THE 2020 TEXAS LATINO ELECTORATE SURVEY

July 2019
Methodology

- National and State Survey
  - National N=1,854 eligible Latino voters
  - Texas N=304
- Field Dates: June 1-14, 2019
- English or Spanish, according to preference
- Blended sample, online and live telephone interviews
- State sample margin of error of +/- 5.5 percentage points

Source: UNIDOSUS Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%
Key Topics

- Emphasis on what Latino voters want
  - Candidate Qualities
  - Issues candidates prioritize
  - Policies they champion
- Factors driving those priorities
- Party Support and 2020 Vote

Source: Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%
CANDIDATE QUALITIES AND ISSUE AGENDA
### Important Candidate Qualities

**Texas Latino Voters**

Which of the following traits do you think are important in a presidential candidate?

[Follow up if ‘important’, is that very important or just somewhat ?]

<table>
<thead>
<tr>
<th>Trait</th>
<th>Percent Responding Trait is “very important” in a presidential candidate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Values diversity and brings people together</td>
<td>79%</td>
</tr>
<tr>
<td>Has realistic, achievable policy ideas and goals</td>
<td>74%</td>
</tr>
<tr>
<td>Fights for my priorities, willing to work with both parties, compromise to get things done</td>
<td>72%</td>
</tr>
<tr>
<td>Has specific plans addressing the issues Latino voters say are important to them</td>
<td>60%</td>
</tr>
<tr>
<td>Has prior experience in elected office</td>
<td>56%</td>
</tr>
<tr>
<td>Has bold and ambitious policy ideas, even if they are hard to achieve quickly</td>
<td>53%</td>
</tr>
<tr>
<td>Fights for my priorities and will not compromise, even if it means nothing gets done</td>
<td>52%</td>
</tr>
<tr>
<td>Has business or private sector work experience</td>
<td>37%</td>
</tr>
<tr>
<td>Speaks Spanish</td>
<td>32%</td>
</tr>
</tbody>
</table>

Source: UNIDOSUS Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%
Which trait do you think is the MOST important in a presidential candidate

- Values diversity and brings people together: 29%
- Has realistic, achievable policy ideas and goals: 18%
- Fights for my priorities, compromise to get things done: 14%
- Has prior experience in elected office: 13%
- Has business or private sector work experience: 8%
- Bold policy ideas, even if hard to achieve quickly: 8%
- Specific plans addressing issues important to Latino voters: 5%
- Fights for my priorities, won’t compromise, even if nothing gets done: 4%
- Speaks Spanish: 1%

Source: UNIDOSUS Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%
As you may know, next year, in 2020, there will be a presidential election. In your opinion, what issues would an ideal presidential candidate focus on most? In order of importance, what are your top three?

First issue mentioned illustrated.

Source: UNIDOSUS Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%
As you may know, next year, in 2020, there will be a presidential election. In your opinion, what issues would an ideal presidential candidate focus on most? In order of importance, what are your top three?

<table>
<thead>
<tr>
<th>Issue</th>
<th>1st Priority</th>
<th>2nd Priority</th>
<th>3rd Priority</th>
<th>% Cited Issue in their top 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immigration</td>
<td>19</td>
<td>21</td>
<td>11</td>
<td>51</td>
</tr>
<tr>
<td>Health care</td>
<td>21</td>
<td>15</td>
<td>11</td>
<td>47</td>
</tr>
<tr>
<td>Jobs and the economy</td>
<td>22</td>
<td>11</td>
<td>8</td>
<td>41</td>
</tr>
<tr>
<td>Education</td>
<td>4</td>
<td>12</td>
<td>12</td>
<td>28</td>
</tr>
<tr>
<td>Gun violence</td>
<td>7</td>
<td>8</td>
<td>12</td>
<td>27</td>
</tr>
<tr>
<td>Discrimination and racism</td>
<td>4</td>
<td>9</td>
<td>9</td>
<td>22</td>
</tr>
<tr>
<td>Climate change</td>
<td>7</td>
<td>8</td>
<td>6</td>
<td>21</td>
</tr>
<tr>
<td>Corruption in government</td>
<td>7</td>
<td>5</td>
<td>8</td>
<td>20</td>
</tr>
<tr>
<td>Unify the country</td>
<td>7</td>
<td>5</td>
<td>7</td>
<td>19</td>
</tr>
<tr>
<td>Housing</td>
<td>0</td>
<td>4</td>
<td>2</td>
<td>6</td>
</tr>
</tbody>
</table>

