



MOORE INFORMATION
OPINION RESEARCH • STRATEGIC ANALYSIS

Latino Voters in Competitive California Congressional Districts

April 2013

Methodology

Sample

400 interviews among Latino voters in 10 California Congressional Districts likely to be competitive in 2014 – Districts 3, 7, 10, 16, 21, 24, 26, 31, 36 and 52.

Method

Telephone interviews conducted April 2-4, 2013.

All calls were conducted by live interviewers and all respondents were given the option of completing interview in Spanish or English. Thirty percent of interviews were completed on cell phones.

Quotas

Quotas were set for each Congressional District and key demographics (age, gender and party registration), based on actual voter registration.

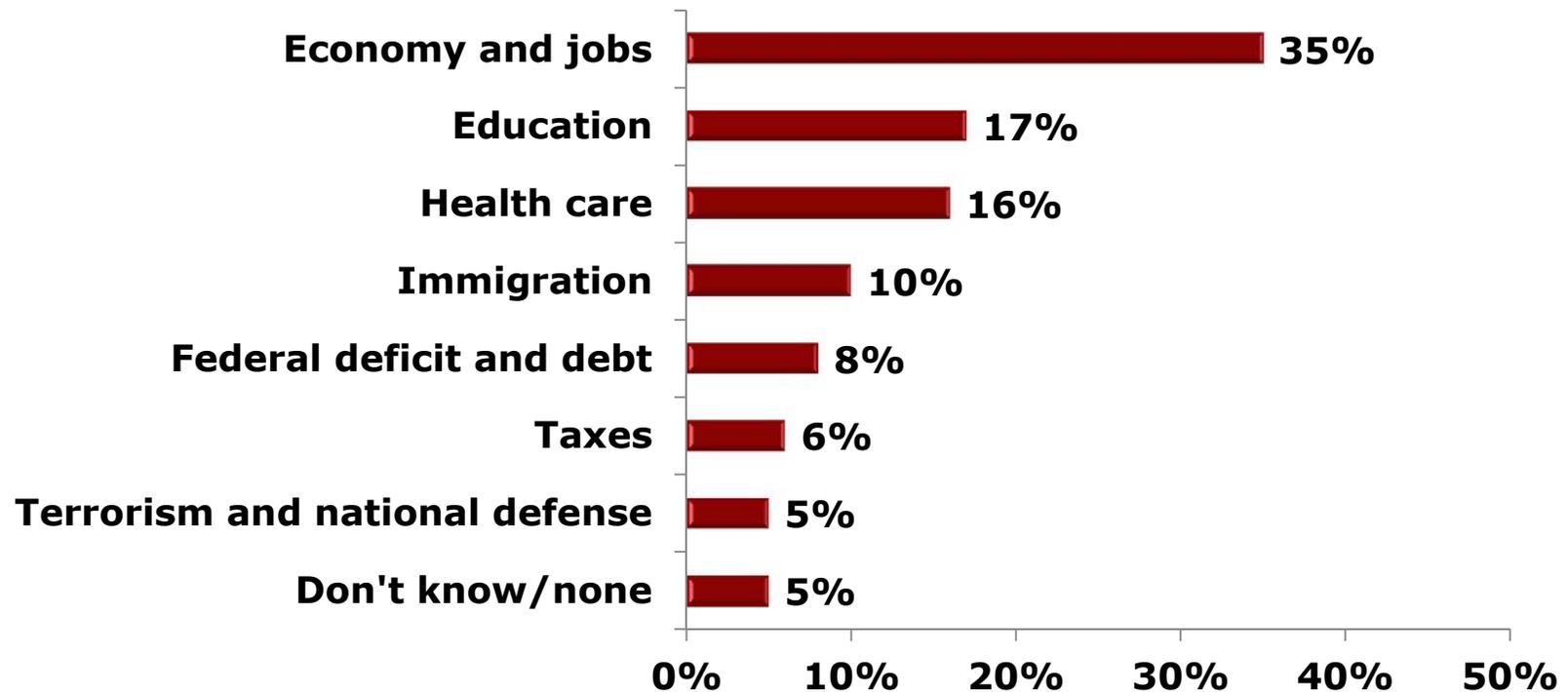
Sampling Error

Plus or minus 4.9% at the 95% confidence level.

Issue Priorities

"Which one of the following issues are you most concerned about personally?"

