

# The Latino Vote: Lessons from 2018 and Looking ahead to 2020

Latino  Decisions

AMERICA'S  
VOICE



EQUIS IMMIGRATION  HUB

Webinar  
September 9, 2019

# Overview and Speakers

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# Latino Influence on Blue Wave – House 2018

## The Latino Vote Project

- Latino Decisions and Catalist worked together to assess Latino voter turnout, the share of all voters who were Latino, and the Dem-Rep vote choice patterns among Latinos
- We examined 2014 and 2018 elections to compare apples-to-apples Congressional midterm elections across the 43 districts that flipped
- We used Catalist national voter file database with vote history and race/ethnicity of voters and validated vote history
- We relied on Latino Decisions large nationwide database of voter surveys from 2014 and 2018 to update and cross-reference the Catalist models

# Latino Influence on Blue Wave – House 2018

CD	Percent Latino Composition			2018	Latino Dem Vote Margin		
	2018	2014	Change	Margin	2018	2014	Change
★ FL-26	60	55	+5	1.8	-9	-25	+16
★ FL-27	58	59	-1	6.0	-7	-21	+14
★ CA-21	46	41	+5	0.8	+24	+10	+14

- For example, in these very heavily Latino district, we saw a combination of increased voter turnout and increased Democratic vote share, which was directly influential in flipping the district from GOP to Dem
- And outside of FL-27, which historically has had above average Latino turnout, we found increased Latino turnout and increased share of the electorate in every other district we analyzed

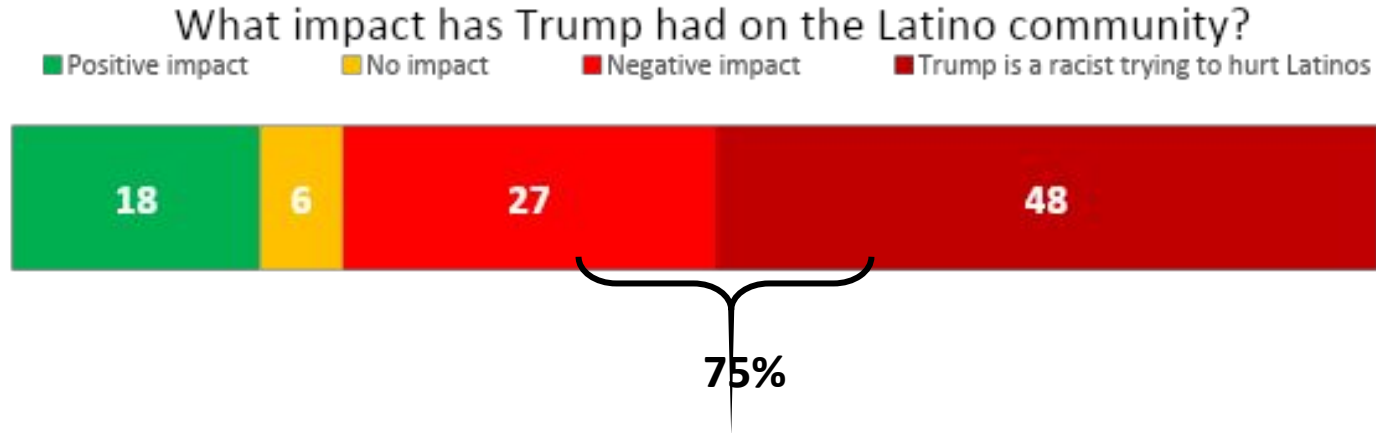
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★	CA-21	46	41	+5	0.8	+24	+10	+14
★	NM-02	38	33	+5	1.8	+27	-23	+49
★	CA-10	24	18	+6	4.6	+33	+22	+11
★	CA-25	23	16	+7	8.8	+37	+28	+10
★	CA-39	23	18	+5	3.2	+26	-18	+44
★	TX-07	15	10	+5	5.0	+26	-15	+41
	AZ-02	15	13	+2	9.4	+22	+11	+12
	CA-49	13	9	+3	12.8	+41	+11	+31
★	TX-32	12	8	+4	6.3	+30	-18	+49
★	CA-45	12	9	+3	4.2	+40	+4	+36
★	CA-48	11	8	+3	7.2	+52	+17	+35
★	NY-11	11	9	+1	6.4	+61	+20	+41
	CO-06	9	7	+2	11.2	+20	-1	+21