Source: UNIDOSUS Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%
Factors Driving Priority Issues

- Among those who ranked jobs and economy first priority
  - Unemployment, not enough jobs, job insecurity

- Among those who ranked health care first priority
  - Too expensive, unaffordable

- Among those who ranked immigration first
  - Stop separating families, abuses/children in cages

What is it about [issue ranked first among issue priorities] that concerns you?

Source: UNIDOSUS Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%
I am frustrated with how President Trump and his allies treat immigrants and Latinos, worry it will get worse if Trump is re-elected.

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
<th>Sometimes</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am concerned that Social Security will not be around when I retire, or that my current benefits could be cut.</td>
<td>65</td>
<td>28</td>
<td>7</td>
</tr>
<tr>
<td>I worry that I, or my children will not be able to afford college, or pay off student loans.</td>
<td>60</td>
<td>25</td>
<td>15</td>
</tr>
<tr>
<td>It seems like politicians in Washington DC ignore people like me, they take Latino voters for granted.</td>
<td>58</td>
<td>23</td>
<td>17</td>
</tr>
<tr>
<td>I am concerned that I may not be able to afford to own a home, or afford to keep the one I have now.</td>
<td>54</td>
<td>34</td>
<td>12</td>
</tr>
<tr>
<td>Sometimes I delay or skip doctor visits or buying medicine because it is too expensive.</td>
<td>53</td>
<td>37</td>
<td>10</td>
</tr>
</tbody>
</table>

Source: UNIDOSUS Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%
## Issues and Candidate Support (Texas)

Would you be more or less likely to vote for candidate who supported:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Much more</th>
<th>Somewhat more</th>
<th>Somewhat less</th>
<th>Much less</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide more federal funding for K-12 public education</td>
<td>58</td>
<td>32</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Increase minimum wage</td>
<td>58</td>
<td>24</td>
<td>12</td>
<td>5</td>
</tr>
<tr>
<td>Free tuition at public two- and four year colleges and universities.</td>
<td>57</td>
<td>27</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>Make sure insurance companies cannot refuse people due to pre-existing</td>
<td>53</td>
<td>34</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>Increase funding for affordable housing</td>
<td>50</td>
<td>35</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>Increase federal funding for mental health services</td>
<td>49</td>
<td>38</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>Paid family and sick leave policies</td>
<td>49</td>
<td>39</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Make Medicare an insurance option anyone can buy no matter their age</td>
<td>48</td>
<td>37</td>
<td>11</td>
<td>4</td>
</tr>
<tr>
<td>Student loan debt forgiveness for those with college loans</td>
<td>43</td>
<td>29</td>
<td>21</td>
<td>6</td>
</tr>
<tr>
<td>Tax credits and federal funding for child care programs</td>
<td>40</td>
<td>35</td>
<td>16</td>
<td>7</td>
</tr>
<tr>
<td>Make Medicare an insurance plan everyone must buy, no matter their age</td>
<td>32</td>
<td>28</td>
<td>15</td>
<td>24</td>
</tr>
<tr>
<td>Provide more federal funding for pre-K.</td>
<td>32</td>
<td>40</td>
<td>18</td>
<td>9</td>
</tr>
</tbody>
</table>

Source: UNIDOSUS Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%
Immigration Policy Priority (Texas)

Which immigration issue do you want a new President to address first?

- Stopping the Trump Administration’s practice of separating undocumented children from their parents at the border. 31%
- Comprehensive immigration reform that provides an earned path to citizenship for nearly 11 million undocumented people living and working in the U.S. 30%
- Pass laws that protect undocumented immigrants who were brought to the United States as children and grew up here, such as “Dreamers” or DACA recipients. 27%
- Building a 1,900-mile wall between the entire border between the United States and Mexico. 12%

Source: UNIDOSUS Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%
PARTY SUPPORT
Baseline Republican Support (Texas)

Have you ever voted for a Republican candidate in past elections?

