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THE 2020 TEXAS LATINO ELECTORATE SURVEY

Latino  **Decisions**

July 2019

Methodology

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- 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

Key Topics

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

CANDIDATE QUALITIES AND ISSUE AGENDA



Important Candidate Qualities Texas Latino Voters

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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 ?]

Percent responding trait is “very important” in a presidential candidate

| | |
|--|-----|
| Values diversity and brings people together | 79% |
| Has realistic, achievable policy ideas and goals | 74% |
| Fights for my priorities, willing to work with both parties, compromise to get things done | 72% |
| Has specific plans addressing the issues Latino voters say are important to them | 60% |
| Has prior experience in elected office | 56% |
| Has bold and ambitious policy ideas, even if they are hard to achieve quickly | 53% |
| Fights for my priorities and will not compromise, even if it means nothing gets done | 52% |
| Has business or private sector work experience | 37% |
| Speaks Spanish | 32% |

Important Candidate Qualities

Texas Latino Voters

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Which trait do you think is the **MOST** important in a presidential candidate



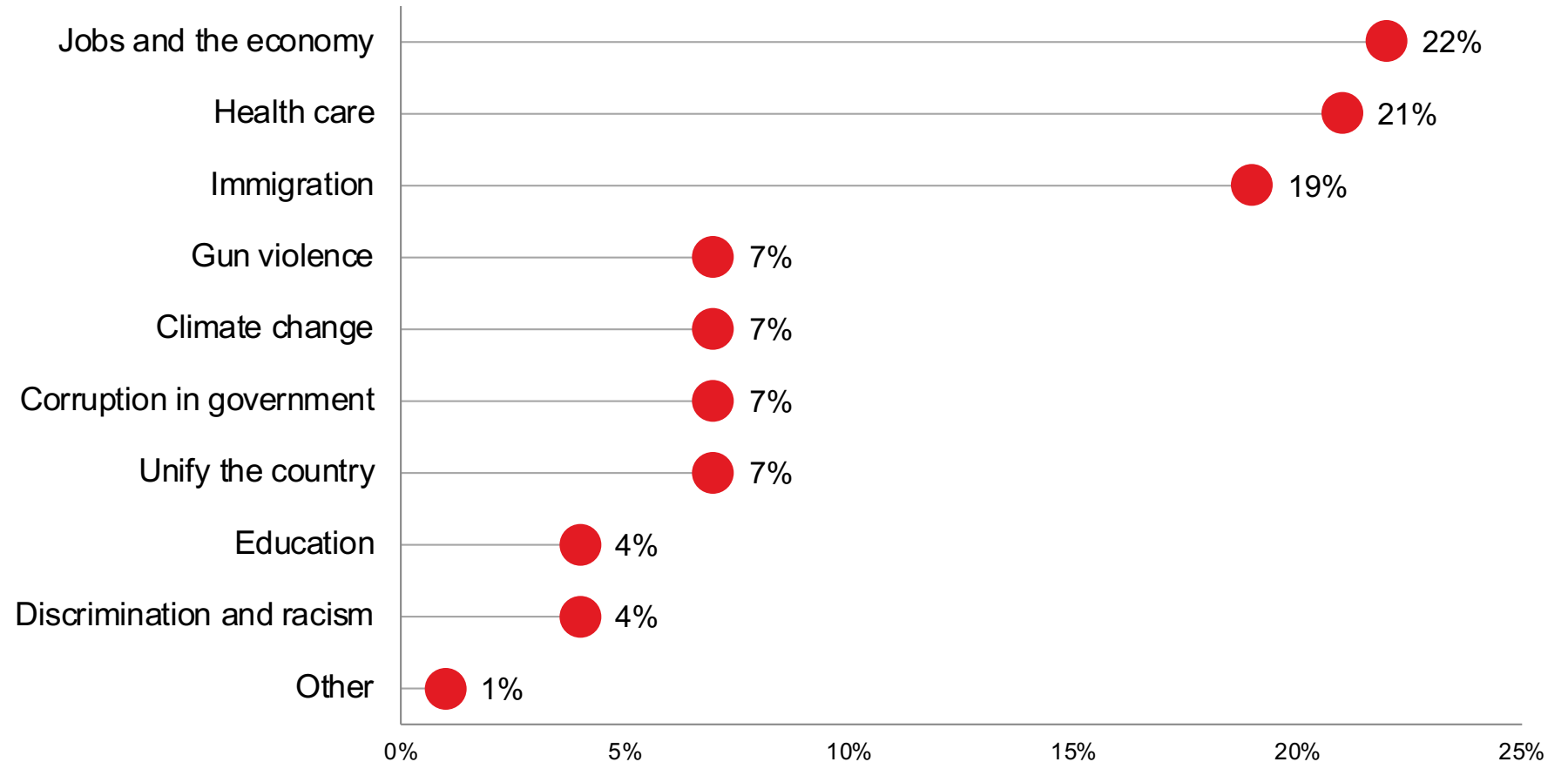
Source: **UNIDOSUS** Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%

Issues Ideal Candidate Would Address Texas Latino Voters

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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.



Issues Ideal Candidate Would Address Texas Latino Voters

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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?

