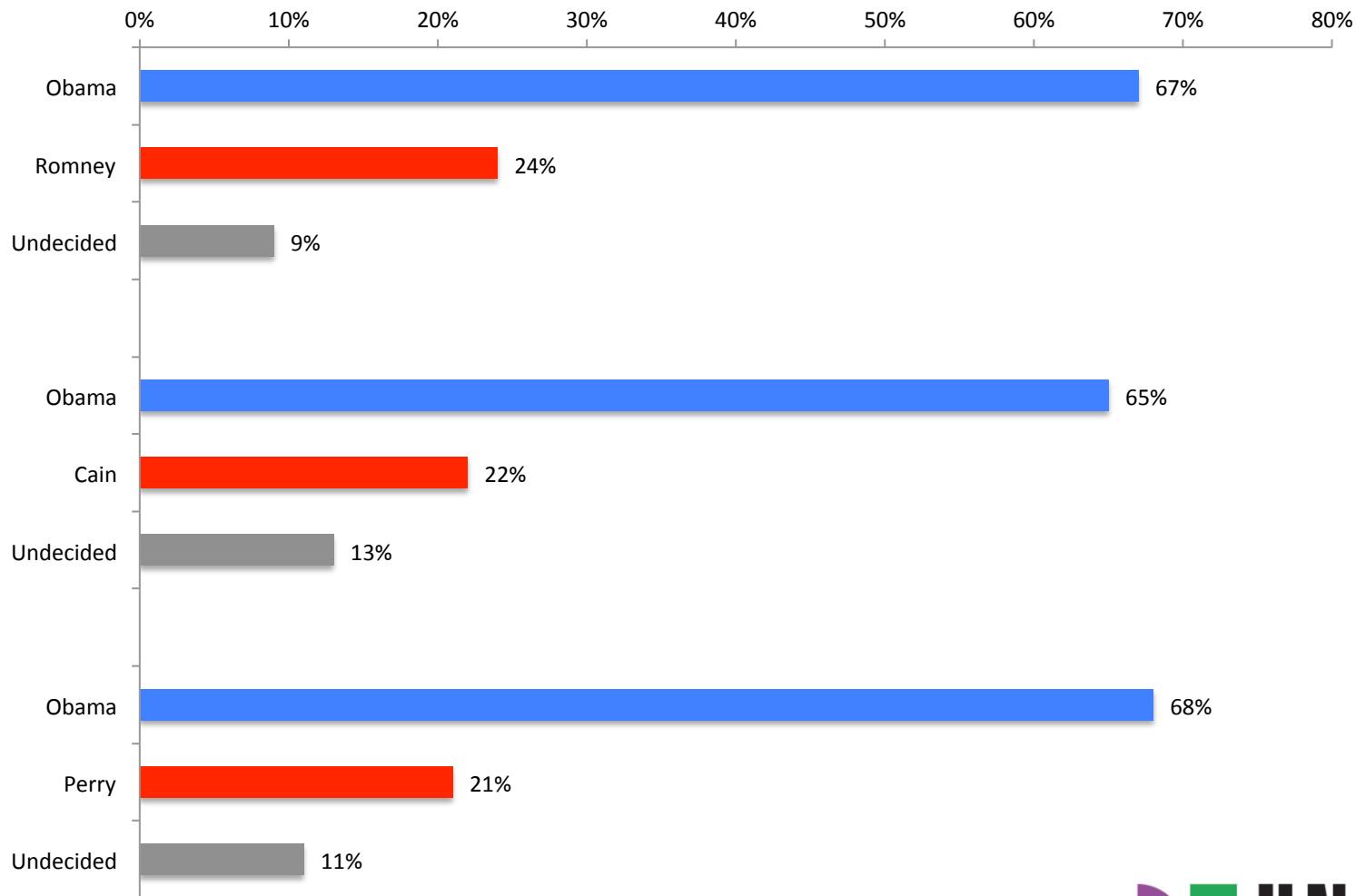
- Latinos will exert significant effect on the 2012 elections:
 - May determine electoral votes of Colorado, New Mexico, Nevada, Florida, North Carolina, and Virginia.
- Neither party has a firm grasp on how to reach Hispanics;
- Outcome will be a dynamic function of Democratic enthusiasm and Republican rhetorical excess;

- In this presentation, I will summarize the state of play as we see it today;
- I will explore a central obstacle to GOP growth, namely the ideological orientation of Latinos to government;
- I will adjudicate claims regarding the relative importance of immigration and economic concerns in shaping Latino votes;
- I will argue that there is significant room for messaging on immigration, and that it is not the toxic issue among non-Hispanics that both parties appear to believe it is.

