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Latinas on Trump, Policies, and Voting in 2016

Findings from a National Survey of Hispanic Women

To: Interested Parties
From: Greenberg Quinlan Rosner Research

A recent poll of Latina voters commissioned by American Women, Voto Latino Action Network, and iAmerica Action¹ highlights the important role of Hispanic women in this year's presidential elections.

These women are strongly positive toward Hillary Clinton and Democrats; meanwhile, they view Donald Trump very hostilely, not surprising in the wake of his incendiary rhetoric on immigration.

Latinas face a great deal of stress around money and family, with a diverse set of concerns that covers not only economic challenges but also family and balancing their responsibilities at work and at home. Latinas, and particularly millennial Latinas, are more likely to report earning less than \$15 an hour. They want to support candidates whose policy agenda will allow them to achieve a bright future, including equal pay, college affordability, paid sick days and family leave, affordable childcare, and reproductive rights.

Moreover, Latinas express more enthusiasm for voting in the 2016 elections than in the 2014 mid-term elections, driven by very polarized feelings about the political parties and candidates. These

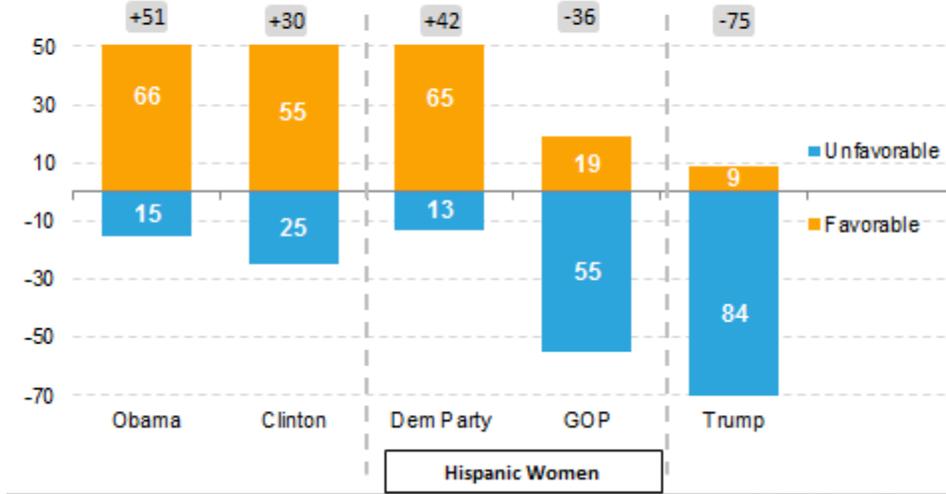
The following are key findings from a national telephone survey of 400 Latina registered voters conducted by Greenberg Quinlan Rosner Research. The survey was run in parallel with an online survey of 800 registered voters nationally.

84% of Latinas View Trump Negatively

These women come to this election with very polarized feelings toward the political parties and candidates at the top of the ticket. Latinas express strong favorable feelings for the Democratic Party, President Barack Obama, and Hillary Clinton alike, while white men and women view them negatively. At the same time, Latinas hold a negative view of the Republican Party generally, but reserve their harshest sentiments for the presumptive Republican nominee. An overwhelming 84 percent of Latinas view Trump negatively.

¹ Greenberg Quinlan Rosner Research conducted a national online survey of 800 registered voters. The survey was conducted from April 16-19, 2016. At the same time, GQRR conducted a parallel telephone survey of 400 Hispanic women. Forty-two percent of this sample was reached on a cell phone. All interviews were carried out via telephone by bilingual interviewers, and conducted in the preferred language of the survey respondent, English or Spanish. The phone survey is subject to a margin of error of +/- 4.9 percentage points at a 95 percent confidence interval.

Latinas favorable to Clinton and the Democrats but hostile to Trump



Latinas show intense support for pay equality, college affordability, and reproductive health policies

Given the concerns facing Latinas and their hope for the future, it is not surprising that they strongly favor candidates who advocate for college affordability, pay equality, and paid sick and paid family leave in the workplace. The intensity of support is notable here, with nearly 8 out of 10 Latinas who say they would be “much more likely” to support a candidate for elected office who took these positions.