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

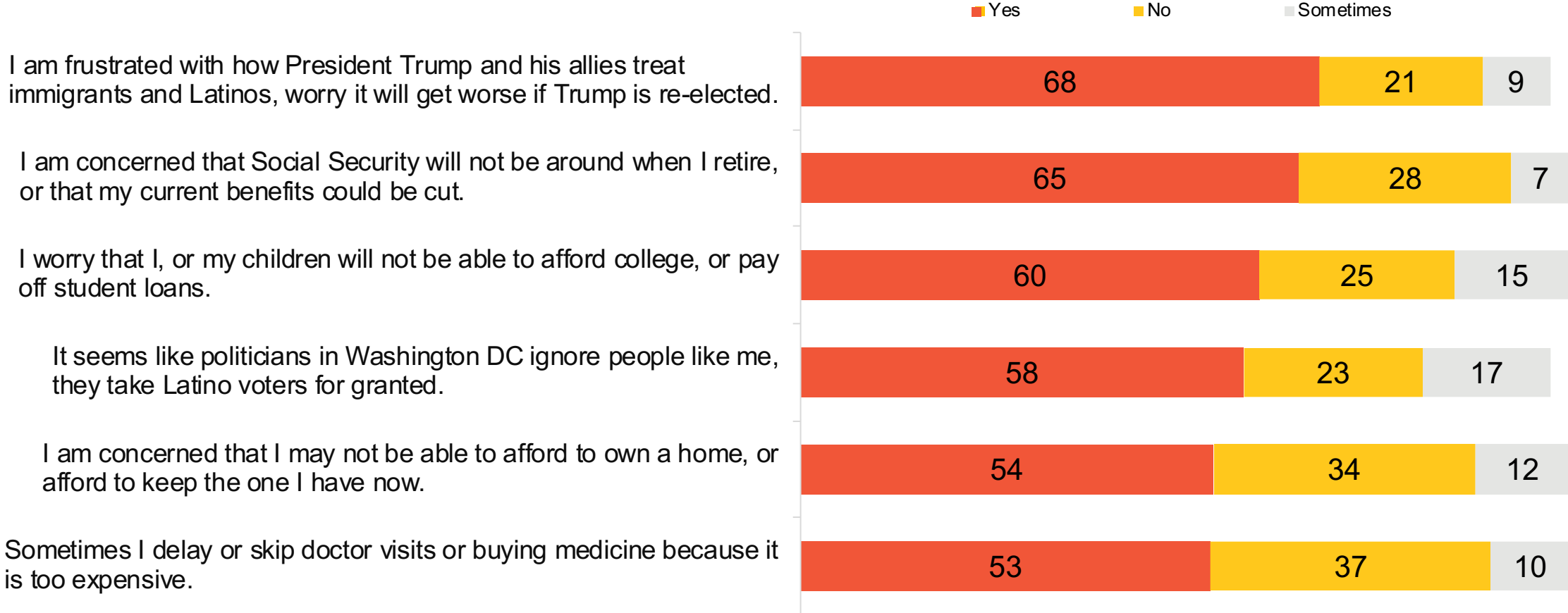
Factors Driving Priority Issues

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

- 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

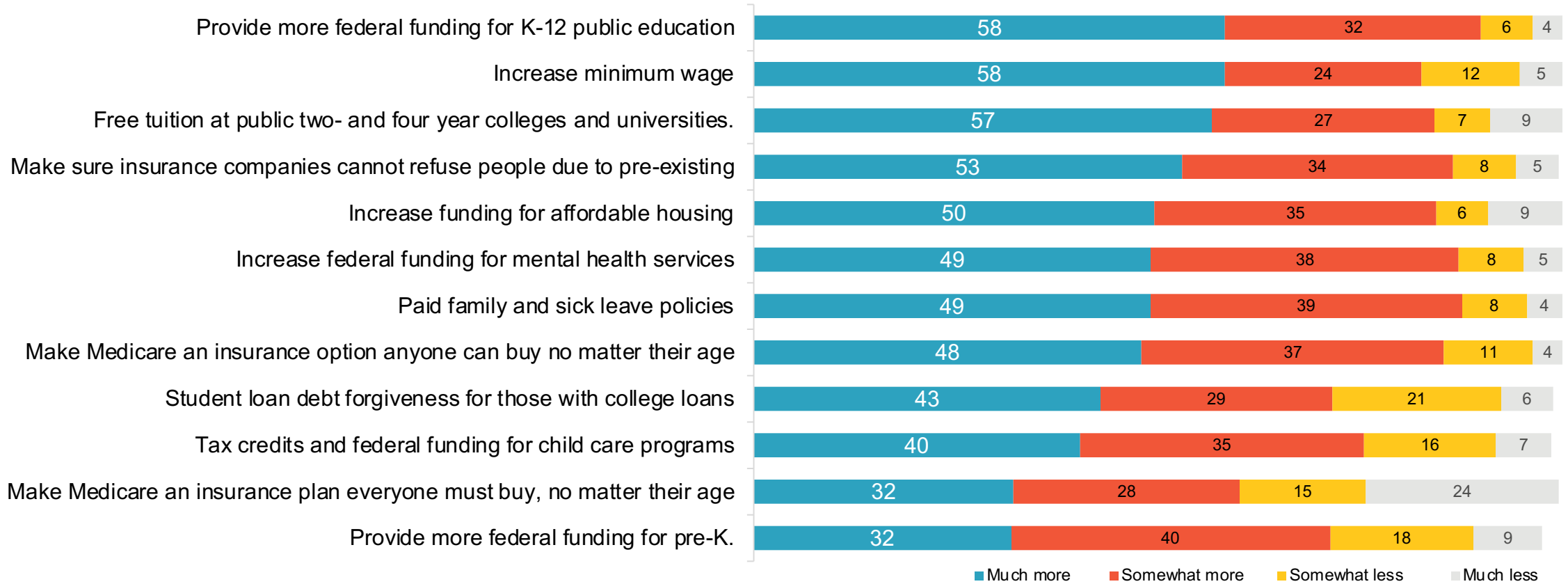
Factors Driving Priorities on Candidate Quality and Issues (Texas)



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

Issues and Candidate Support (Texas)