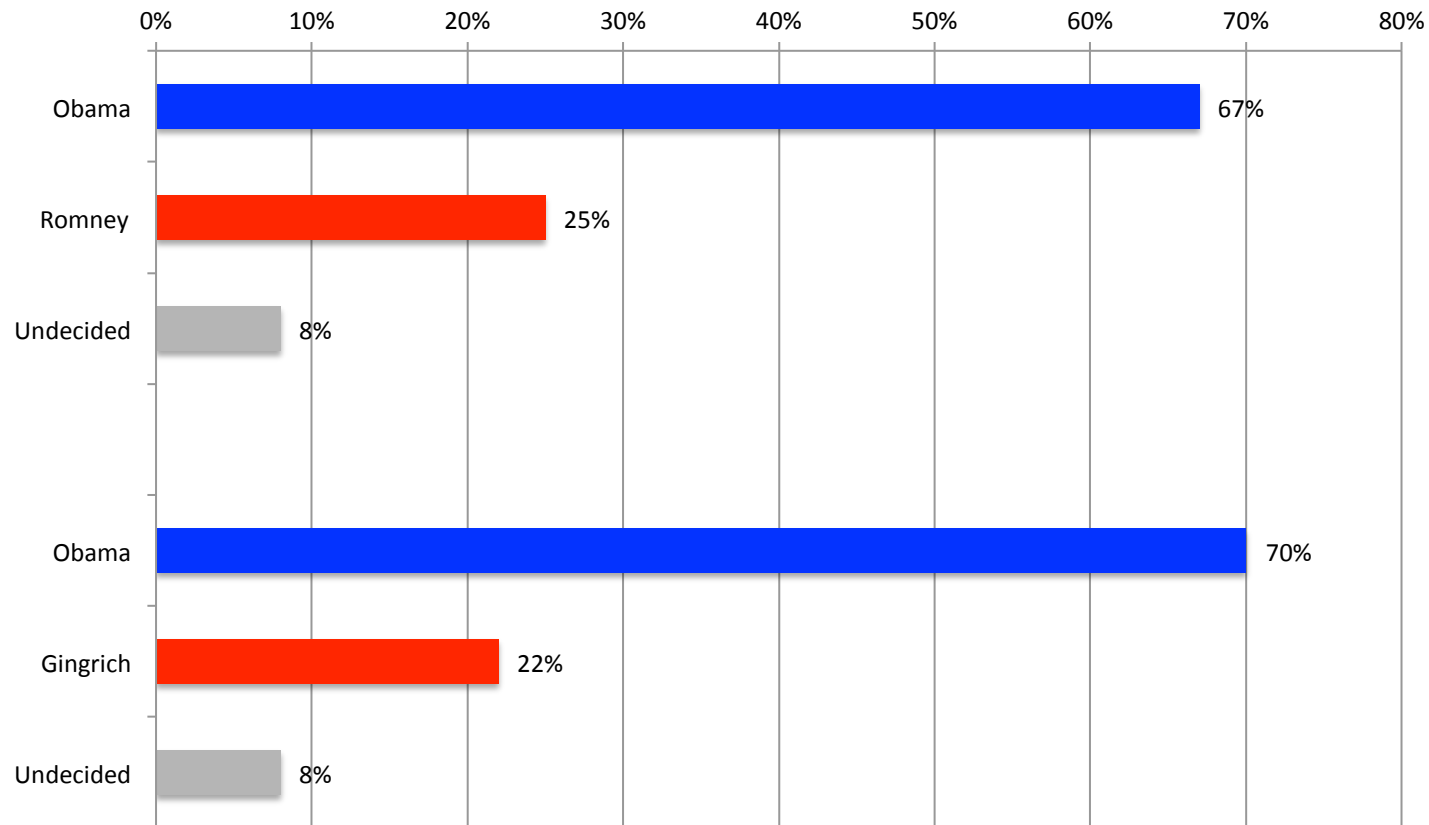
STATE OF PLAY 2012

- As a testament to the instability of 2012 in the GOP, in November, we tested Obama against Romney, Cain and Perry.
- In January, we tested Obama against Romney and Newt Gingrich.

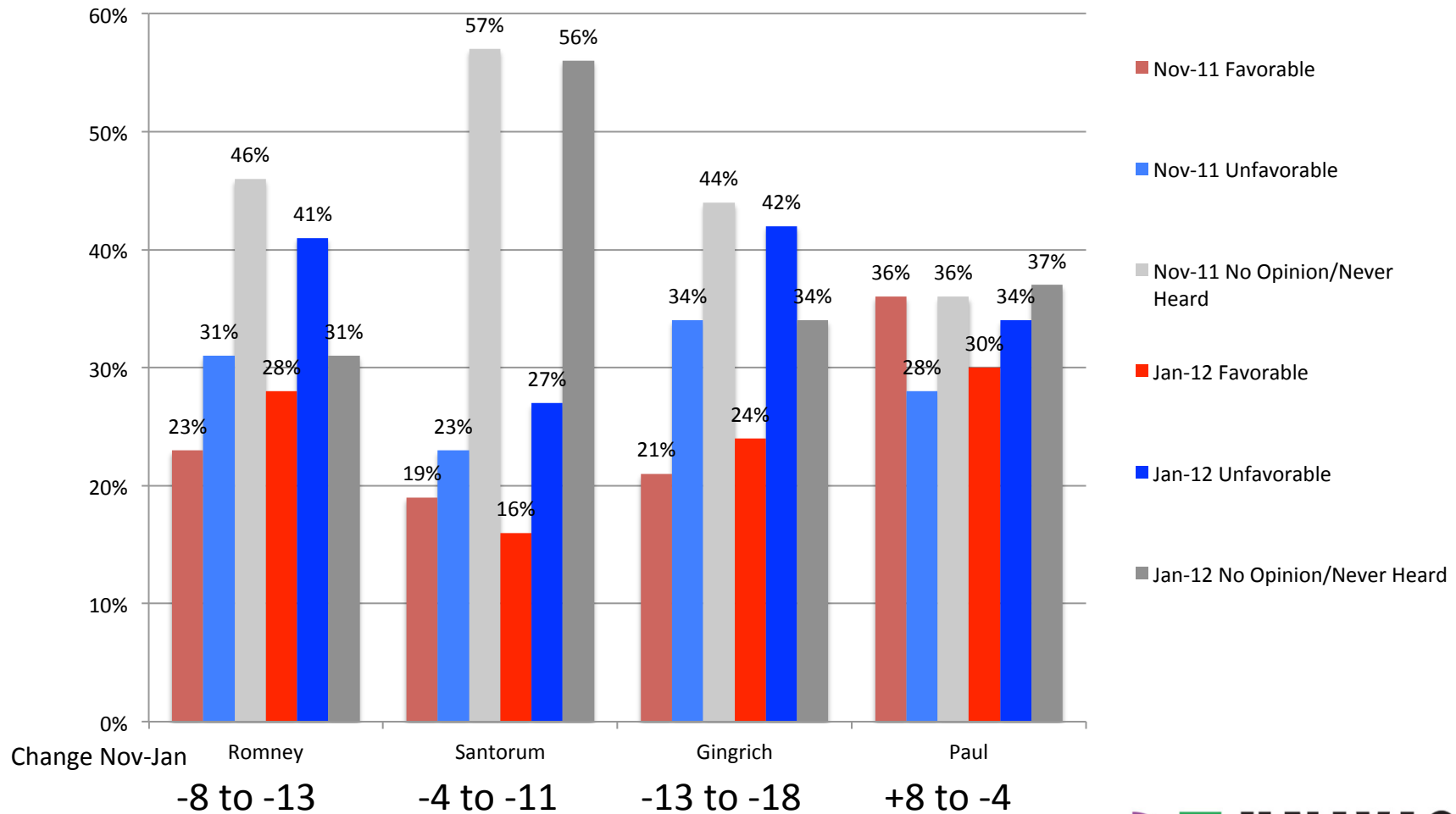
Representative Sample of Latino Registered Voters in 21 Largest Latino States, November 2011