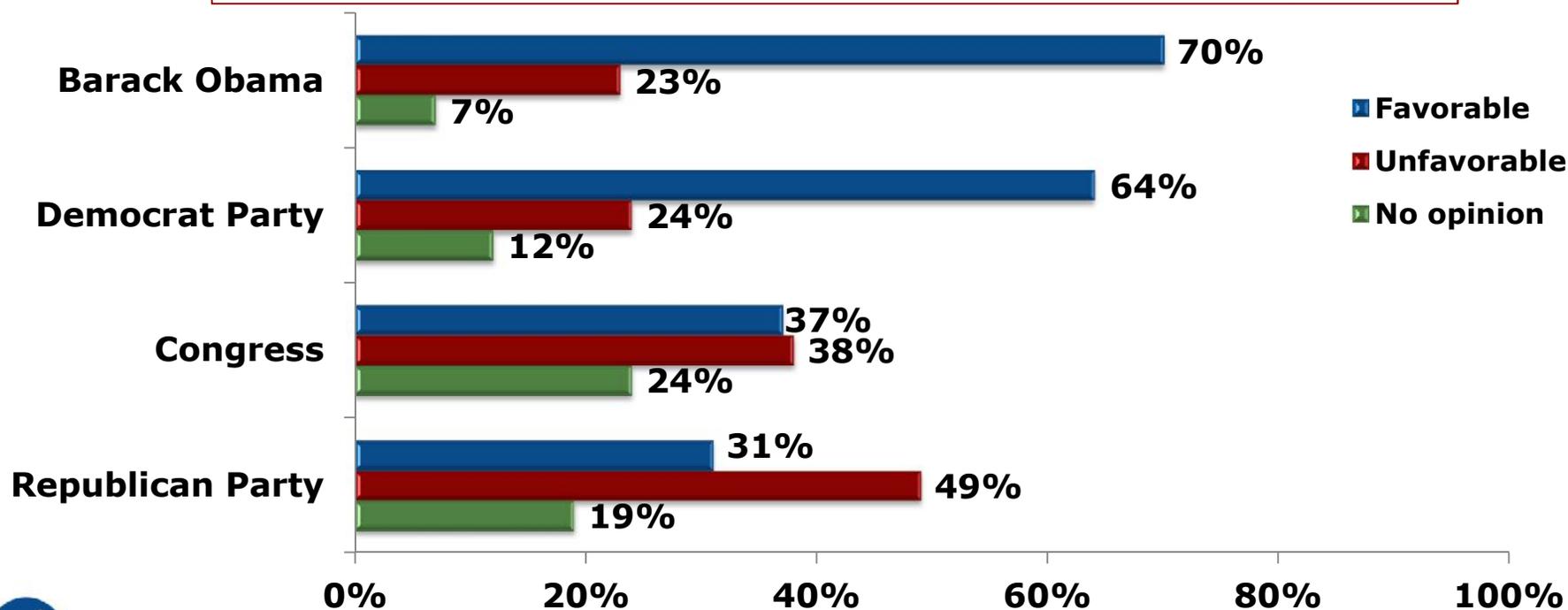
**Economy and Jobs is Leading Concern;
Immigration is Fourth**



Images of Major Political Players

"Here are the names of some people and organizations in the news. Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable impression of each. If you have no opinion or have never heard of the person or organization, just say so."

Latino Voters are Widely Positive about Obama and the Democrat Party, Have Mixed Views About Congress and Unfavorable Views of the Republican Party



Images of Major Political Players: *Key Differences by Subgroups*



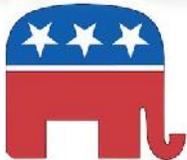
- The President enjoys a positive image among Latino Democrats (86% favorable/6% unfavorable) and DTS/others (61/29%).
- However, the 20% of Latino voters registered as Republican have an unfavorable view (29/68%).



- The Democrat Party also enjoys a positive image among Democrats and DTS/others, but is viewed unfavorably by Latino Republicans.



- Latino voters overall are divided in their opinions of Congress, but several subgroups are favorable, including Central Valley Latinos, Democrats, Spanish-speaking households, first and second generation citizens and lower income Latinos.

