THE LATINO ELECTORATE AND ECONOMIC ISSUES

Sylvia Manzano, PhD
Principal, Latino Decisions

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1. Evaluate Latino electorate’s tax policy priorities: Support policies that help working families.

2. Tough economic conditions affect daily life and shape views of candidates and elected officials.

3. Latino voters link economic and immigration factors when making voting decisions.
About the Research

- Sponsored by National Council of La Raza
- National survey of Latino registered voters
- Field Dates: November 4-14, 2015
- N=1,157 respondents, +/- 2.9% MoE
- Blended sample: mobile phone, landline, online
- English or Spanish, at discretion of each respondent
ECONOMIC CONDITIONS AND IMPACT ON VOTER PERSPECTIVES
What direction would you say the economy is moving?

Would you say the economy is getting a lot better, somewhat better, not really changing, getting somewhat worse, or getting a lot worse?

- 49% Better
- 25% Worse
- 13% Somewhat better
- 12% Somewhat worse
- 9% Not really changing

Source: NCLR Latinos and Economy Survey, November 2015 (N=1,157) MoE +/- 2.9%
Personal Finances Evaluation

Would you say that your personal finances have gotten a lot better, somewhat better, has not changed, gotten somewhat worse or gotten a lot worse during the last year?

- A lot better: 39%
- Somewhat better: 31%
- Not really changing: 37%
- Somewhat worse: 8%
- A lot worse: 8%
- Not sure / Don't know:

Source: NCLR Latinos and Economy Survey, November 2015 (N=1,157) MoE +/- 2.9%
Thinking ahead to the next year, how worried are you that you or someone in your household might lose their job and become unemployed?

- Someone in household now unemployed: 3%
- Very worried: 14%
- Somewhat worried: 26%
- Not too worried: 24%
- Not at all worried: 33%

43% Worried
57% Not Worried

Source: NCLR Latinos and Economy Survey, November 2015 (N=1,157) MoE +/- 2.9%
Concerns About Household Bills

Over the last year, was there ever a month that you were worried you might not have enough money to pay all your bills?

Source: NCLR Latinos and Economy Survey, November 2015 (N=1,157) MoE +/- 2.9%
If your tax refund was cut or significantly reduced, which of the following expenses would you have a problem paying?

<table>
<thead>
<tr>
<th>Expense</th>
<th>Definitely or Could be a problem</th>
<th>Not a Problem</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor appointments</td>
<td>56%</td>
<td>43%</td>
</tr>
<tr>
<td>Mortgage/Rent</td>
<td>54%</td>
<td>44%</td>
</tr>
<tr>
<td>Utilities</td>
<td>52%</td>
<td>45%</td>
</tr>
<tr>
<td>Car payment</td>
<td>38%</td>
<td>59%</td>
</tr>
<tr>
<td>Child care expenses</td>
<td>26%</td>
<td>69%</td>
</tr>
</tbody>
</table>

Source: NCLR Latinos and Economy Survey, November 2015 (N=1,157) MoE +/- 2.9%
Tax Refunds Essential to Meet Needs

Number of these basic expenses (rent, car, utility, child care, doctor appointments) could have trouble paying without a tax refund.

70% could have trouble with household expenses without tax refund.

Source: NCLR Latinos and Economy Survey, November 2015 (N=1,157) MoE +/- 2.9%
TAX POLICY PRIORITIES:
SUPPORT POLICIES THAT HELP WORKING FAMILIES
Tax Credits for Working Families
Very Important to Latino Voters

How important do you think it is for Congress to support tax credits for working families?

Source: NCLR Latinos and Economy Survey, November 2015 (N=1,157) MoE +/- 2.9%
Would you be more or less likely to vote for your member of Congress if they voted to lower taxes for businesses, but not for working families?

Source: NCLR Latinos and Economy Survey, November 2015 (N=1,157) MoE +/- 2.9%

Net -43

Less Likely
- 66% $70K+
- 71% Veteran Households
- 72% English Interviews
- 77% College Degree

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Overwhelming Agreement: Very Important for Tax Rules to Help Working Families

How important is it to you that the tax rules ....

- Reward people who work: 75% Very important, 18% Somewhat important, 4% Not too important, 1% Not at all important
- Help families with children: 73% Very important, 17% Somewhat important, 7% Not too important, 3% Not at all important

Source: NCLR Latinos and Economy Survey, November 2015 (N=1,157) MoE +/- 2.9%
Some in Congress are considering taking away the tax refund from people who currently qualify because they are not yet U.S. citizens.

85% of taxpaying parents who would lose the credit are Latino and have citizen children.

Would you be more/less likely to vote for a candidate that supports cutting this tax credit?

Less Likely
- 70% Veteran Households
- 69% U.S. Born
- 69% English Interviews
- 61% $70K+
- 51% Republican

Source: NCLR Latinos and Economy Survey, November 2015 (N=1,157) MoE +/- 2.9%
ECONOMIC AND IMMIGRATION ISSUES: IMPORTANT AND LINKED
What do you think are the most important issues facing the Latino community that our politicians should address?

(Top 2 responses)

Source: NCLR Latinos and Economy Survey, November 2015 (N=1,157) MoE +/- 2.9%
Vote Based on Issue Priorities

Which is the most important factor for you when you decide who you will vote for? Would you say you are most likely to vote for:

- Candidate who shares my issue positions and priorities: 55%
- Democratic candidate: 28%
- Republican candidate: 9%
- Latino candidate: 4%
- Don't know: 3%

Source: NCLR Latinos and Economy Survey, November 2015 (N=1,157) MoE +/- 2.9%
If a candidate that strongly supports immigration reform is elected president, do you think jobs and economic opportunities for the Latino community will get better, worse, or stay about the same?

- Better: 54%
- Worse: 12%
- About same: 30%
- Don't know: 4%

Better:
- 56% 18-39 year olds
- 50% Veteran Households
- 50% Republican

Source: NCLR Latinos and Economy Survey, November 2015 (N=1,157) MoE +/- 2.9%
Immigration and Economy Are Linked

If a candidate that strongly opposes immigration reform is elected president, do you think jobs and economic opportunities for the Latino community will get better, worse, or stay about the same?

- Better: 13%
- Worse: 55%
- About same: 28%
- Don't know: 4%

Source: NCLR Latinos and Economy Survey, November 2015 (N=1,157) MoE +/- 2.9%

Worse
- 58% College Degree
- 55% English Interview
- 54% U.S. Born
- 52% Veteran Household
If a candidate that strongly [opposes /supports] immigration reform is elected president, do you think jobs and economic opportunities for the Latino community will get better, worse, or stay about the same?

Source: NCLR Latinos and Economy Survey, November 2015 (N=1,157) MoE +/- 2.9%
Interest in 2016 Race Compared to 2012

Compared to the last presidential election, would you say that you are more interested now than you were during the 2012 election, have the same level of interest, or less interested now?

More 43%
Same 38%
Less 19%

Source: NCLR Latinos and Economy Survey, November 2015 (N=1,157) MoE +/- 2.9%
Key Findings

- Latino voters want Congress to support tax policies that help working families and children.
  - Majority of ALL Latinos across income, education, party, language ability.

- Majority of Latino voters count on tax credits to meet important needs.
  - CTC cuts will be extremely difficult, already stretched

- Latino voters are more attuned than ever to presidential races so early in the process
  - Link immigration policy with their economic prospects
Thank You