Representative Sample of Latino Registered Voters, Nationally, January 2012

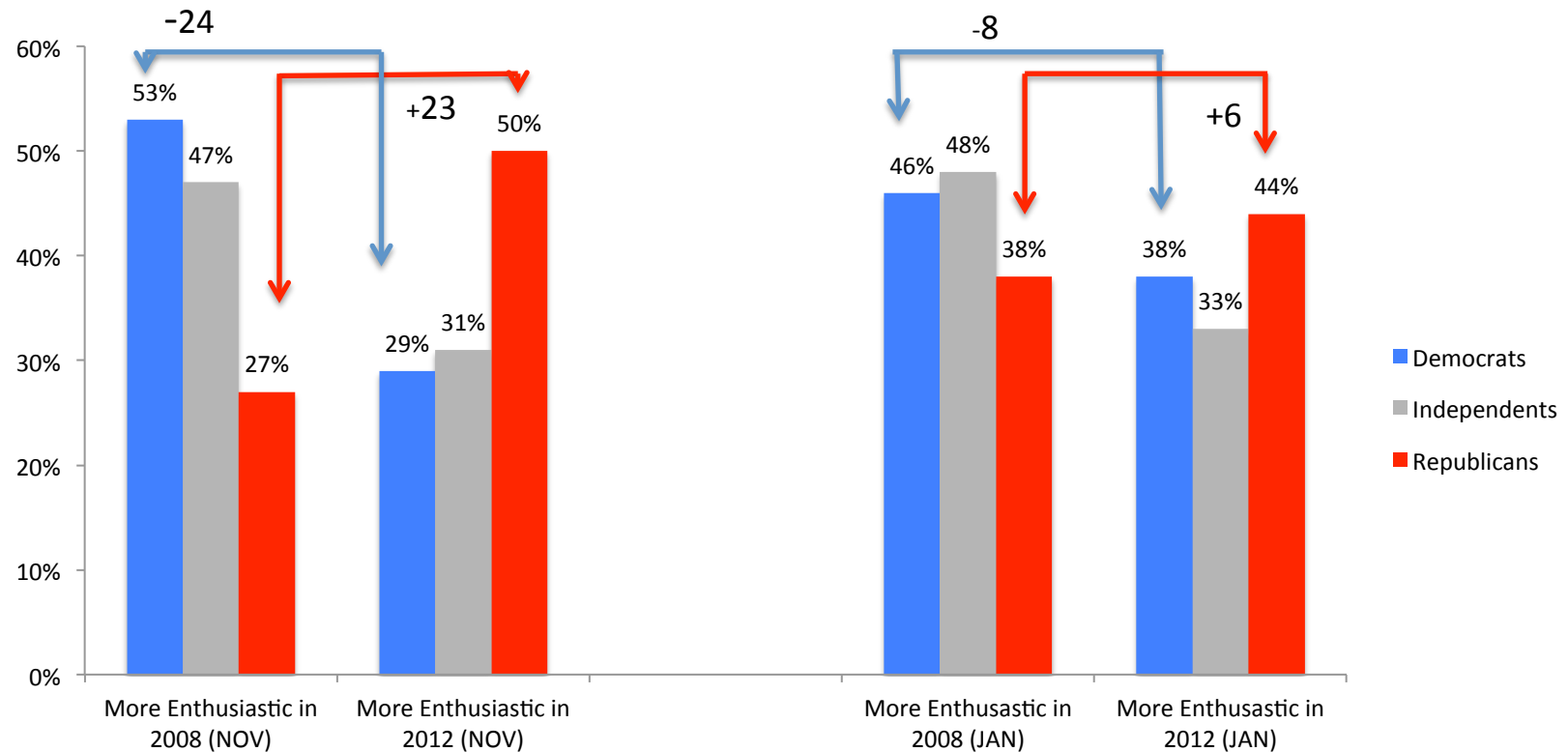


Favorable/Unfavorable Evaluations of GOP Primary Candidates, November 2011 and January 2012



- President Obama comfortably leads his rivals;
 - Undecided hovers around 8%;
 - In other questions, it is clear that enthusiasm for the president is weaker than four years ago.
- Favorability among Latinos is a real problem for all GOP hopefuls:
 - Information/name recognition started low, but
 - As information has risen, these candidates do even worse;
 - And favorability is a problem for these candidates among the general electorate as well.