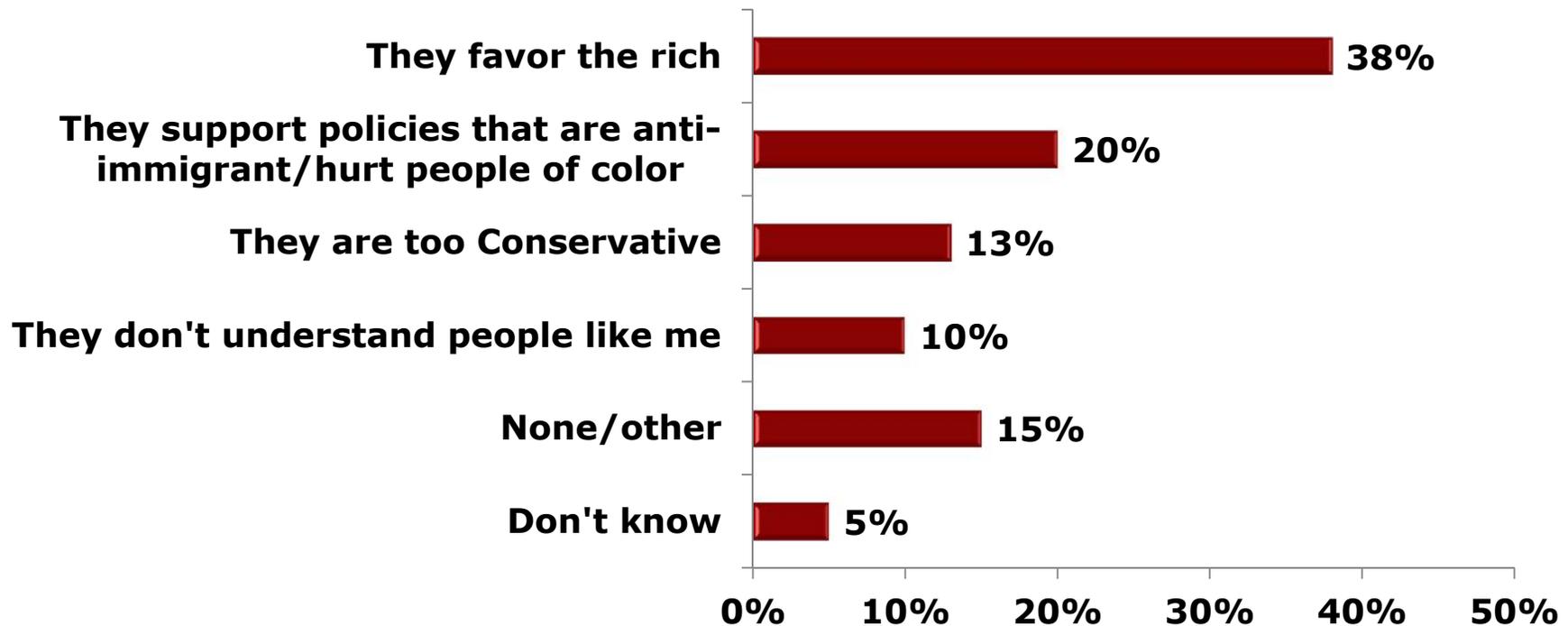


- The Republican Party is popular among GOP Latinos (59/35%), but Conservative Latinos are divided. Central Valley Latinos are more positive about the GOP than Latino voters living on the Coast or Inland Empire.

Leading Latino Complaints About Republicans

"Which one of the following is your major concern or complaint about the Republican Party?"