# Latino Influence on Blue Wave – House 2018

CD	Percent Latino Composition			2018	Latino Dem Vote Margin		
	2018	2014	Change	Margin	2018	2014	Change
PA-07	8	1	+7	10.0	+55	+0	+55
NJ-11	7	6	+1	14.7	+44	-10	+54
★ UT-04	7	5	+2	0.2	+44	+34	+11
VA-10	7	5	+2	12.4	+21	-43	+65
★ NJ-07	6	5	+1	5.0	+32	+1	+32
NJ-02	6	5	+1	7.7	+36	+3	+33
★ IL-14	6	4	+1	5.0	+33	+21	+12
IL-06	5	4	+1	7.2	+32	+19	+13
★ WA-08	4	3	+1	4.8	+9	-23	+32
★ OK-05	4	3	+1	1.4	+32	+4	+27
★ VA-02	4	3	+1	2.2	+20	-35	+55
★ NJ-03	4	3	+1	1.3	+27	+12	+15
★ GA-06	3	2	+2	1.0	+43	+12	+31
★ VA-07	3	2	+1	2.0	+16	-41	+57
★ IA-03	3	2	+1	2.1	+48	+13	+35

# What explains the Latino influence in 2018?



Because of what he has said or done, has President Trump ever made you feel:

Angry – 73% Yes


Disrespected – 72% Yes

Source: American Election Eve Poll, Nov 2018 [www.electioneve2018.com](http://www.electioneve2018.com)

# Continuing anger and frustration in 2019

Would you say the Republican Party is currently doing a good job reaching out to Latinos, that they don't care that much, or that they are being hostile towards Latinos

	Romney <u>2012</u>	Trump <u>2019</u>
Mostly ignoring / doesn't care	56	29
Being hostile to Latinos	18	51



Source: Latino Decisions Election Eve Poll, November 2012

Source: NALEO/LD National Poll of Latino Reg Voters, April 2019



# Continuing anger and frustration in 2019

Which of the following statements are true for you and/or your family?

■ Yes    □ Sometimes    □ No

I am frustrated with how President Trump and his allies treat immigrants and Latinos, worry it will get worse if Trump is re-elected.

66

12

21

I am concerned that Social Security will not be around when I retire, or that my current benefits could be cut.

63

11

25

I worry that I, or my children will not be able to afford college, or pay off student loans.

56

14

30

It seems like politicians in Washington DC ignore people like me, they take Latino voters for granted.

55

25

18

I am concerned that I may not be able to afford to own a home, or afford to keep the one I have now.

51

12

35

Sometimes I delay or skip doctor visits or buying medicine because it is too expensive.

46

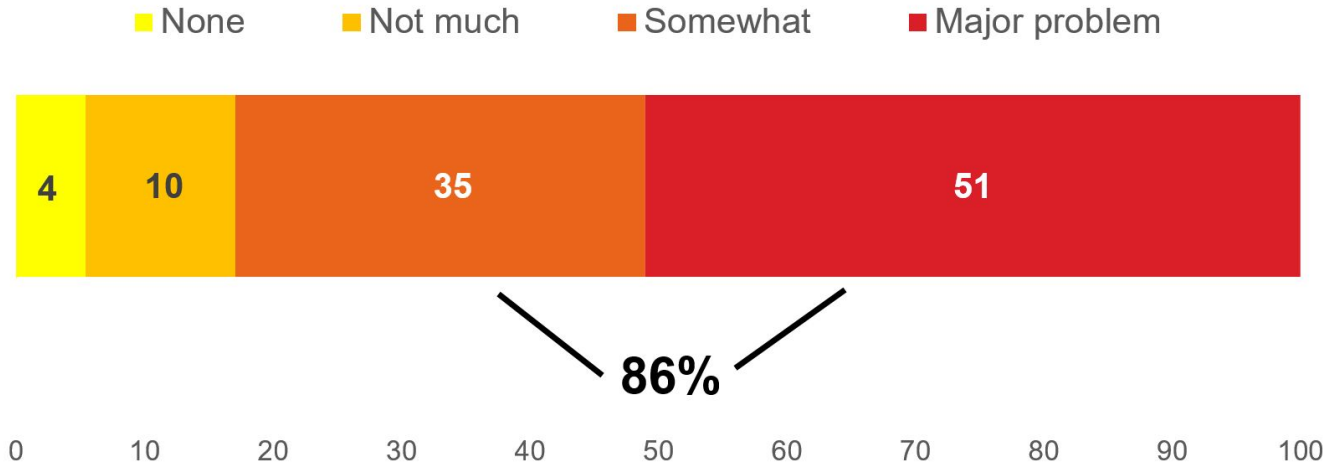
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Source: **UNIDOSUS** National Latino Electorate Survey June 2019; N=1,854 Margin of error +/- 2.3%