Enthusiasm Across Elections, Latino Sample

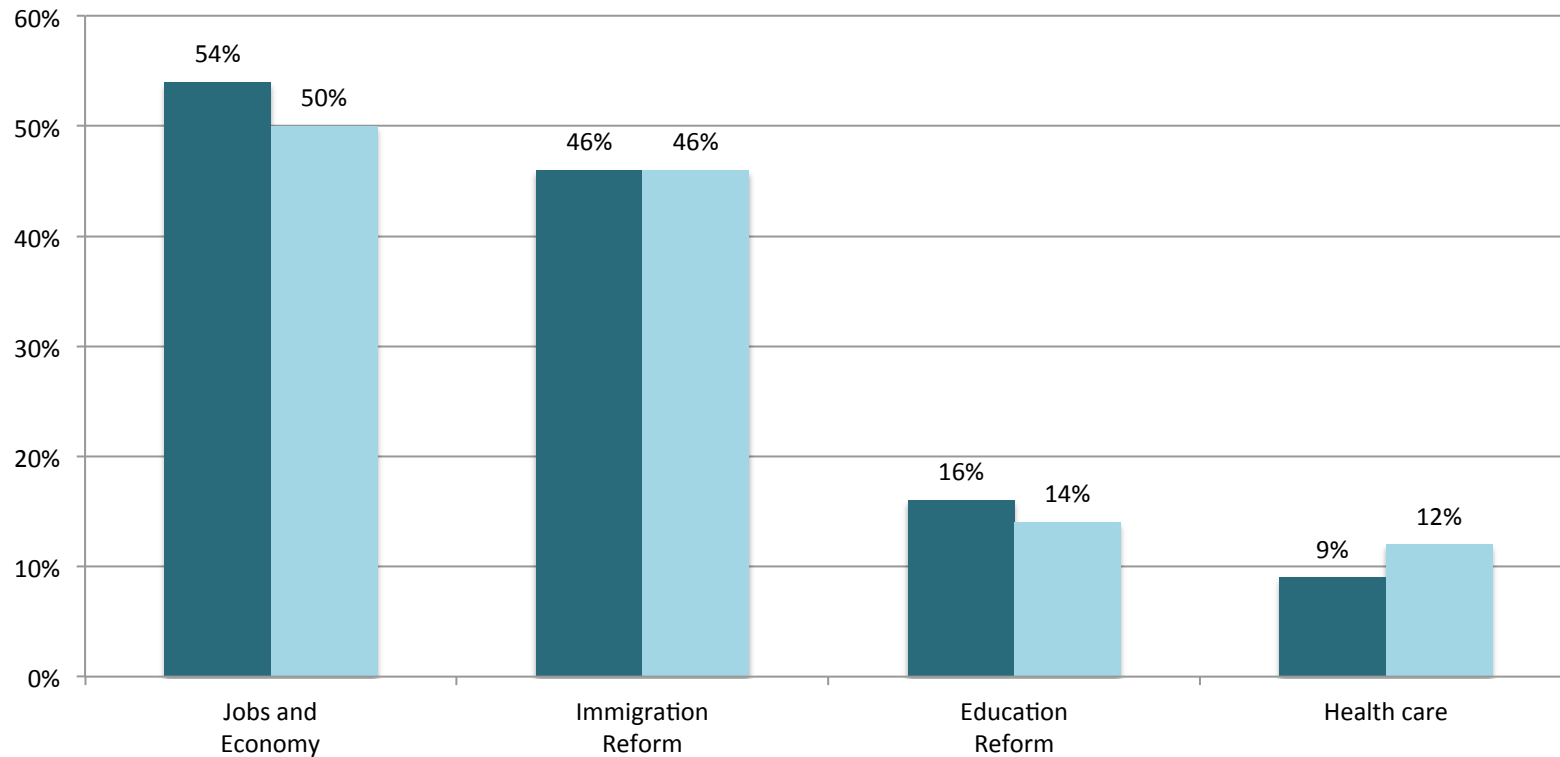


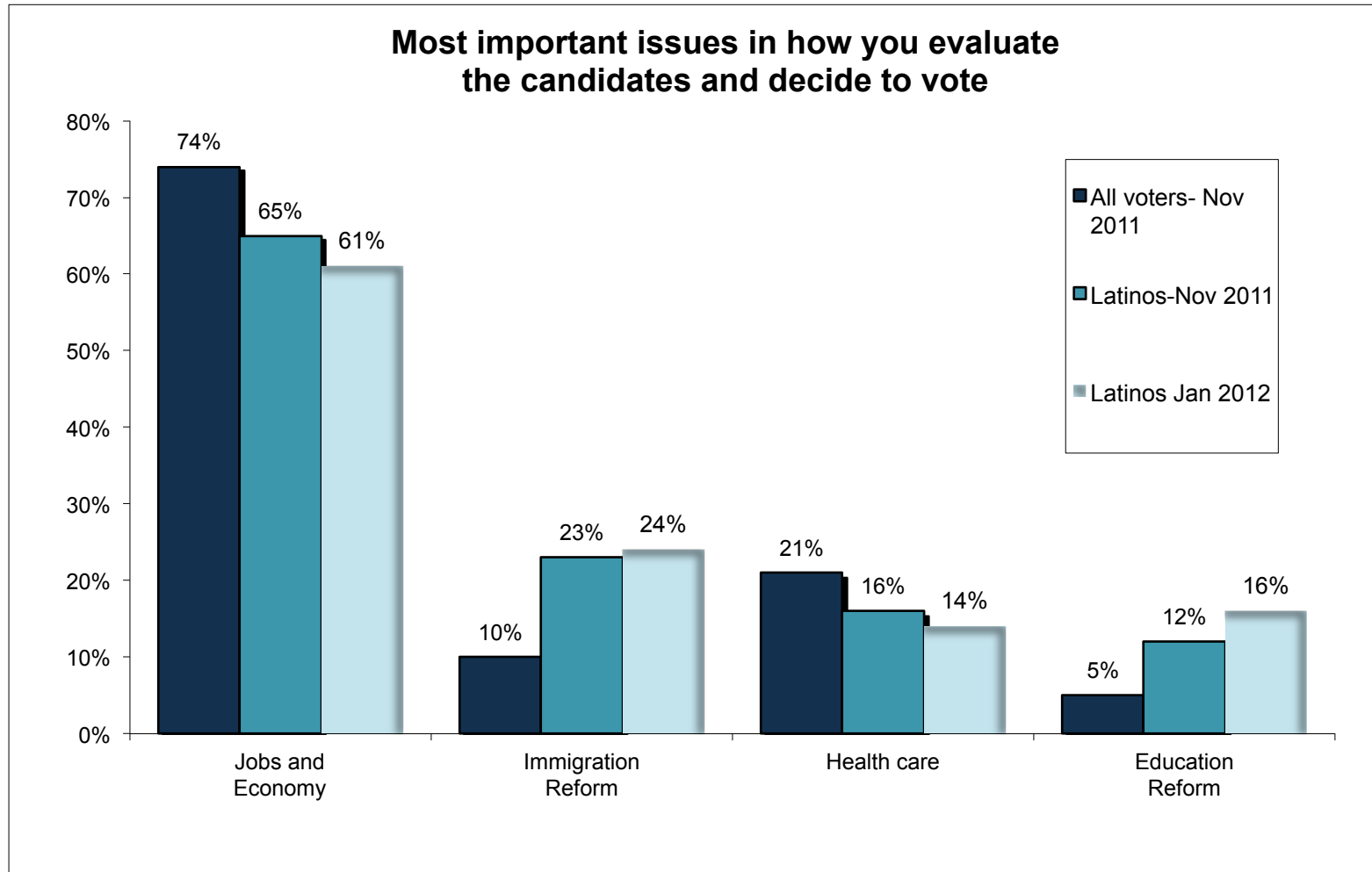
- GOP enthusiasm up over 2008, Democratic down.
- **HOWEVER**—in the last three months, the gap is narrowing.
 - Reps have gone from +23 to +6.
 - Dems gone from -24 to -8.

- Enthusiasm among Latinos is the \$64k question in the wake of 1 million deportations and no CIR or Dream Act.
- While there is considerable evidence of decreased relative energy between Latino Democrats and Republicans...
- GOP rhetoric and stepped up efforts on the Democratic side appears to be trimming this disadvantage.