- Yes: 38%
- No: 62%

Source: UNIDOS US Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%
Baseline Republican Support (Texas)

Have you ever voted for a Republican candidate in past elections?

How much of that 62% is available to Republicans?

Source: UNIDOSUS Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%
Republican Support Among TX Latinos Who Have Not Voted Republican

[Among those who have never voted Republican in past elections.]

Would you consider voting for a Republican candidate who spoke out against President Trump’s harsh policies, treated Latinos with respect, and worked to create more humane immigration laws?

Yes, would consider voting GOP if they treated Latinos with respect 66%

No, would not consider voting GOP 30%

Not sure 3%

(41% of all TX Latino Voters)

(19% of all TX Latino Voters)

Source: UNIDOSUS Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%
Republican Support Among TX Latinos Who Have Not Voted Republican

Have you ever voted for a Republican candidate in past elections?

- Yes: 38%
- No: 62%

[Among the non-GOP voters] Would you consider voting for a Republican candidate who spoke out against President Trump’s harsh policies, treated Latinos with respect, and worked to create more humane immigration laws?

- Yes, would consider voting GOP: 41%
- No, would not consider voting GOP: 19%
- Not sure: 2%

Source: Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%
Baseline TX Republican Support

Have you ever voted for a Republican candidate in past elections?

How firm is that 38% prior GOP vote, can Republicans count on it?

Source: Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%
Republican Support Among TX Latinos Who Have Voted GOP in Prior Elections

[Among those who have voted for Republicans in past elections]. Which of these two statements do you agree with most?

A.) It is hard to support Republican candidates right now, but if Republicans got focused on issues I care about, and treated Latinos with respect, I would seriously consider Republican candidates again.

- OR -

B. I like the Republican Party of today, they don’t need to change anything to keep winning my vote.

I like the Republican Party of today, they don't need to change anything to keep winning my vote. 44%

It is hard to support GOP now but would consider again if they treated Latinos with respect 56%

(17% of all TX Latino voters)

(21% of all TX Latino voters)

Source: UNIDOSUS Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%
Republican Support Among TX Latinos Who Have Voted GOP in Prior Elections

Have you ever voted for a Republican candidate in past elections?

- Yes: 38%
- No: 62%

[Among prior GOP voters] Which is closer to your view: a. It is hard to vote for Republicans today, but would consider if they treated Latinos with respect....b. I like the Republican party of today, they don’t need to change anything to win my vote.

- Hard to support GOP now, but would consider in future: 21%
- I like today’s GOP: 17%
- Have not voted Republican: 62%

Source: UNIDOSUS Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%
Participation in the 2020 Texas Democratic Caucus

[Among Democrats]. Early next year Democrats will hold primary elections in each state to choose a candidate to run against President Trump in the 2020 presidential election.

Thinking ahead to the 2020 Democratic Party primaries and caucuses, what are the chances you will participate and vote to choose which Democratic candidate will run against President Trump?

Source: UNIDOSUS Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%
If the 2020 presidential election were held today, would you vote for...

Definitely Dem Candidate 41%
Probably Dem Candidate 21%
TOTAL DEMOCRATIC CANDIDATE 62%

Definitely Trump 9%
Probably Trump 11%
TOTAL TRUMP 20%

Source: UNIDOSUS Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%
If the 2020 presidential election were held today, would you vote for...

Source: UNIDOSUS Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%
Overall Vote for Democratic Candidate and Trump (Sorted on Democratic Candidate Vote Share)

Source: UNIDEUS Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%
Overall Vote for Democratic Candidate and Trump (Sorted on Trump Vote Share)

Source: UNICEF US Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%
Key Findings

- Ideal candidate will unify the country, has realistic policy goals, and will get them done.
- Ideal candidate will address issues that resonate at personal level for this electorate: wages, health care costs, and immigration.
- Republicans leaving votes on the table
  - Only 17% like today’s GOP
  - 56% of prior GOP voters in TX have hard time supporting the party today.
- TBD Democrat leads Trump 62:20
  - But 18% of Texas eligible voters are undecided

Source: UNIDOSUS Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%