# Continuing anger and frustration in 2019

How much of a problem is racism against Latinos and immigrants today (Jun 2019)



Source: Univision National Poll of Latinos, June 2019

# Where Latinos will matter in 2020

## Statewide and local influence

- At the statewide level, Latino voters will be critical in:
  - Nevada (Prez)
  - Arizona (Prez & Senate)
  - Colorado (Prez & Senate)
  - Florida (Prez)
  - Texas ???
- At the Congressional level, Latinos may prove decisive in as many as 40 critical battleground districts that were narrowly won by both Dems and Reps in 2018
  - As many as 9 of these may be in Texas in 2020

# Where Latinos will matter in 2020

## Latino political potential competitive House districts in Texas in 2020

CD	2018 District Profile				Among Latinos in each district				Potential Latino votes
	% Rep	% Dem	Margin	Votes	Will be eligible to vote in '20	Currently reg vote in 18	Registered - Did not vote 18	Eligible but NOT registered in 20	
TX-2	52.8%	45.6%	-7.3%	19,196	117,870	76,248	29,568	34,393	63,961
TX-7	47.5%	52.5%	+5.1%	12,317	99,427	61,459	22,126	32,432	54,557
TX-10	51.1%	46.8%	-4.3%	13,132	120,685	71,958	21,998	40,494	62,492
TX-21	50.2%	47.6%	-2.6%	9,233	180,275	95,477	17,564	77,526	95,090
TX-22	51.4%	46.5%	-4.9%	14,597	141,379	81,347	27,927	52,593	80,520
TX-23	49.2%	48.7%	-0.4%	926	335,016	247,218	142,722	74,908	217,629
TX-24	50.6%	47.5%	-3.1%	8,086	91,939	49,357	13,842	38,237	52,078
TX-31	50.6%	47.7%	-2.9%	8,318	138,464	66,526	19,564	65,465	85,030
TX-32	45.8%	52.3%	+6.5%	17,966	76,460	50,648	17,055	21,063	38,117
<b>Sum</b>	<b>49.9%</b>	<b>48.4%</b>	<b>-1.5%</b>	<b>103,771</b>	<b>1,301,515</b>	<b>800,238</b>	<b>312,365</b>	<b>437,110</b>	<b>749,475</b>

Source: Latino Decisions analysis of Texas SOS election returns, census CVAP data, Texas Legislative Council registration data