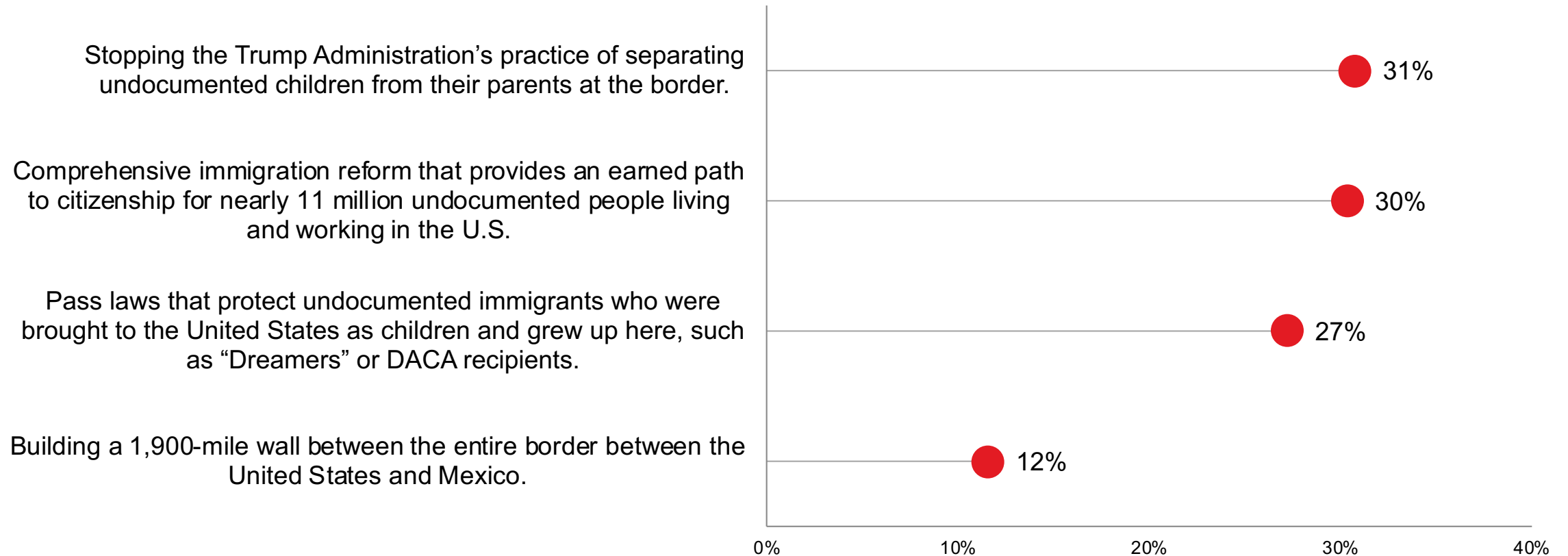
Would you be more or less likely to vote for candidate who supported:



Immigration Policy Priority (Texas)

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



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

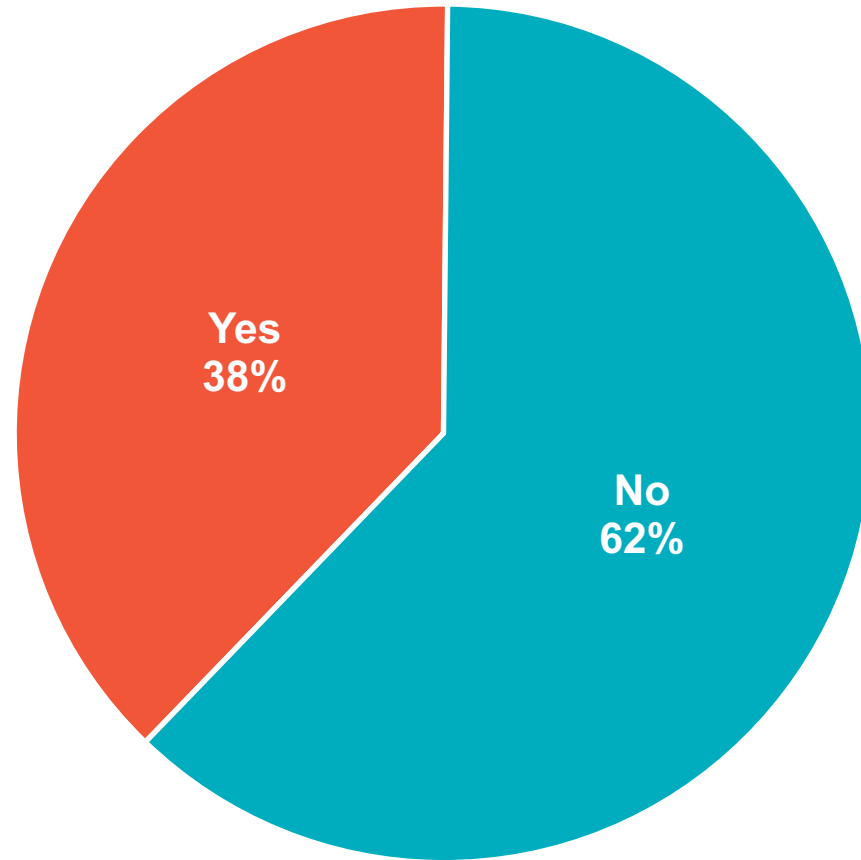
PARTY SUPPORT



Baseline Republican Support (Texas)

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



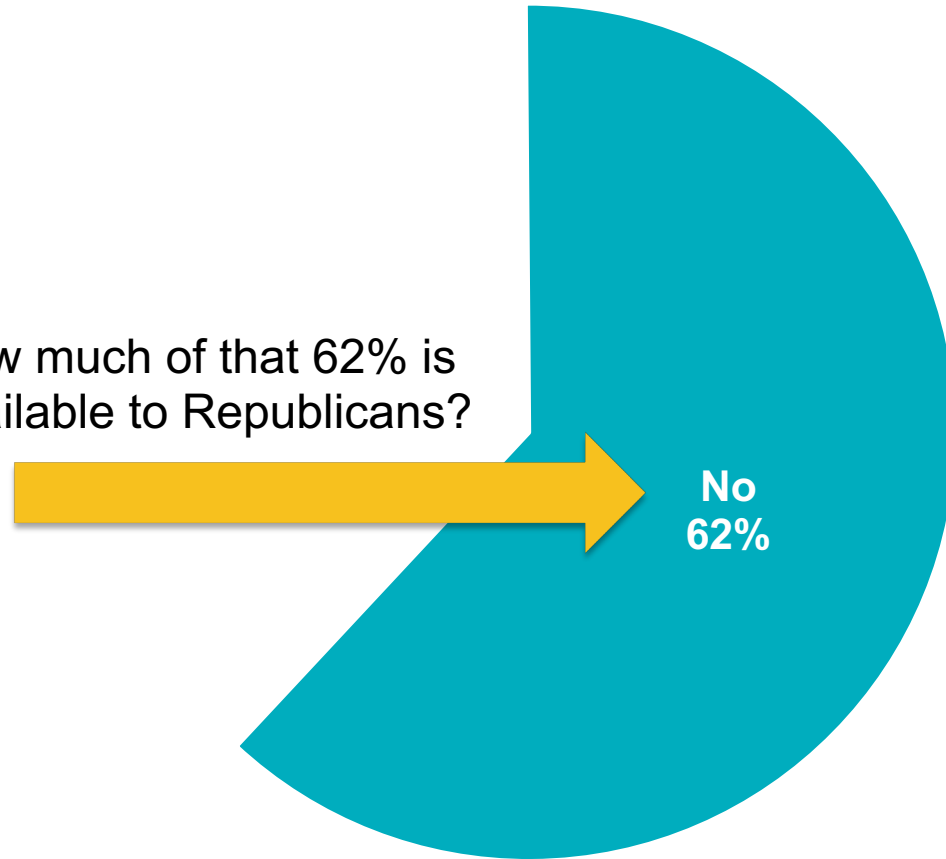
Source: **UNIDOSUS** Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%