Which issues will drive Latino Vote Choice?

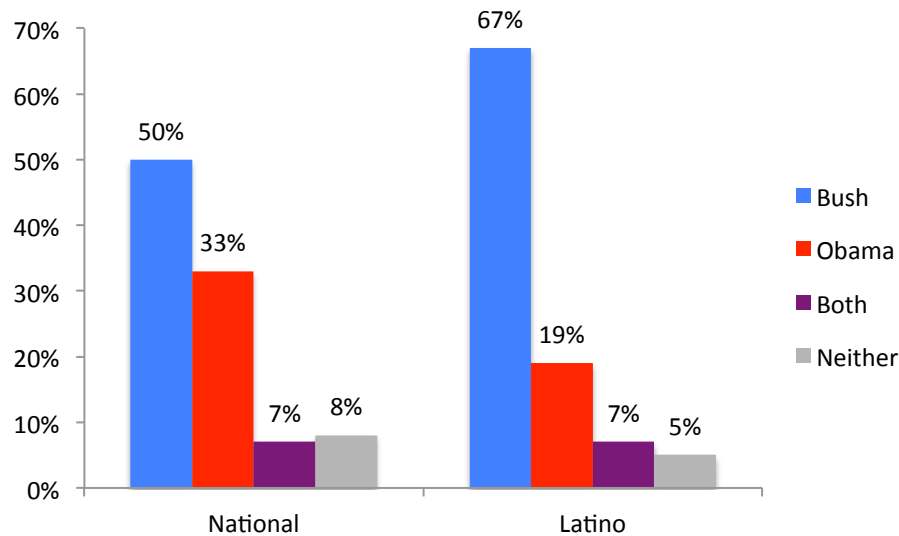
Most important issue facing the Latino community that you would like Congress and the President to address, Nov 2011 and Jan 2012.





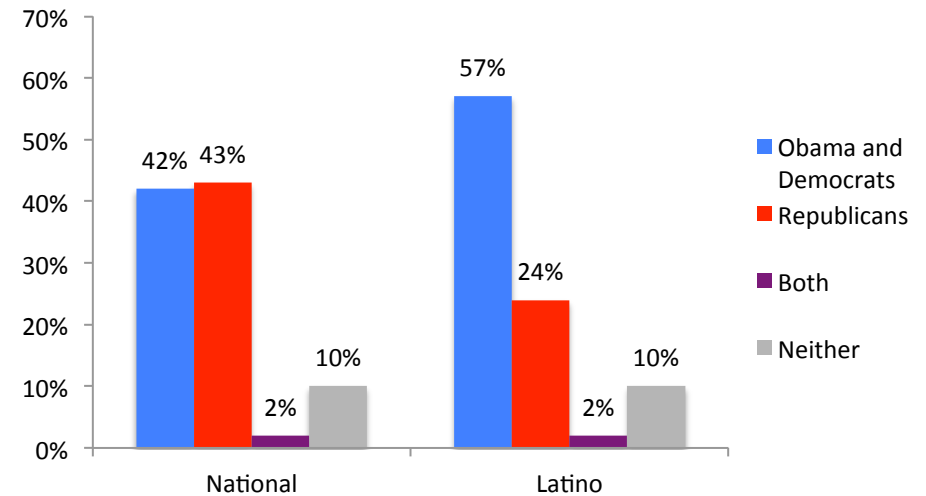
- What's at stake in this question?
 - Both parties, for different reasons, would prefer to pretend that immigration doesn't matter;
 - Latinos are not immune to the vagaries of the economy—and appear to have been hurt profoundly in the recession;
- Question wording and approach matters but beware charlatans, spin and bad survey design!
- How can we adjudicate the relative effect of immigration and the economy?

Economic Blame Attribution



- Bush administration still receives a greater share of the economic blame...
 - Especially among Latinos;
- But...

Trust to Shape Future Economy



- Nationally, the GOP and Dems are tied on the handling of the economy.
 - Not so among Latino voters.

Experiment: The Economy and Immigration

Let's say one of the candidates had a plan to improve the economy that you supported, and on the immigration issue the candidate said, quote:

[half of sample receives each quote]

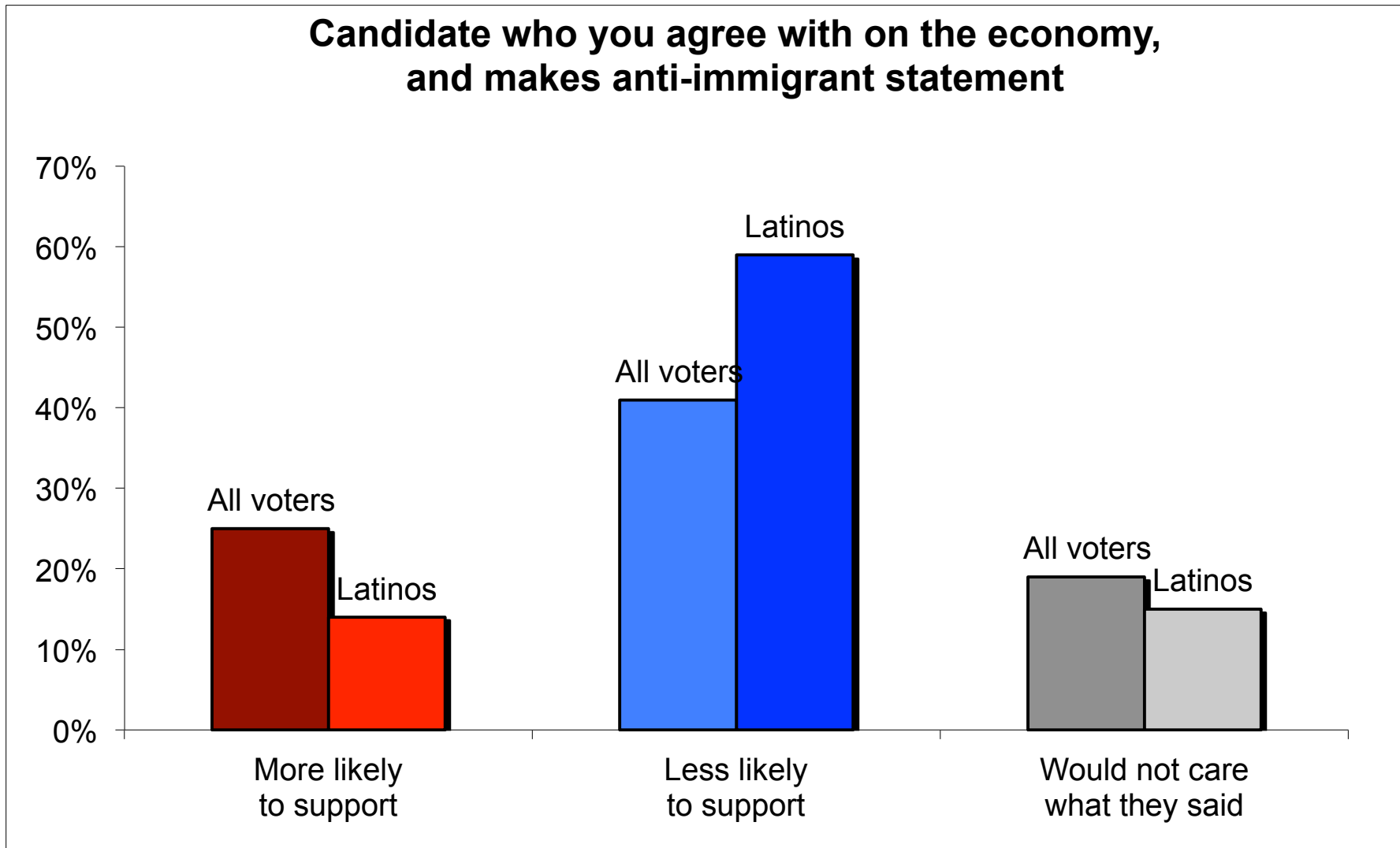
“illegal immigrants are a threat to America who have committed a crime, we can never support amnesty for illegals”