# 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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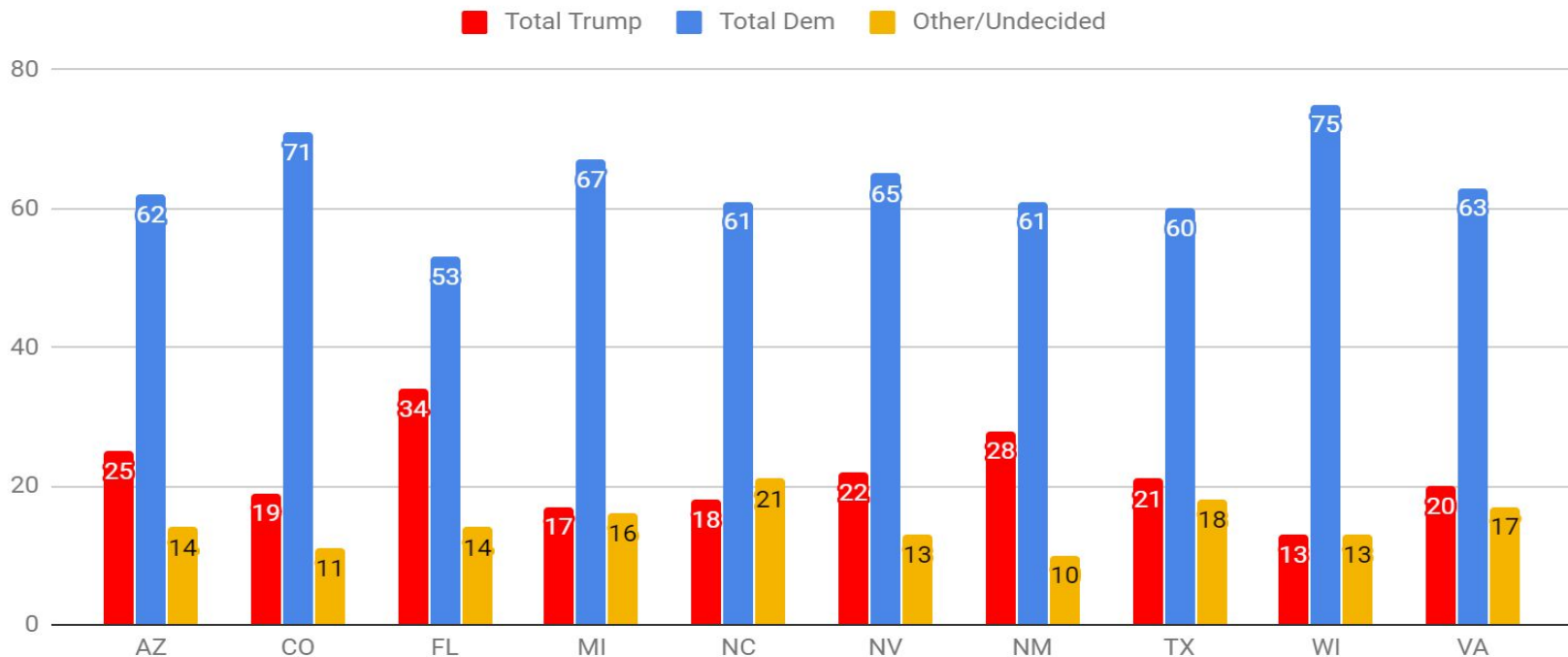
- **Anger Alone Doesn't Trump Excitement:** (a) **A gap of as much as 30 points** in some states between Motivation & Excitement (varies by subgroup) suggests that the negative tone about Hispanics in the national discourse could potentially suppress voter enthusiasm and (b) anti-Trump sentiment doesn't 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

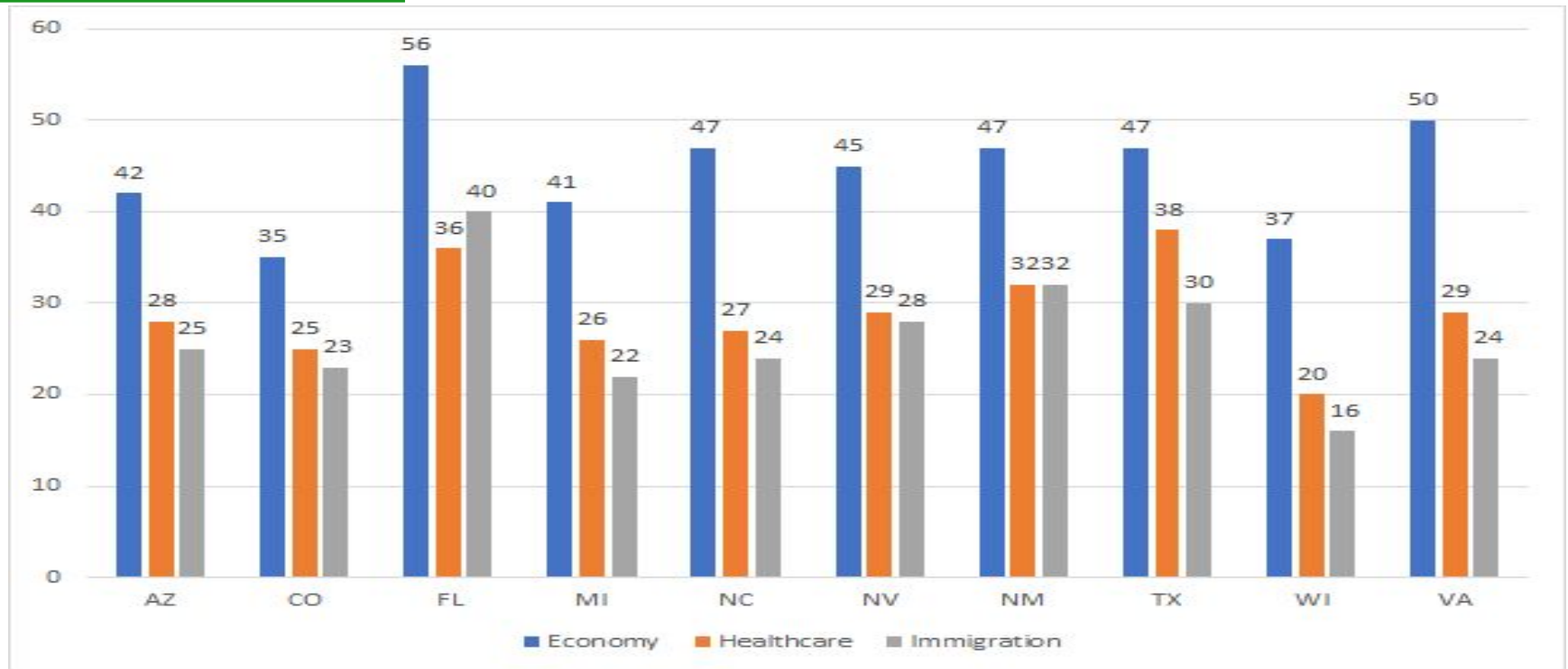
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- **Multi-Modal Necessary:** Reaching this diverse population requires a balance, online outreach, cell vs. landline; and of course Spanish vs. English.
- **State Specific Differences:** We do see differences in Mode by State:
  - In TX, we found that 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.