Baseline Republican Support (Texas)

15

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

How much of that 62% is available to Republicans?

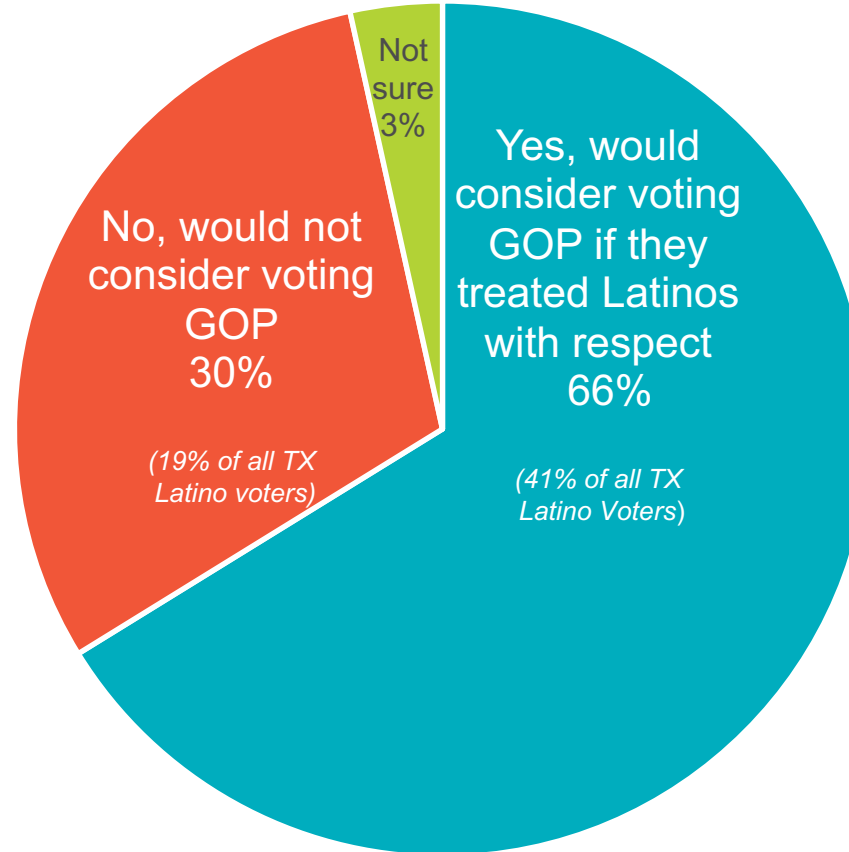


Republican Support Among TX Latinos Who Have Not Voted Republican

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

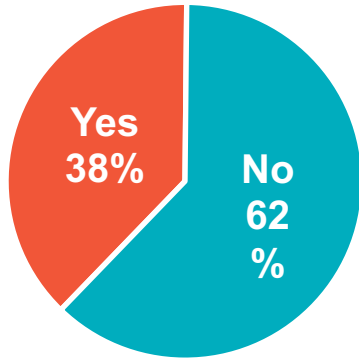
Would you consider voting for a Republican candidate who spoke out against President Trump's harsh policies, treated Latinos with respect, and worked to create more humane immigration laws?



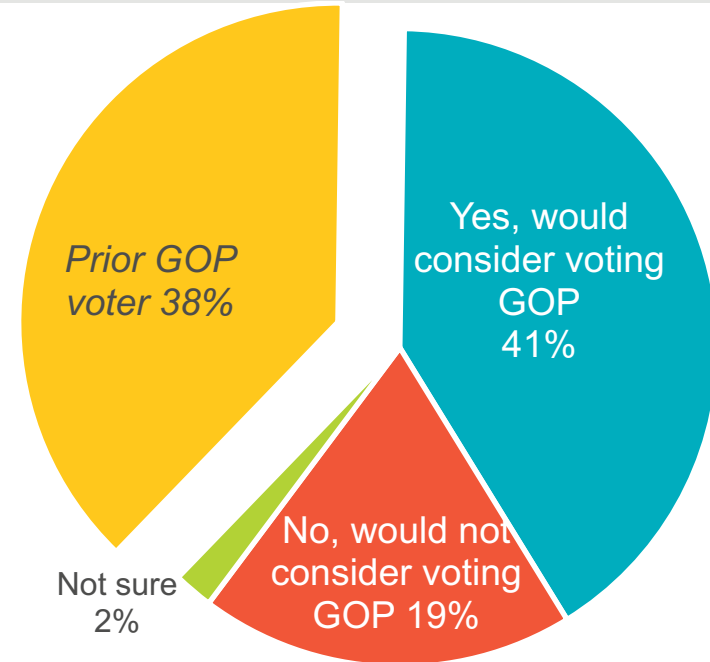
Republican Support Among TX Latinos Who Have Not Voted Republican