For Latinas, pay equality and college affordability top issues

The following is a table of positions on issues that a candidate for elected office might take. Please indicate whether that position would make you more likely to vote for that candidate, less likely to vote for that candidate or would not make a difference either way.

	Much More Likely Latinas	Total Much More Likely Latinas	Much More Likely Millennial Latinas	Total Much More Likely Millennial Latinas
College Affordability	80	93	83	91
Equal Pay	77	90	83	96
Paid Family Leave	70	91	87	96
Paid Sick	62	86	64	89
Childcare	64	80	56	84

Latinas also strongly support policies to protect women’s reproductive health, with large majorities more likely to vote for a candidate who will protect women’s access to birth control and abortion. This includes 69 percent of Latinas under the age of 50 and 54 percent of older

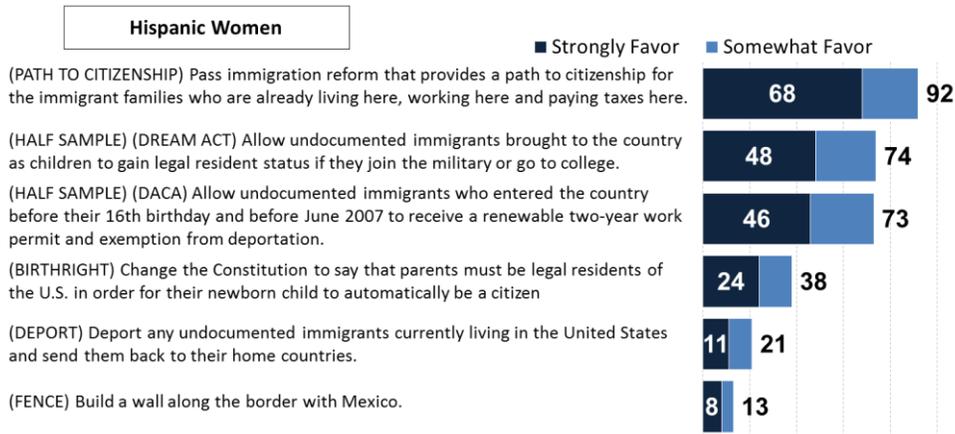
Latinas. Likewise, half of Latinas say they are less likely to vote for a candidate who supports defunding Planned Parenthood and passing a ban on abortion

Overwhelming support for immigration reform policies among Latinas

Not surprisingly, strong majorities of Latinas favor policies that would not only allow undocumented immigrants to stay in the country and gain legal resident status, but also provide a path to citizenship. Two-thirds of Latinas strongly favor a path to citizenship, with more than nine out of ten (92 percent) favoring the policy overall. Just 13 percent of Latinas support building a fence along the border with Mexico; 83 percent oppose the plan.

Immigration reforms garner great support among Latinas, while isolationist policies bomb

The following are a series of policy proposals on the issue of immigration. After each, please indicate if you strongly favor this proposal, somewhat favor this proposal, somewhat oppose this proposal or strongly oppose this proposal.

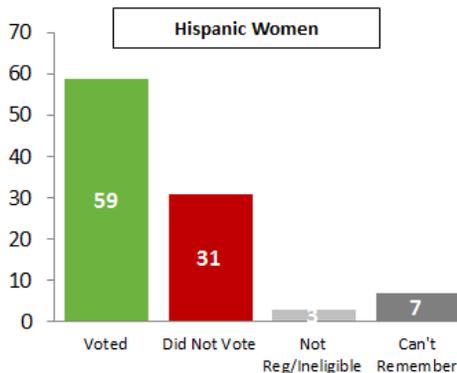


Latinas express strong intention to vote in 2016

Latinas have an opportunity to be a key bloc in this year’s elections. In this survey, 59 percent of Latinas report voting in 2014; now, nearly 81 percent say they are “almost certain” to vote in 2016.

Just over half of Latinas report voting in 2014, but large majority planning to vote in 2016 elections

As you may know, there was an election in 2014 for Congress and other offices. Many people weren't able to vote. How about you? Were you able to vote or for some reason were you unable to vote?



What are the chances of your voting in the election for President in November 2016: are you almost certain to vote, will you probably vote, are the chances 50-50, or do you think you will not vote?