**Republicans "Favor the Rich"
Only 13% Complain that the GOP is "Too Conservative"**

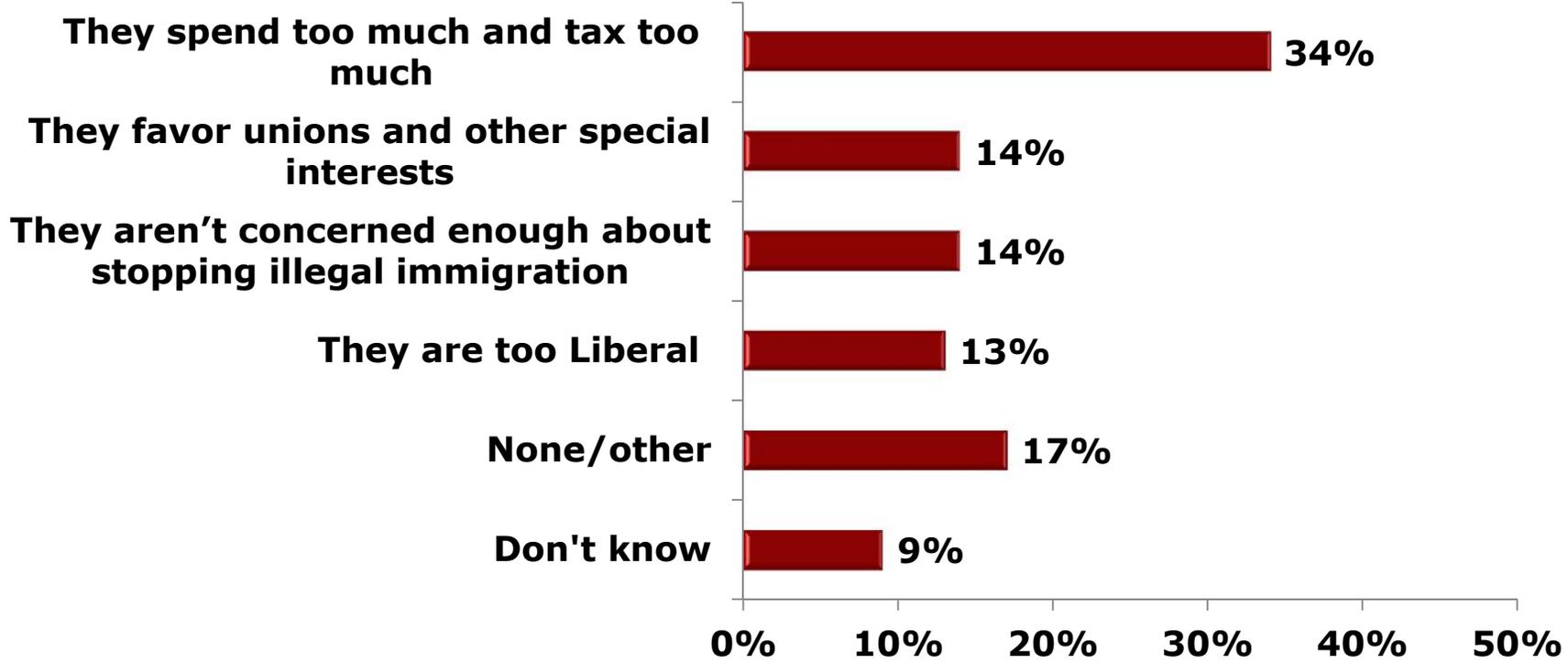


"Favoring the rich" is the leading concern among all Latino voter subgroups, except those who voted for Romney or a GOP candidate for Congress in 2012.

Leading Latino Complaints About Democrats

“Which one of the following is your major concern or complaint about the Democratic Party?”

Democrats “Spend Too Much”

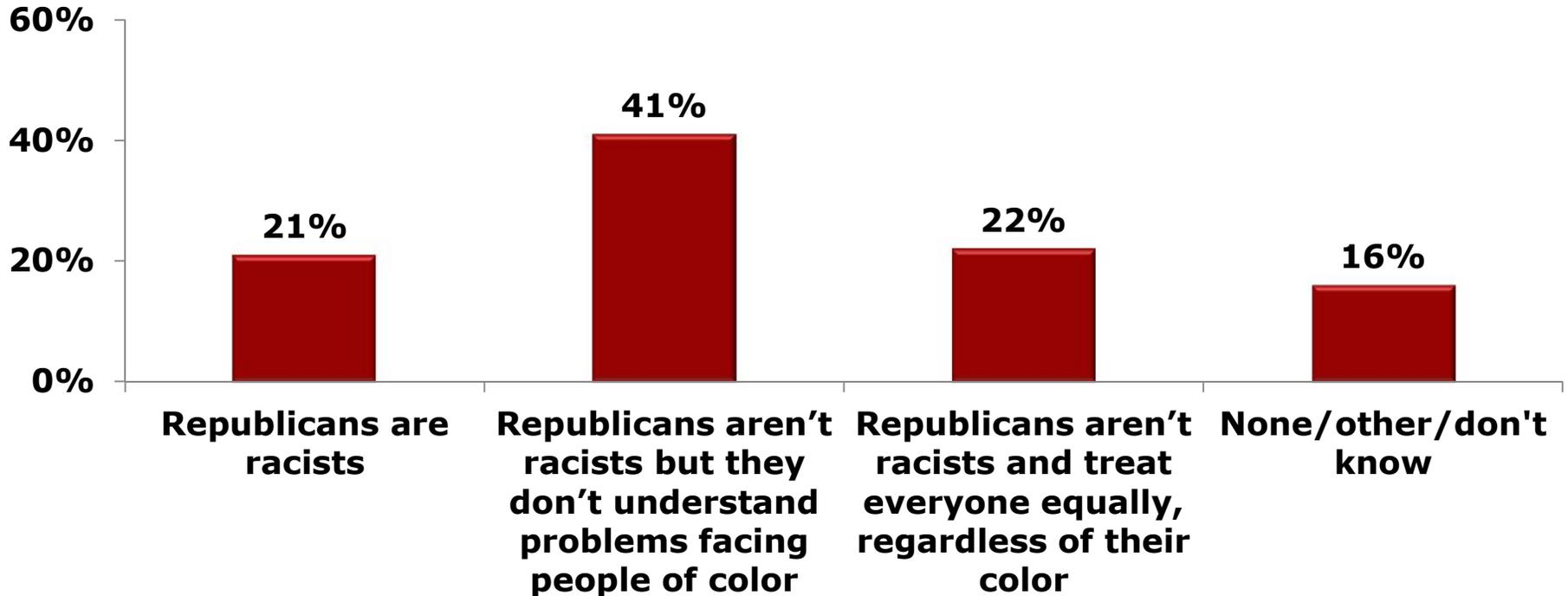


Latino GOP voters are most likely to complain about spending and taxes.