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



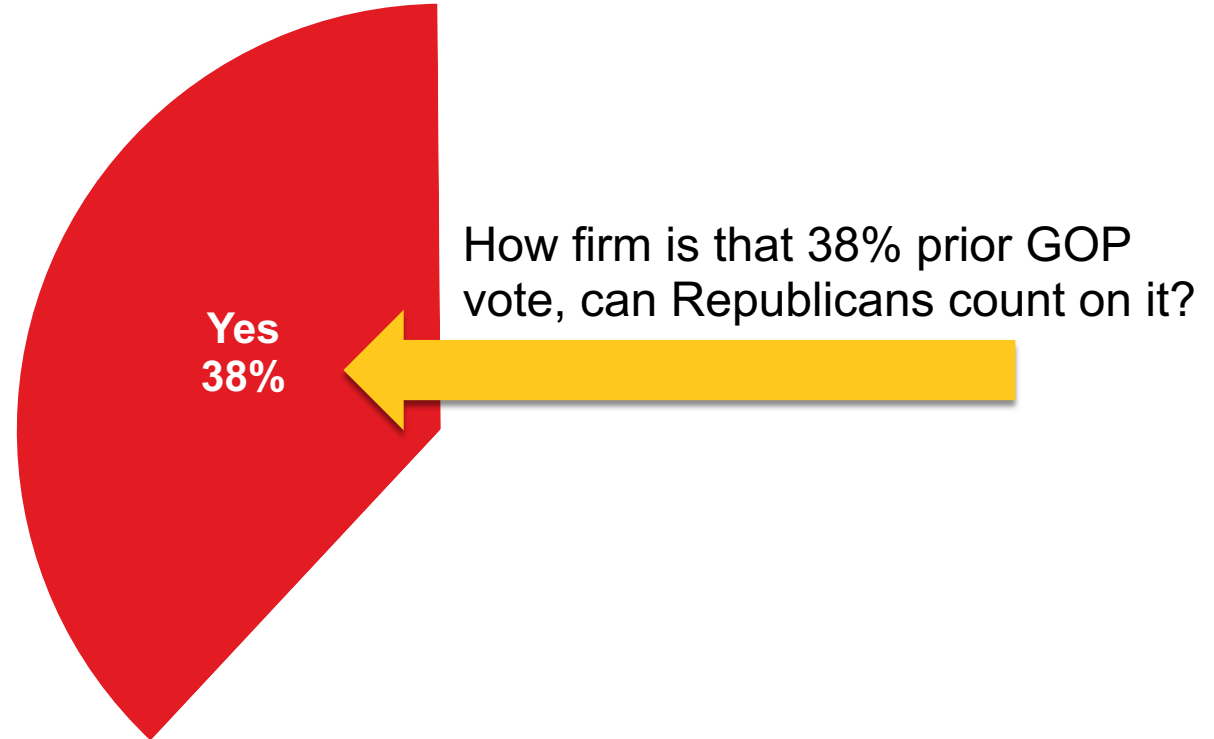
[Among the non-GOP voters] Would you consider voting for a Republican candidate who spoke out against President Trump's harsh policies, treated Latinos with respect, and worked to create more humane immigration laws?



Baseline TX Republican Support

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



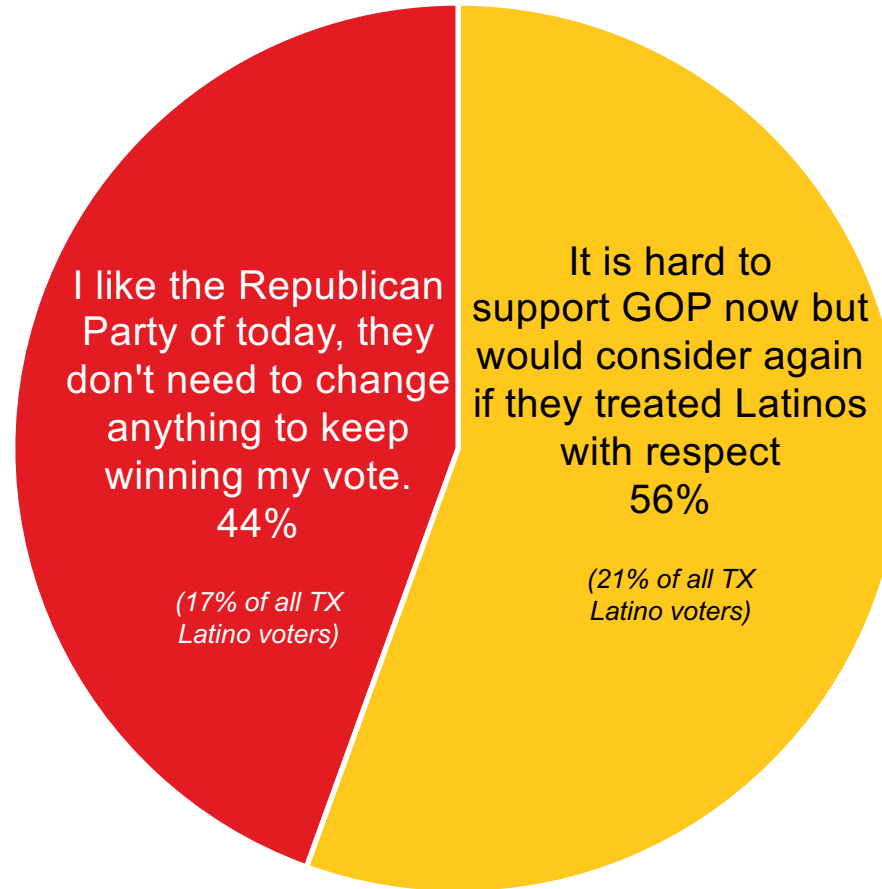
Republican Support Among TX Latinos Who Have Voted GOP in Prior Elections

[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.