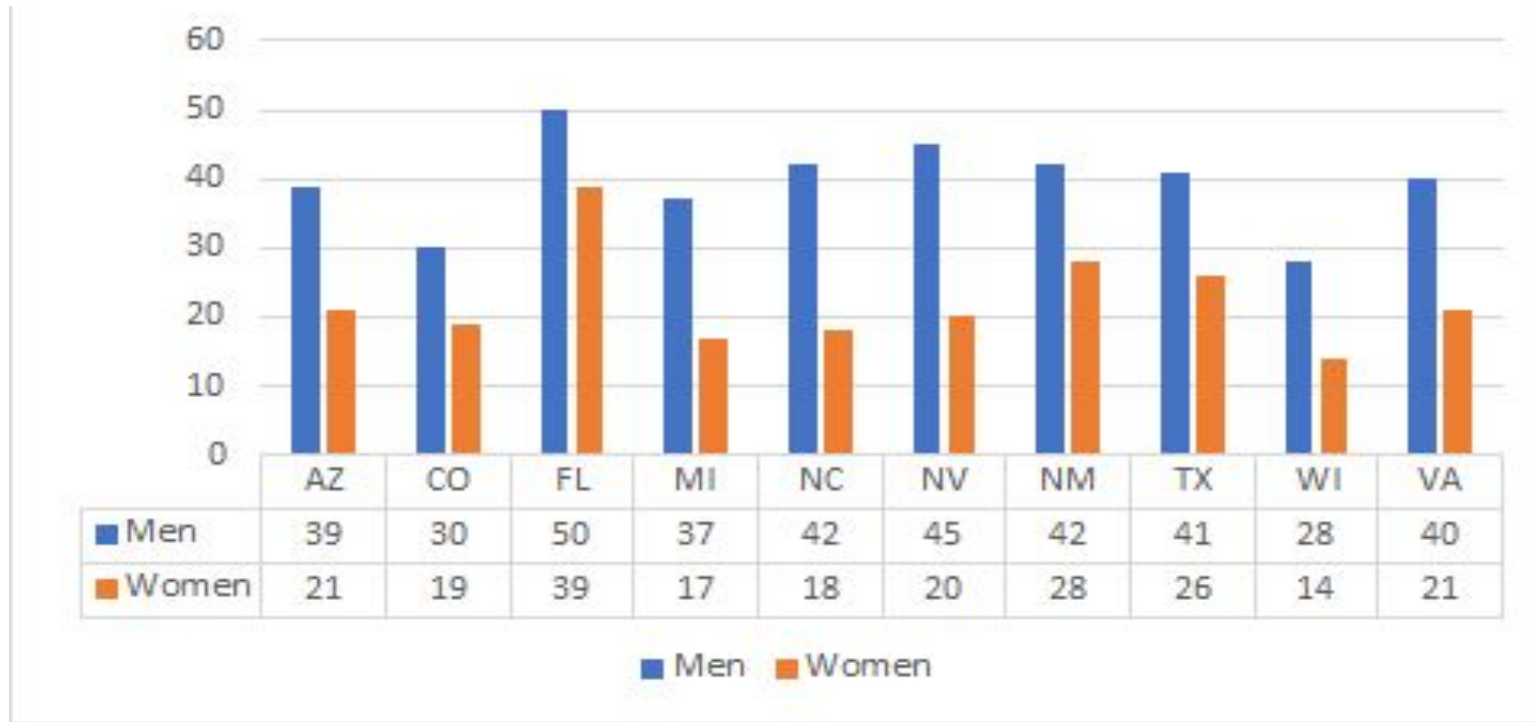
# Re-Elect: Trump Underwater in Every State