Latino Views of Republicans

"Which one of the following statements about Republicans is closest to your own point of view?"

Most Latinos Don't Believe Republicans are Racists

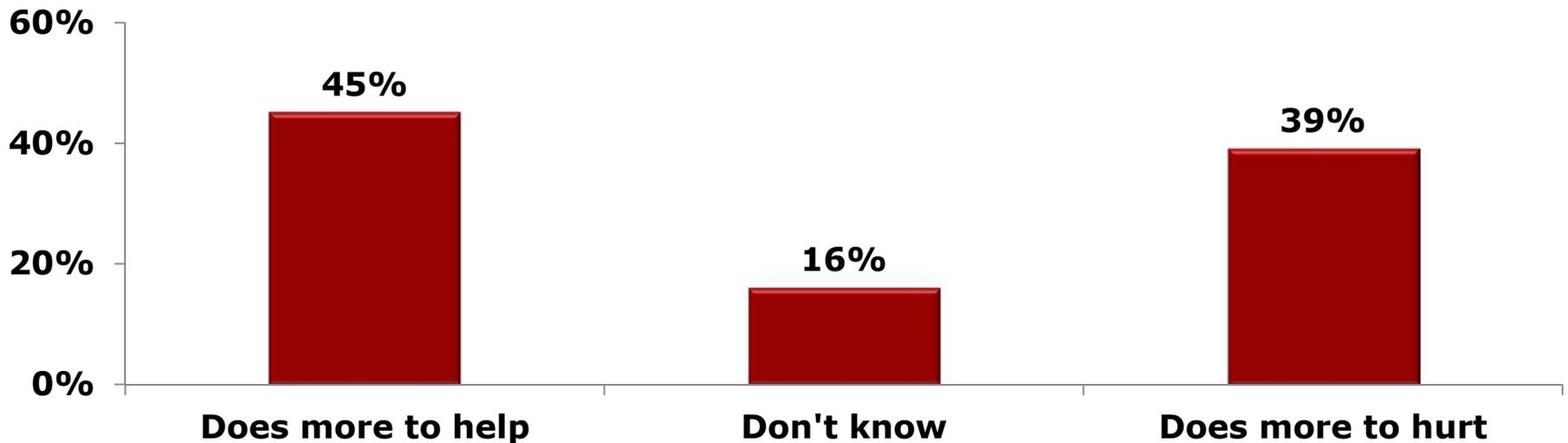


No more than a third in any subgroup believe Republicans are racists.

Helping People Improve Their Standard of Living

"In general, do you believe government does more to help people or more to hurt people trying to improve their standard of living?"