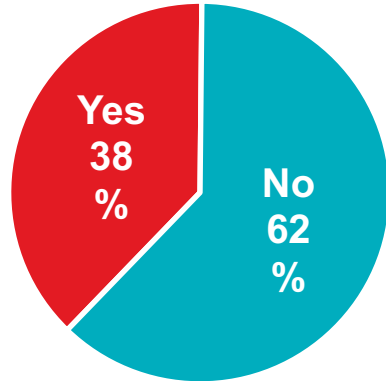
- OR -

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

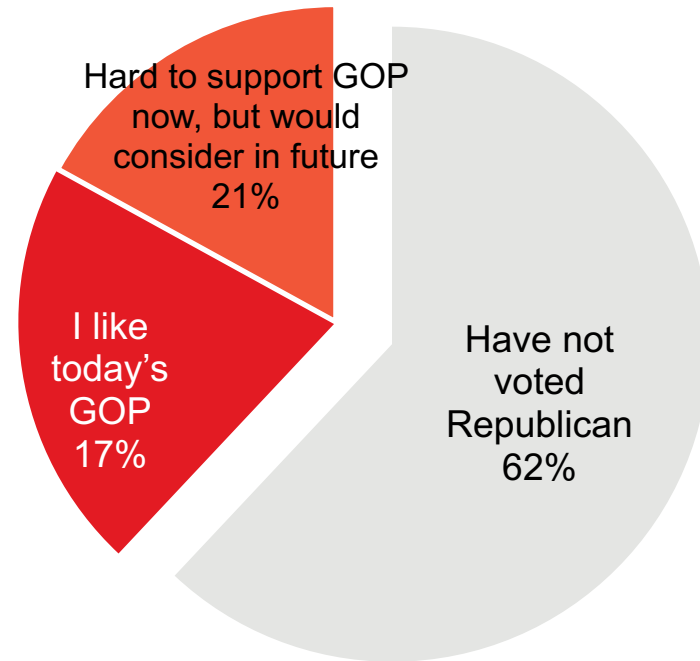


Republican Support Among TX Latinos Who Have Voted GOP in Prior Elections

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



[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.

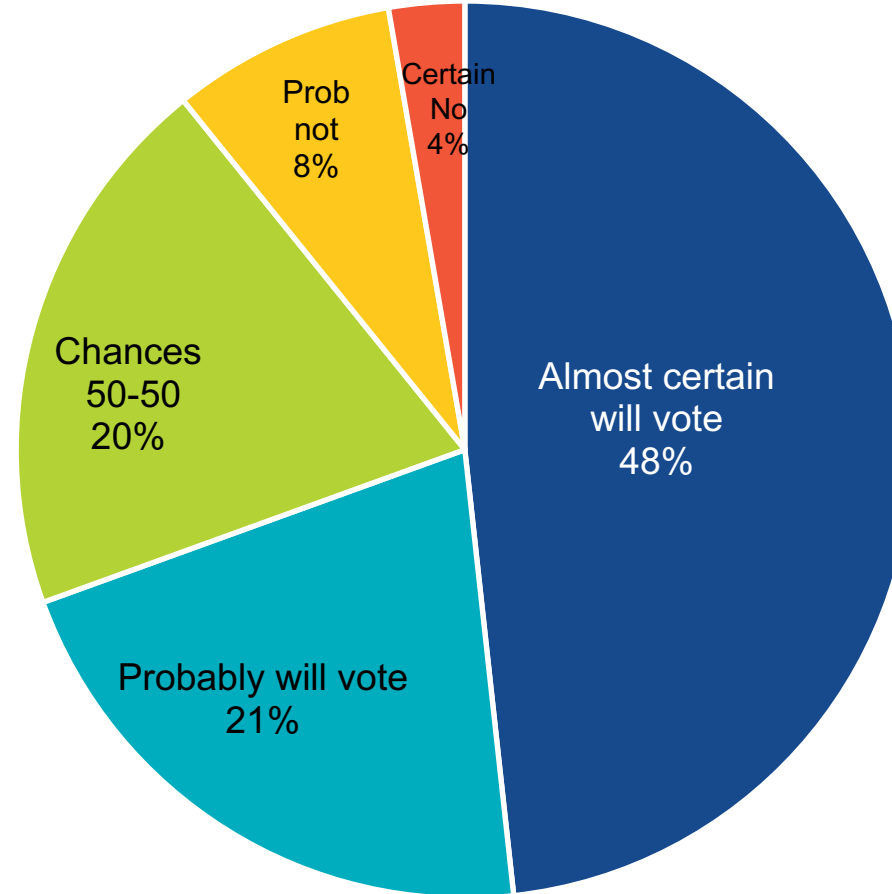


Participation in the 2020 Texas Democratic Caucus

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[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.

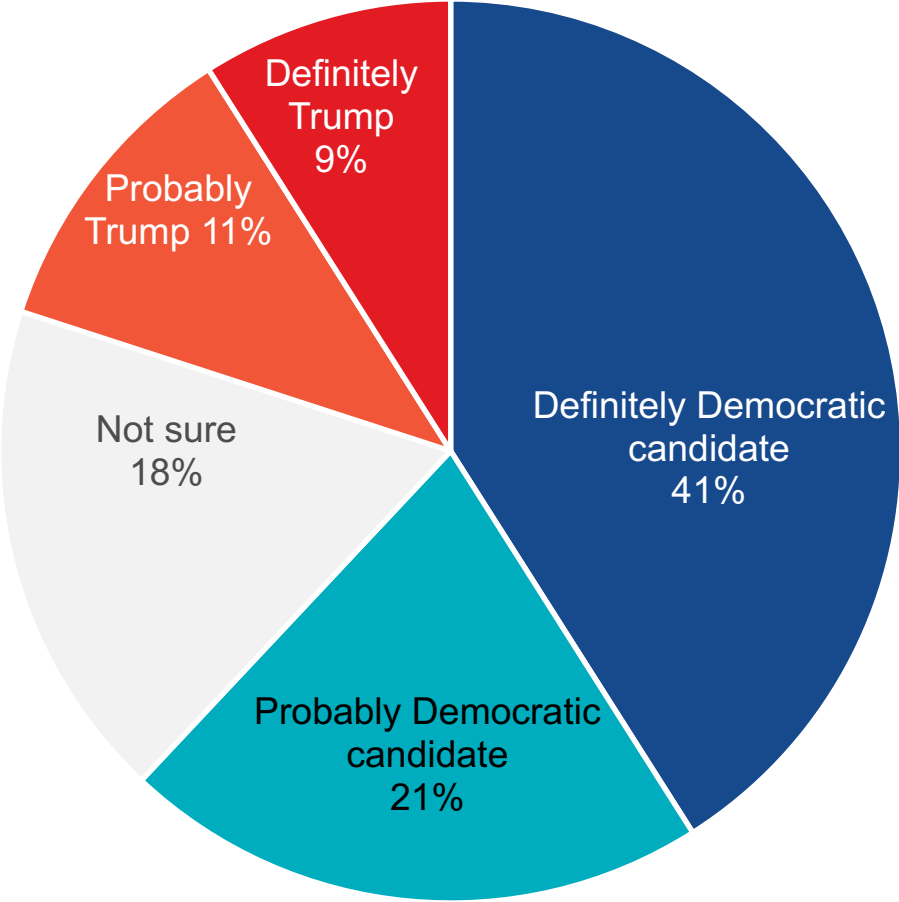
Thinking ahead to the 2020 Democratic Party primaries and caucuses, what are the chances you will participate and vote to choose which Democratic candidate will run against President Trump?