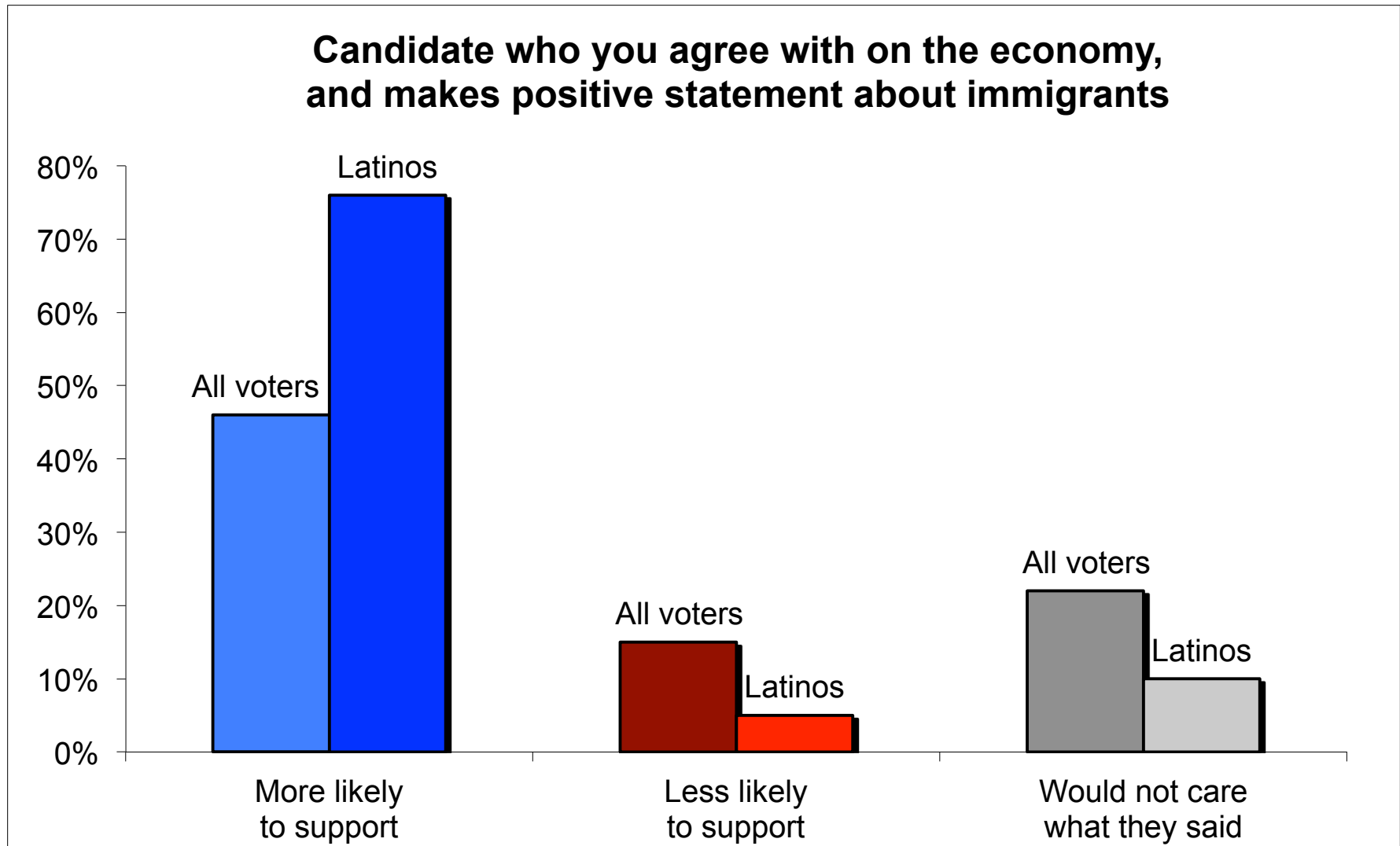
“America is a nation of immigrants, we need to treat immigrants with respect and dignity and help them assimilate into America instead of attacking them”

end quote.