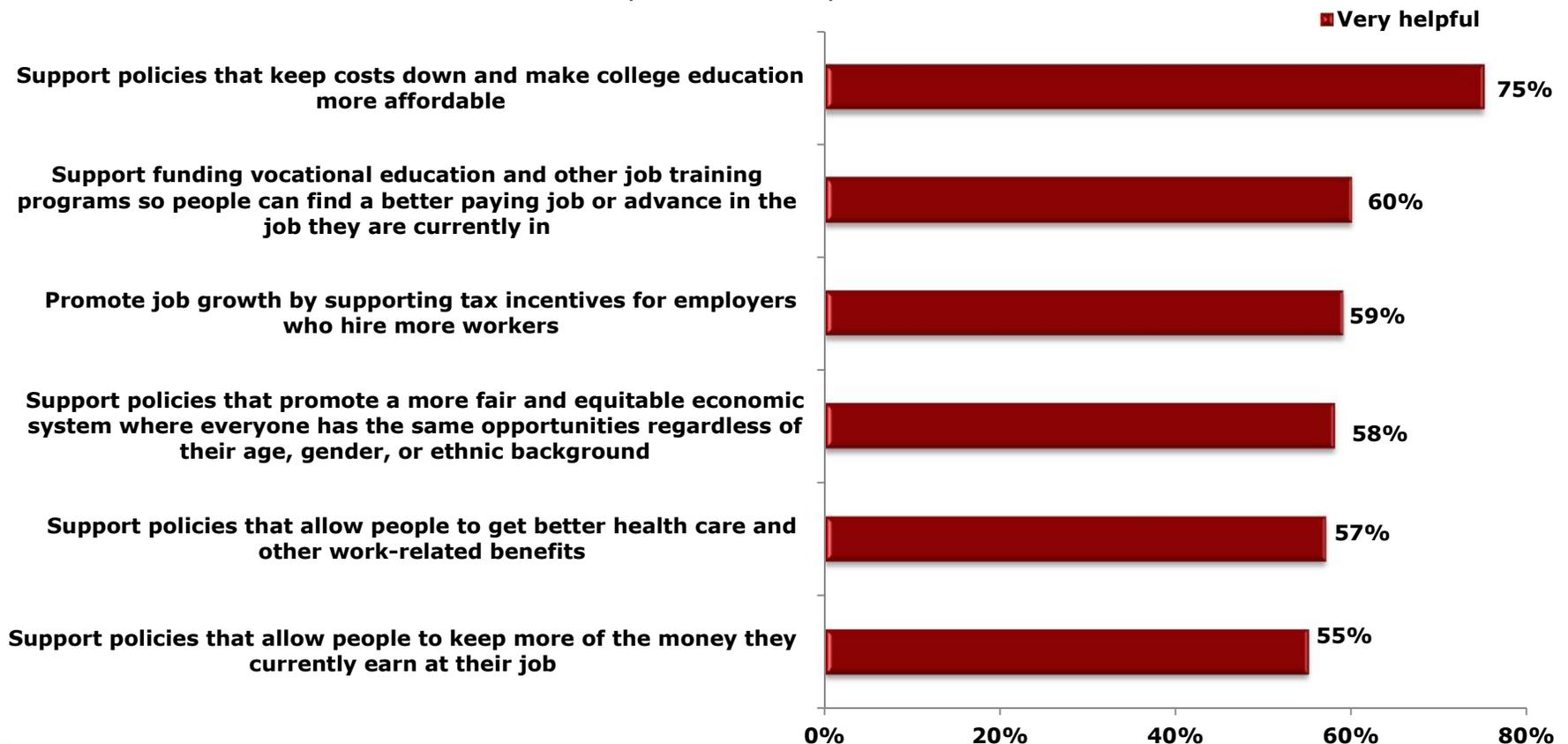
There is No Consensus Among Latino Voters About Whether Government Helps or Hurts People Trying to Improve their Standard of Living



A majority of Democrats, Liberals, Latinos age 18-29, Coastal residents and first and second generation U.S. citizens believe government does more to help, but others are more likely to view government as hurting people trying to improve their standard of living.

Making College More Affordable is Rated Most Helpful for Improving People's Standard of Living

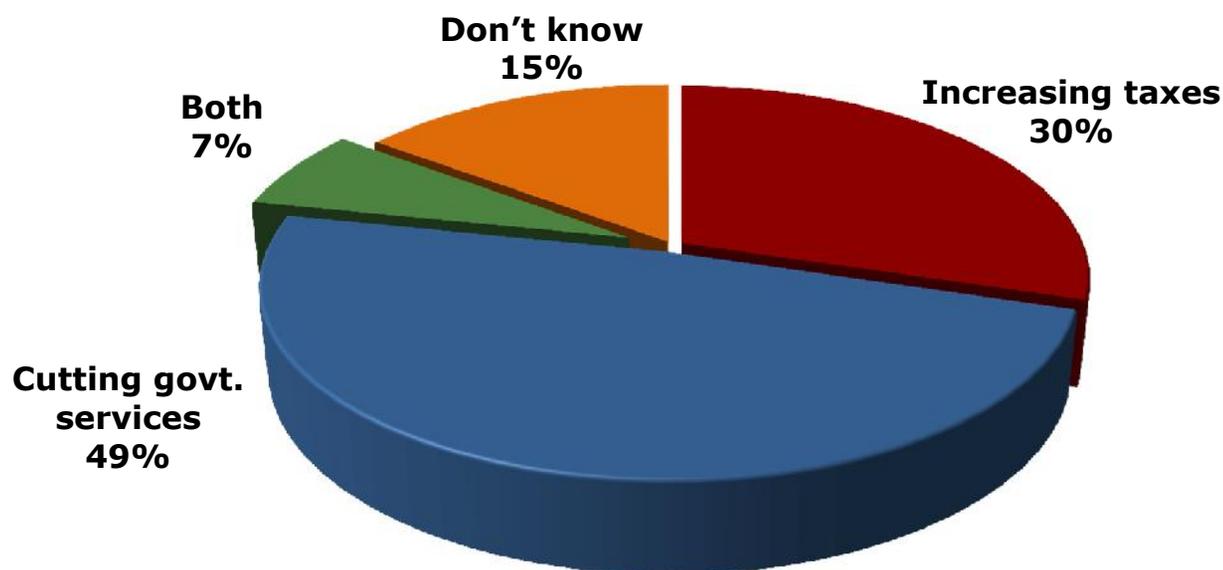
"Here are some things your member of Congress and state legislators could do to help people improve their standard of living. Please tell me if you think each of the following would be very helpful, fairly helpful, not very helpful or not helpful at all."