If the 2020 presidential election were held today, would you vote for...

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

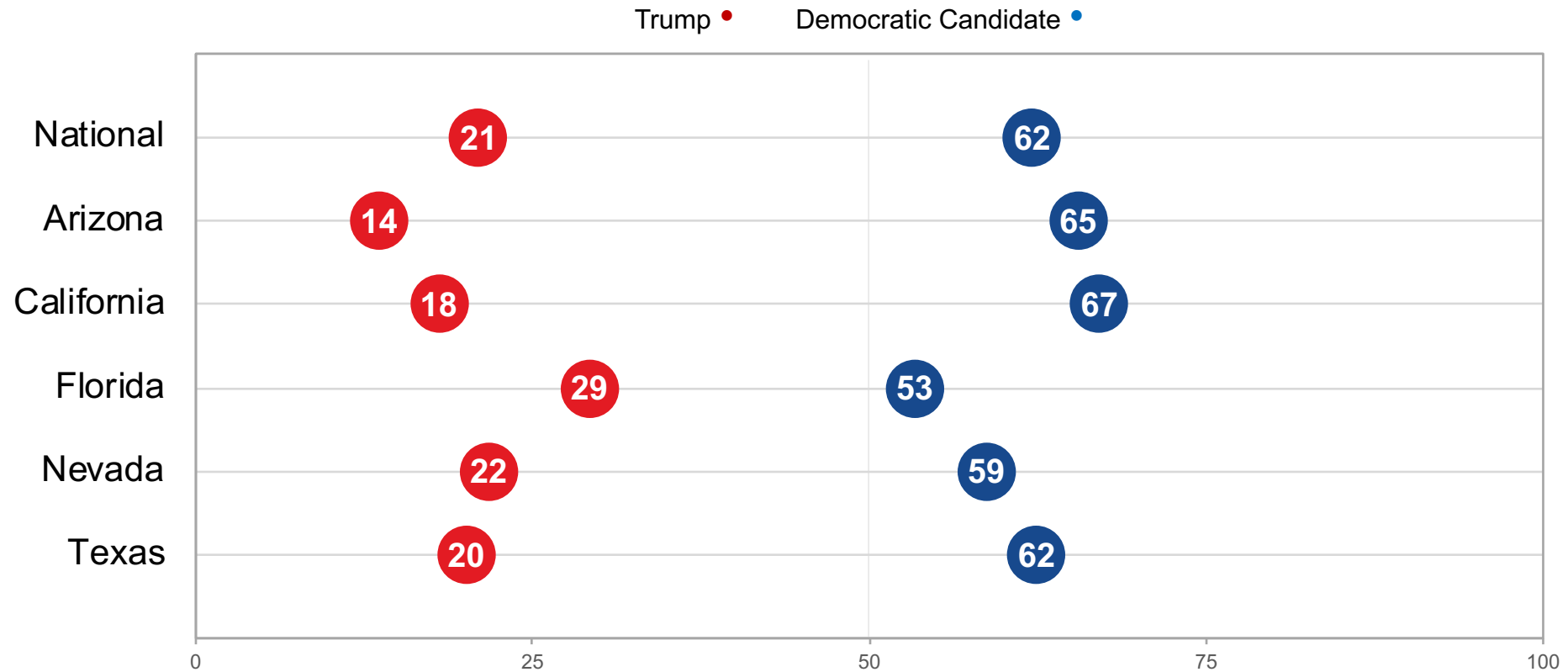
Definitely Trump 9%
Probably Trump 11%
TOTAL TRUMP 20%



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

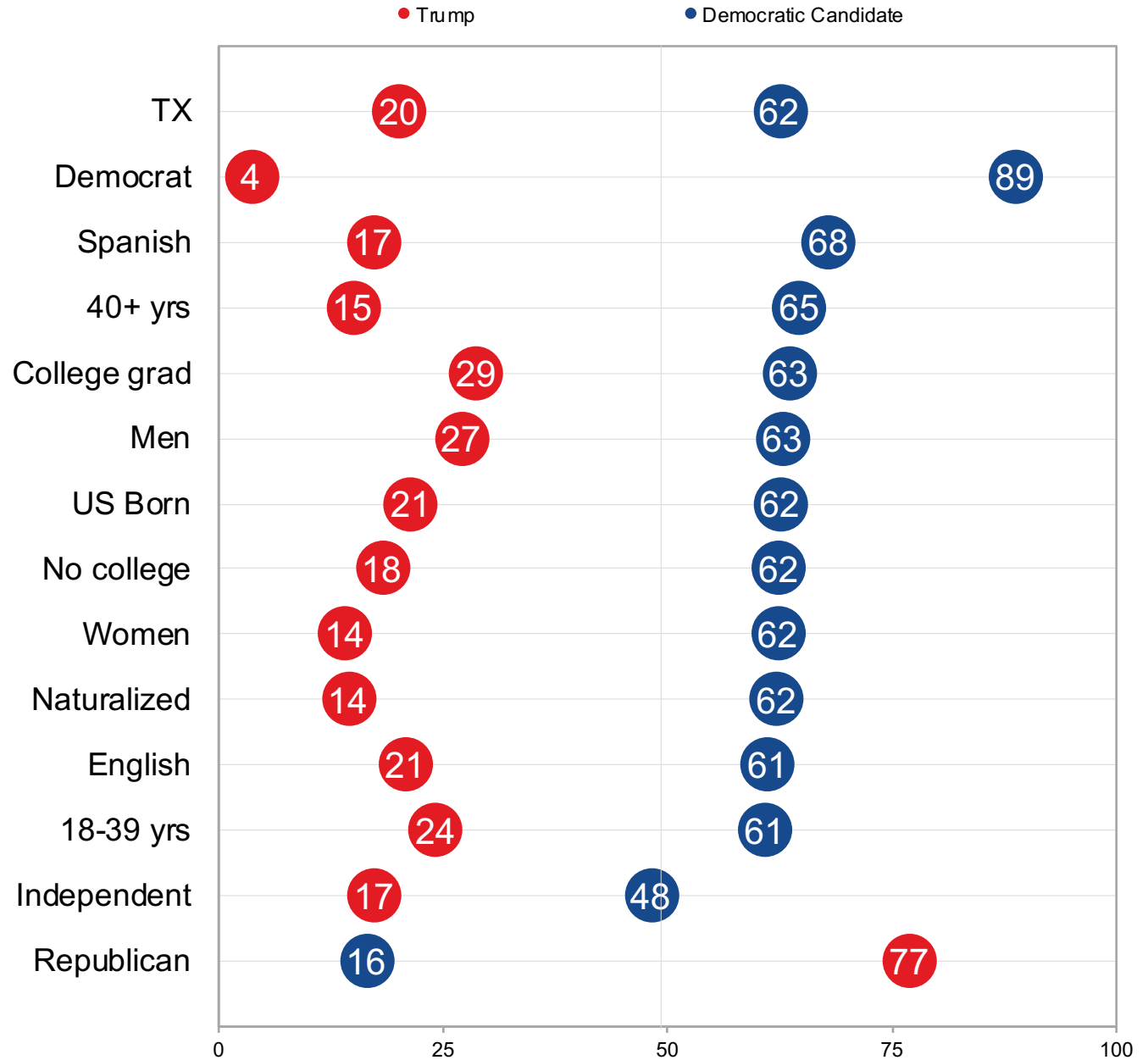
If the 2020 presidential election were held today, would you vote for...