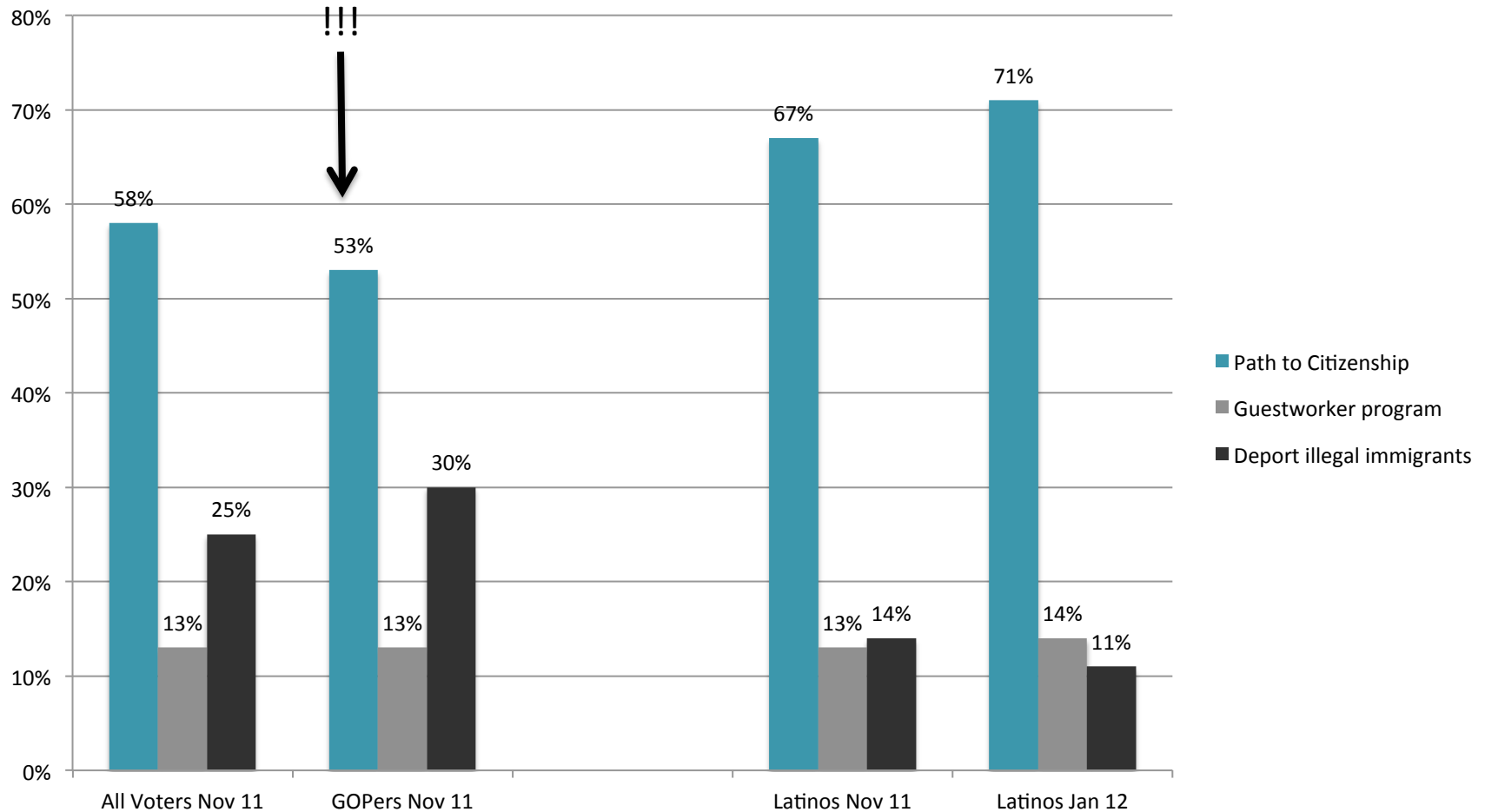
Would that statement make you more likely to support the candidate, less likely to support the candidate, or would you not care what they said about immigration if you agreed with their plan for the economy?