Balancing the Federal Budget

"In order to balance the federal budget, which do you think should be the main focus of Congress, increasing taxes or cutting government services?"

A Plurality of Latino Voters Would Cut Government Services Rather than Increase Taxes to Balance the Federal Budget



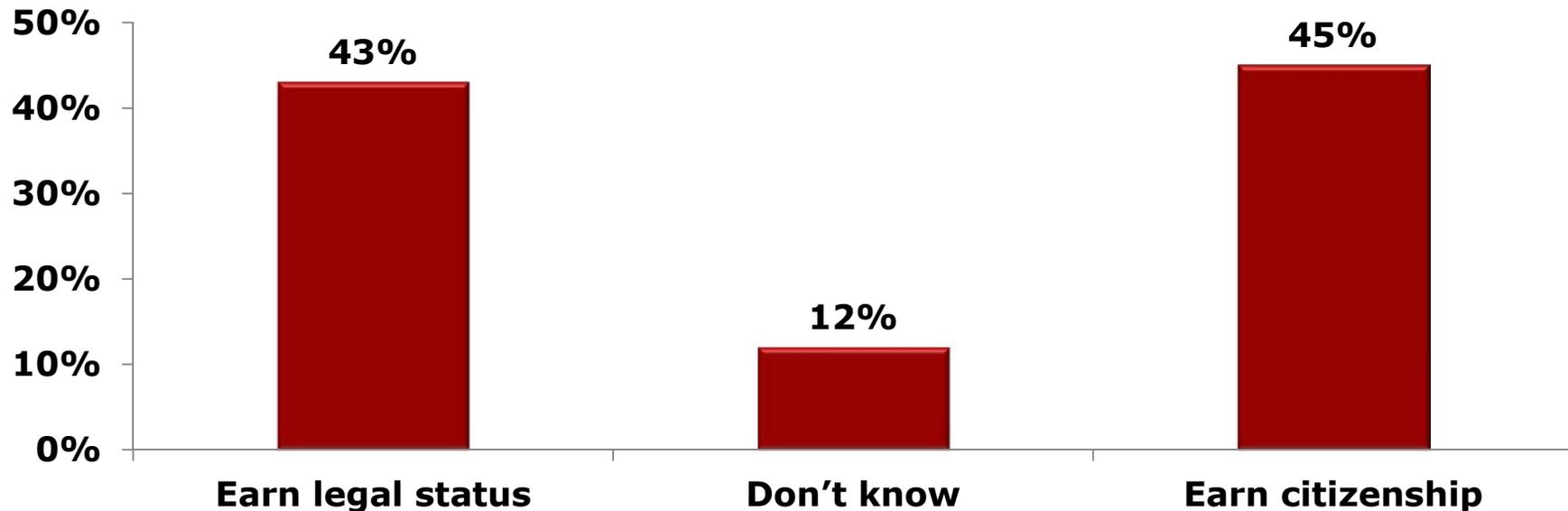
Even among Democratic Latinos, 38% would cut services, while 38% would increase taxes. Republicans, DTS/others, and Latino voters in Spanish-speaking households prefer cutting services.

Pathway to Citizenship or Legal Status? *No Consensus*

“Which one of the following policy options do you prefer for undocumented immigrants?”

Allow them to earn legal status if they pay a fine, have a job and learn English,
OR

Allow them to earn citizenship if they pay a fine, have a job and learn English.”



Democrats, Republicans and DTS/other Latinos are all divided on the issue. Most likely to favor citizenship are women age 18-44, lower income Latino households and Latinos in Spanish-speaking households.