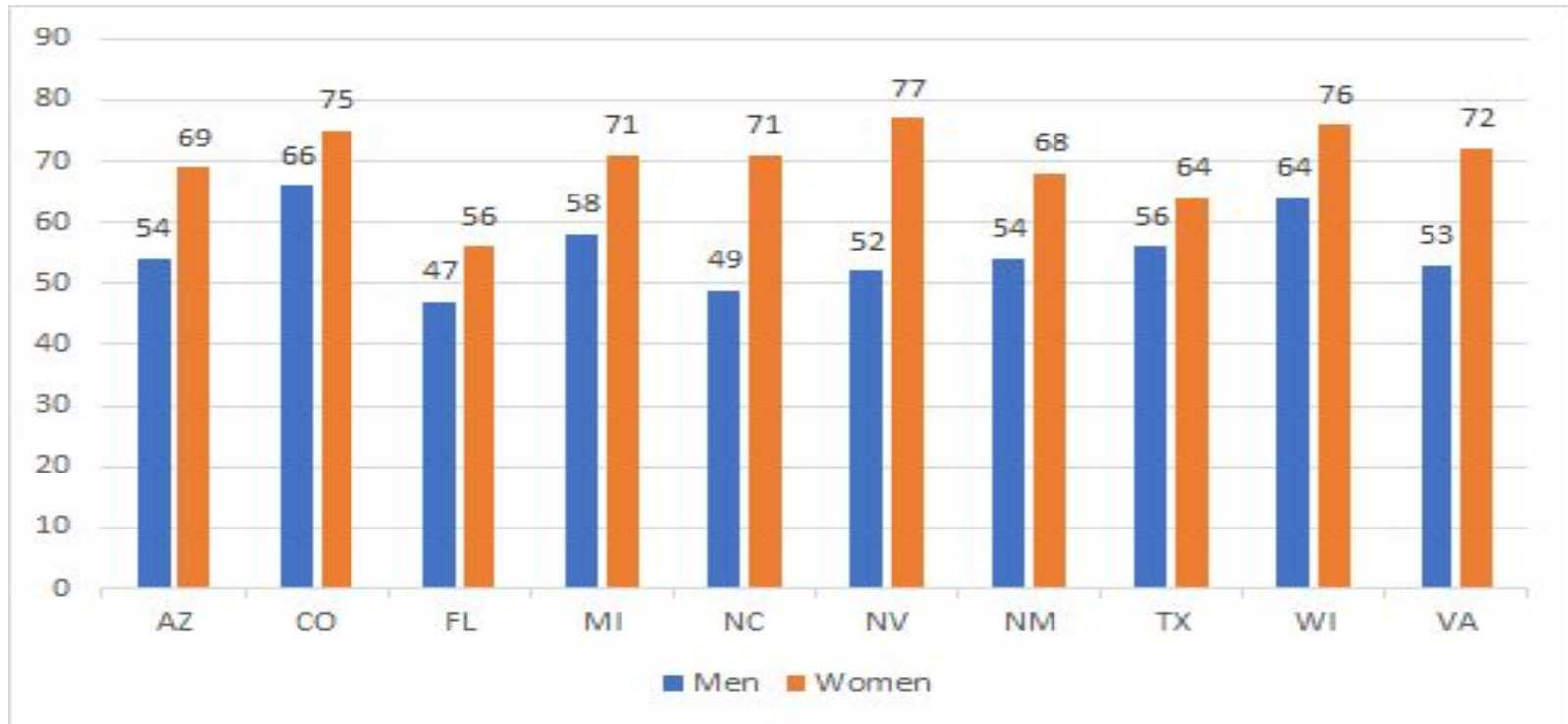
# Latinos Disapprove of Trump on Immigration/Healthcare But Mixed Approvals on The Economy