23

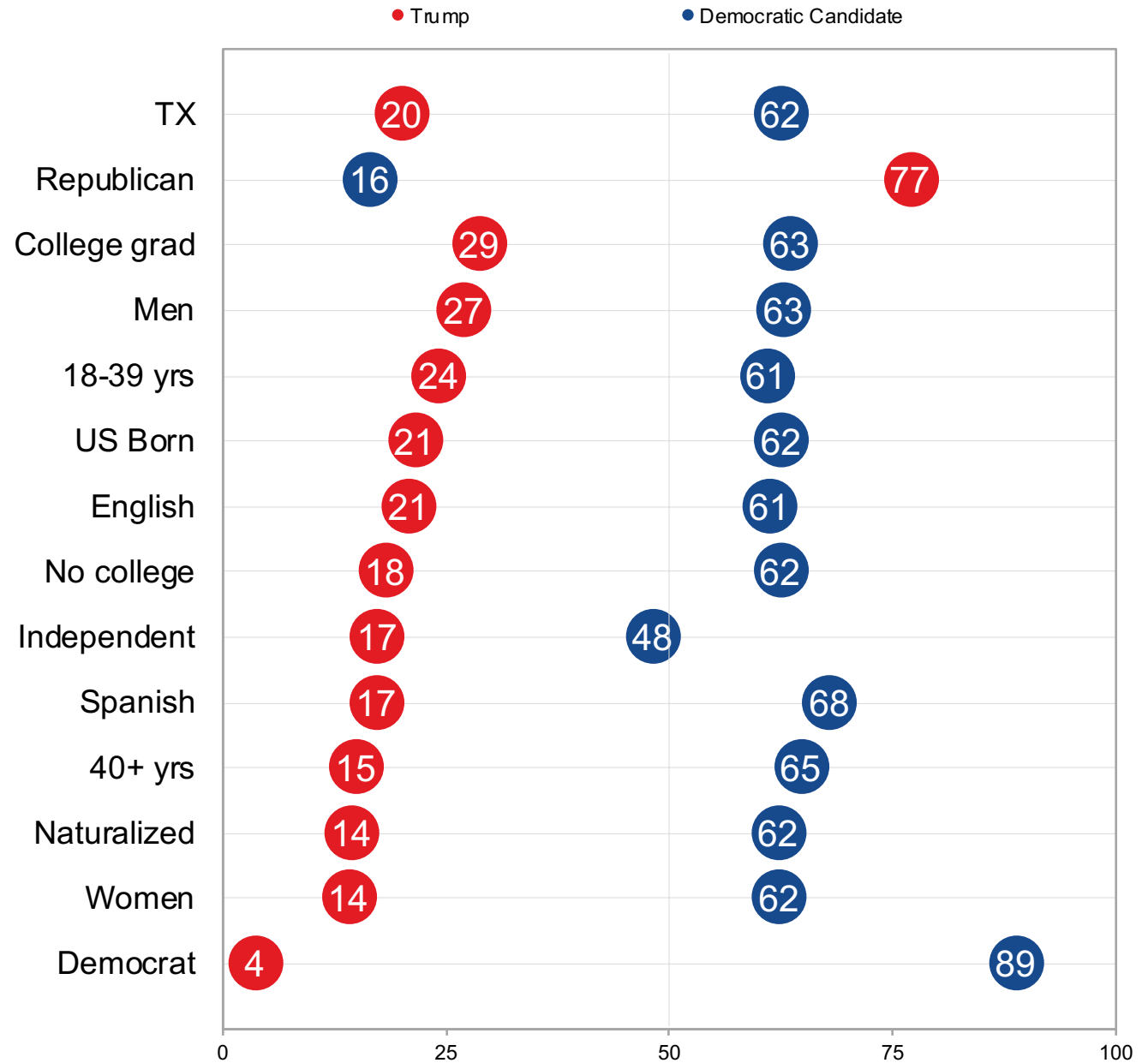


Source: **UNIDOSUS** Texas Latino Electorate Survey June 2019; N=304 Margin of error +/- 5.5%

Overall Vote for Democratic Candidate and Trump (Sorted on Democratic Candidate Vote Share)



Overall Vote for Democratic Candidate and Trump (Sorted on Trump Vote Share)



Key Findings

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- 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