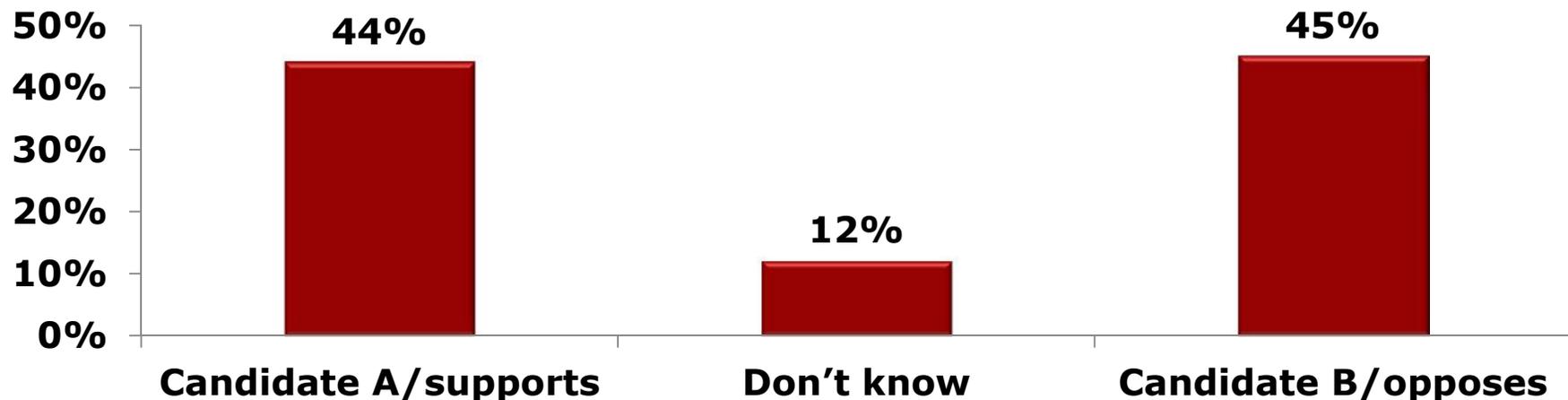
Gay Marriage and Abortion Rights? *No Consensus*

"Here are descriptions of two candidates and their views.

Candidate A supports gay marriage and abortion rights.

Candidate B opposes gay marriage and opposes abortion except in cases of rape, incest or when the mother's life is in danger.

Based on these differences alone are you more likely to vote for Candidate A or Candidate B?"



Democrats and Latinos age 18-29 are more likely to prefer the candidate who supports gay marriage and abortion rights. Republicans and Latinos age 60+ are more likely to prefer the candidate who opposes gay marriage and opposes abortion with exceptions.

Opportunities for Republicans

The survey reveals several opportunities for GOP candidates to capture a significant share of the Latino vote in these 10 potentially competitive Congressional districts.

- **Traditional GOP Issues are Priorities for Latinos.**
 - A majority of these voters are most concerned about issues that are traditional GOP strengths, including economy and jobs, the federal deficit and debt, taxes and terrorism and national defense.
- **Candidates Need to Address Issues Important to Latinos and Avoid Being Defined as Wrong on High-Profile Issues in Order to Negate Stigma of Being Out of Touch.**
 - Most Latinos do not believe Republicans are racists, rather they see the GOP as not understanding the problems facing people of color and being out of touch, whether it be favoring the rich, being on the wrong side of the immigration debate, on the wrong side of the health care debate or not particularly helpful on the education issue.
 - There are gains to be made by GOP candidates who can do the following:
 - Focus on the economy/jobs and education and providing Latinos and others opportunities to improve their standard of living.
 - Making college more affordable is at the top of that list.
 - Not let themselves be defined by their views on immigration and health care.

More Opportunities for Republicans

- **Personal Views Held by Latinos Make the GOP a Likely Ally, but Tone and Priorities Matter.**
 - One-in-three Latinos describe themselves as Conservative, while just 22% consider themselves Liberal.
 - A candidate who opposes gay marriage and abortion is just as popular as a candidate who supports gay marriage and pro-abortion rights.
 - A plurality of Latino voters prefer cutting government services over increasing taxes to balance the federal budget.
 - Almost four-in-ten Latinos (39%) believe government does more to hurt than to help people when it comes to trying to improve their standard of living.
- **Looking Ahead to 2014.**
 - The GOP is hurting among Latino voters because the party is viewed as being out of touch. Due to the fact that many Latinos don't believe Republicans understand where they've come from or the challenges they face – especially in relation to their economic well-being/standard of living – it is crucial that Republicans demonstrate, through communications (and ultimately policy), that they are working on behalf of Latinos to improve their way of life.
 - The survey reveals solid opportunities for GOP candidates to reach out and get in touch with Latino voters. By listening closely and taking action on the issues Latino voters care about, GOP candidates will have the ability to capture a significant share of the Latino vote in these districts.

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