# 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>



# Key States: Work in 2018, Toward 2020

Kenia Morales, Nevada State Director, America Votes

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Tomas Robles, Co-Executive Director, LUCHA

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Oscar Silva, Executive Director, Battleground Texas

@OscarVivoSilva @BGTX



# Nevada 2018 Accomplishments, 2020 Priorities

## 2018 Strategy:

- Early Planning & Engagement on Issues
- Accountability Campaigns in spring/summer '28
- Large-scale field with layered tactics: mail, digital, media

## 2018 results:

- 1st elected Democratic governor in 20 years &  $\frac{4}{5}$  constitutional offices including AG
- Flipped U.S. Senate seat, elected Jacky Rosen
- Women-led legislature with Democratic super majority in state assembly
- Wxpanded voting rights access through Automatic VR ballot measure

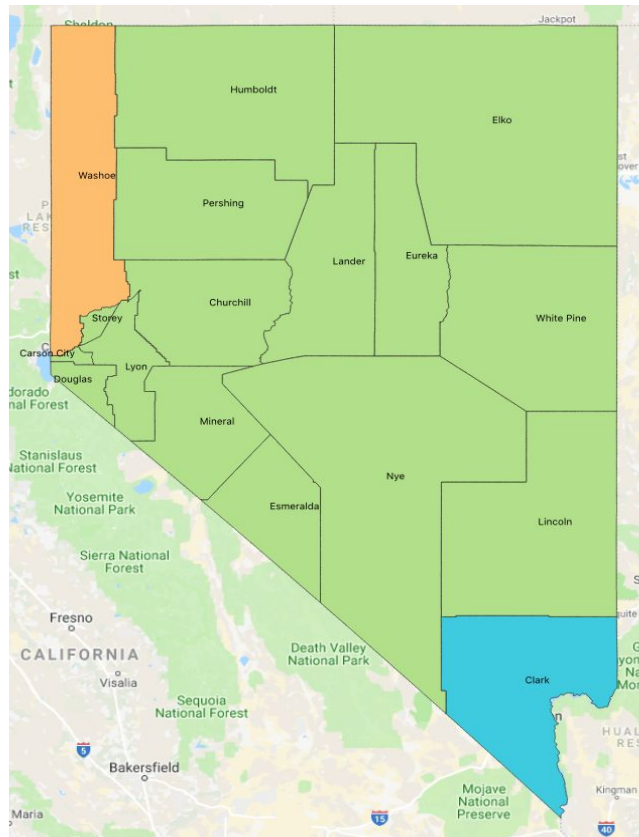
# Nevada 2018 Accomplishments, 2020 Priorities

## 2020 electoral priorities will be:

1. Defeat Donald Trump and ensure that the Democratic nominee for the presidency wins Nevada's 6 electoral votes
  - NV first real Latino early state, and with a caucus that allows same-day voter registration it is also a big opportunity
2. Protect majorities in state senate and assembly to control redistricting process
  - 11/21 seats in the state senate will be up; Democrats must win at least 1 of the top 3 competitive races;
  - all 42 seats in the State Assembly will be up; Democrats need to continue to hold at least 4 of the 7 most competitive assembly seats
3. Protect congressional seats: Susie Lee (CD-3) and Steven Horsford (CD-4)
4. Win key County Commission races

# Nevada: 2020 Latinx turnout crucial

- To win up and down the ballot in 2020, **high Latino turnout is crucial.**
- Latinos represent the largest vote share of people of color in the state, **nearly 20 percent.**
  - In 2020, anywhere from **240,000-250,000 Latino voters are expected to cast a ballot.**
- **Over 530,000 Latino voters are registered.** Most live in Clark County (the Las Vegas/Henderson metropolitan area). 13% resides in Washoe County (Reno-Sparks metropolitan area).
  - CD-3 - 15.9% Latino, over 50K registered Latino voters
  - CD-4 - 26.4% Latino, nearly 75K registered Latino voters
- **Early and sustained investments are needed in Nevada.** In a state where competitive races are decided by less than 40,000 voters, the Latino vote is critical to the progressives' winning coalition.