Candidate who you agree with on the economy, and makes anti-immigrant statement





Preferred Policy Regarding Undocumented Persons in the US

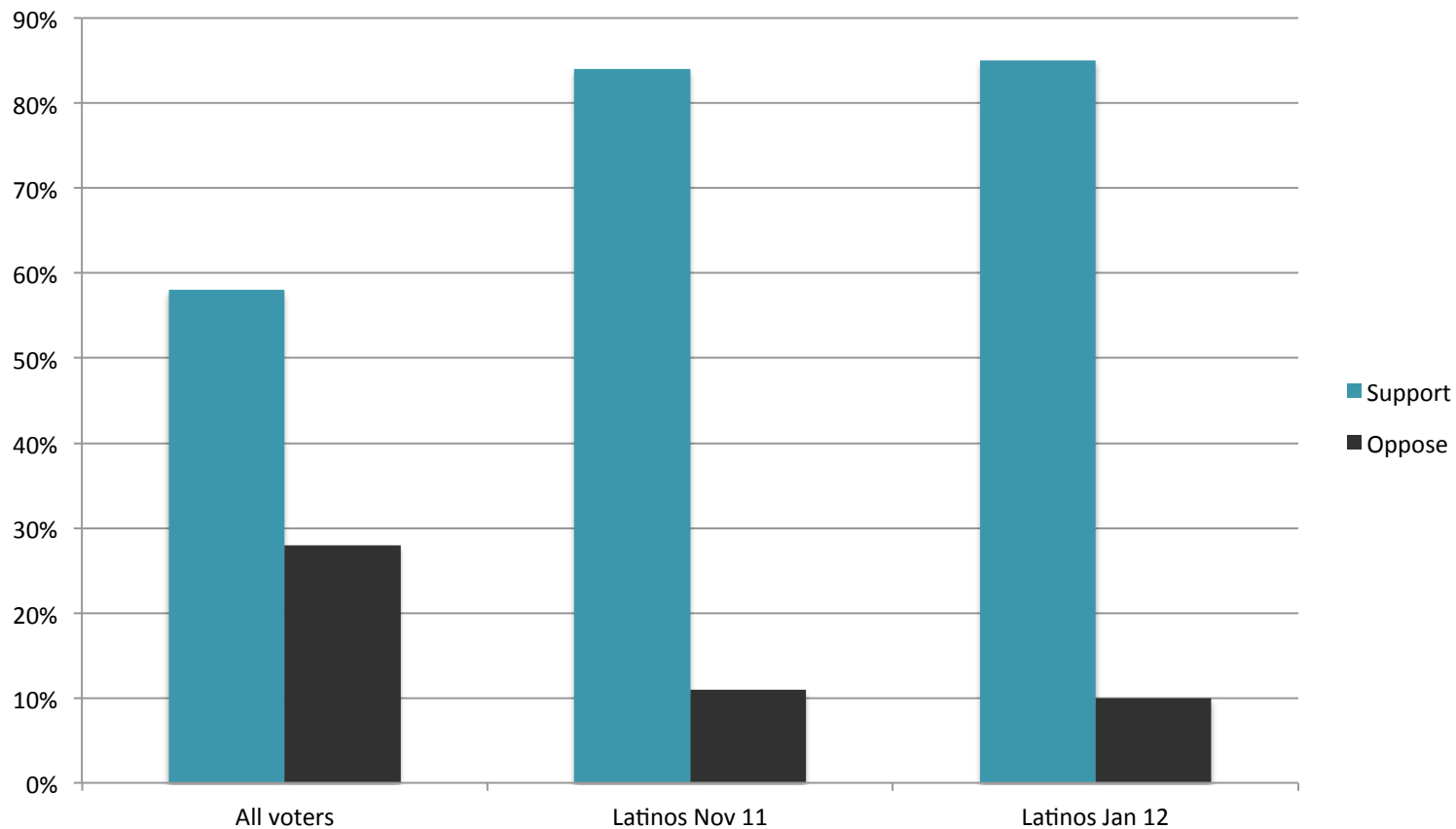


Dream Act Experiment?

Prompted by the Romney veto promise, what effect does Dream Act opposition have on Latino voters?

- Significant majorities of all voters support the Dream Act.

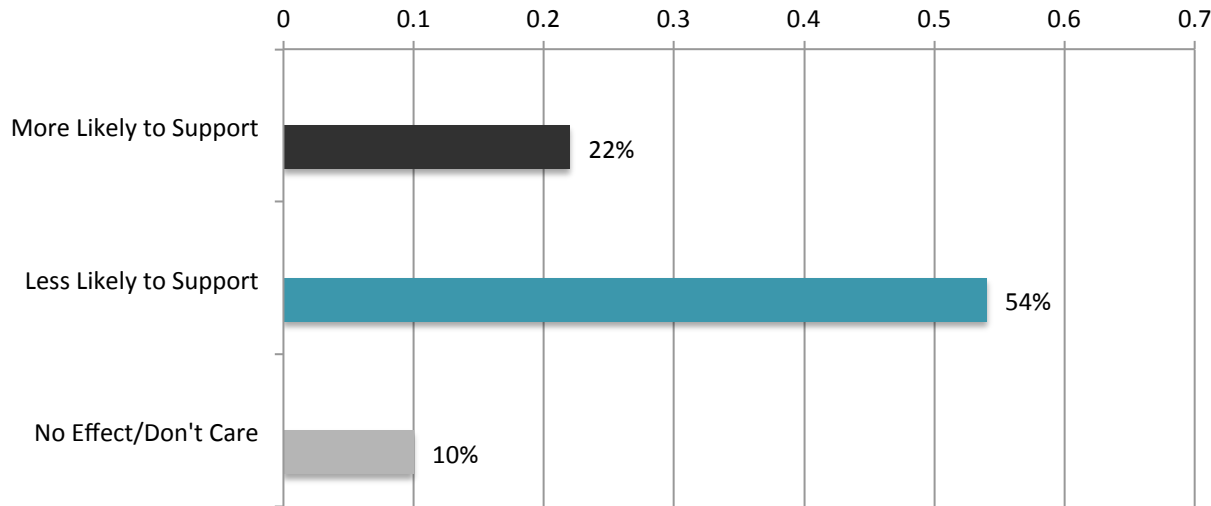
Support and Opposition to the Dream Act



Dream Act Experiment?

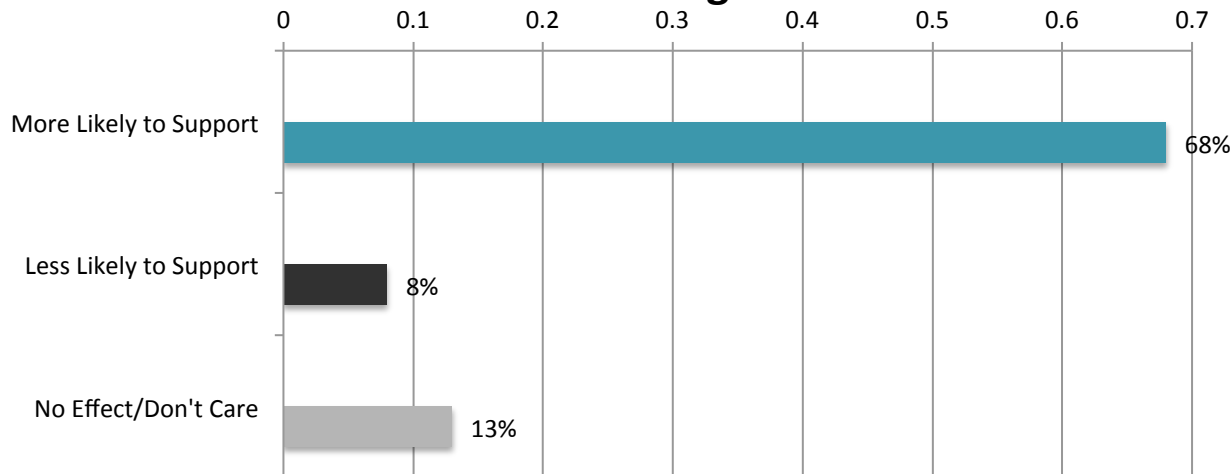
- Random assignment of half the sample:
- Recently, a candidate running for President has said – quote – The DREAM Act is a handout that rewards criminal activity by illegals with special benefits. If the Congress passes the DREAM Act, I will veto it. – end quote.
or
- Recently, a candidate running for President has said – quote – We should not penalize immigrant children who came to this country illegally. The DREAM Act is important to give immigrant youth an opportunity go to college and earn citizenship in America and I will pass it – end quote.
- Would that statement make you more likely to support the candidate, less likely to support the candidate, or would you not care what they said about immigration policy?

Negative Candidate Message on Dream Act



The Dream Act remains a powerful motivator among Latino registered voters.

Positive Candidate Message on Dream Act



THERE IS ROOM TO MESSAGE TO Non-HISPANICS ON IMMIGRATION

- Non-Hispanics are generally supportive of the Dream Act;
- Non-Hispanics favor comprehensive immigration reform;
- Immigrant-bashing is a net negative among non-Hispanic voters too.

Latinos are Liberals

Views Regarding Government Action to Solve Problems, by Race and Ethnicity