# Arizona 2018 Victories and Program

- **Arizona gained 4 statewide seats, including Senator Sinema** with the work of community groups that center communities of color through a joint campaign effort that accomplished the following in 2018:
  - Doors knocked: 1 million
  - Texts sent: 1.3 million
  - People of color and young people reached online: Over 500,000
  - Digital ad impressions: 14 million
- LUCHA, as part of this joint campaign effort in 2018:
  - Knocked on 214,000 doors
  - Registered 20,000 New Voters
  - Organizers over 600 volunteers
  - 1 Community Organizer elected into the State House or Representatives:  
Raquel Teran

# Arizona Ready for 2020

- 2018 showed historic turn out in Arizona for the Latino Voter and youth vote
- In this 2019 midterm election at the Municipal level in Tucson LUCHA helped the first Latina get pass the primary for the city elections with historic turn out at a municipal level
- We are ready for 2020, Latinx and POC are owning the polls

## **LUCHA 2020 Work & Goals:**

- Knock on 350,000 doors
- Register 30,000 new voters
- Engage 1000 new volunteers
- LUCHA Listens: organizing campaign to build a people's budget by the community for community
  - 500 people engaged and will hit 1000 by year end that will be ready to endorse and jump into campaign work

# Texas: Battleground State

- In Texas **225,000 Latinx youth turn 18 years old each year** (out 340,000 Texans turning 18 each year)
- 70.5% of all Latinx population 18 and older lives in **13 metro counties** (DFW, Houston, San Antonio, Austin, El Paso, Rio Grande Valley)
- Total Latinx Population 18+ in Texas
  - 2018: 7,676,271
  - 2020: 8,092,578
  - An **increase of 5.4% in two years**
- 68.4% of that growth will be in the 13 metro-area counties
- We are looking to answer these questions:
  - Where is the LatinX community in terms of segments of employment and formal education level?
  - How do we reach each segment in a way that makes sense to that community?
  - Who can be reached online versus in person?

# Texas Building on 2018 for 2020

1. Voter Registration and Expansion of the Electorate
  - Registered 55,000 Texas voters (175k all-time)
  - Registered almost 14,000 high students in 95 high schools in 12 counties (Turned out at 50%)
2. Building the Bench of Texas POC Leadership
  - 189 Texans of color recruited and trained to run for office or manage campaigns through the Texas Future Leadership Program (currently on our 4th class of 36 additional participants)
3. Building the Texas Grassroots Infrastructure
  - 122,360 volunteer shifts completed
  - 13,565 Volunteer Deputy Registrars
  - Volunteers active in - 128 Texas House districts, 63 counties, 36 congressional districts
4. Candidate endorsements & direct partnerships
  - Endorsed an all-women slate of 10 candidates in 3 counties (around Dallas and Houston)
5. Victories - Won in 9 Races
  - Two county-wide races including the County Executive of Harris County (Houston) — ***Lina Hidalgo, 27 year-old immigrant (first Latina elected to this seat)***
  - Seven Texas State House seats, flipping six of them



# Texas Building on 2018 for 2020

## 2019 and 2020 Priorities:

- Register 215,000 Texas voters (Beto vs Cruz gap)
  - Within that goal, we are aiming to register 146,000 young voters, and 131,000 POC voters
- Endorse in **at least** the following races:
  - HD 138, HD 066, HD 108, HD 112, HD 067, HD 092, HD 026, HD 096, HD 134, HD 064
  - County Tax Assessor
  - County Sheriff
  - District Attorney
  - HD 102, HD 105, HD 113, HD 132, HD 135, HD 107, HD 115
- Flip the Texas House
- Graduate 36 Texans of color to run for office or manage campaigns
- ***2020 primary falls on Super Tuesday & will have a huge impact***
  - Win target congressional races (TX-10; TX-21; TX-22; TX-23; TX-24; TX-31)
  - Win Senate and Presidential

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# Questions & Answers