



Swing States and Wildcards

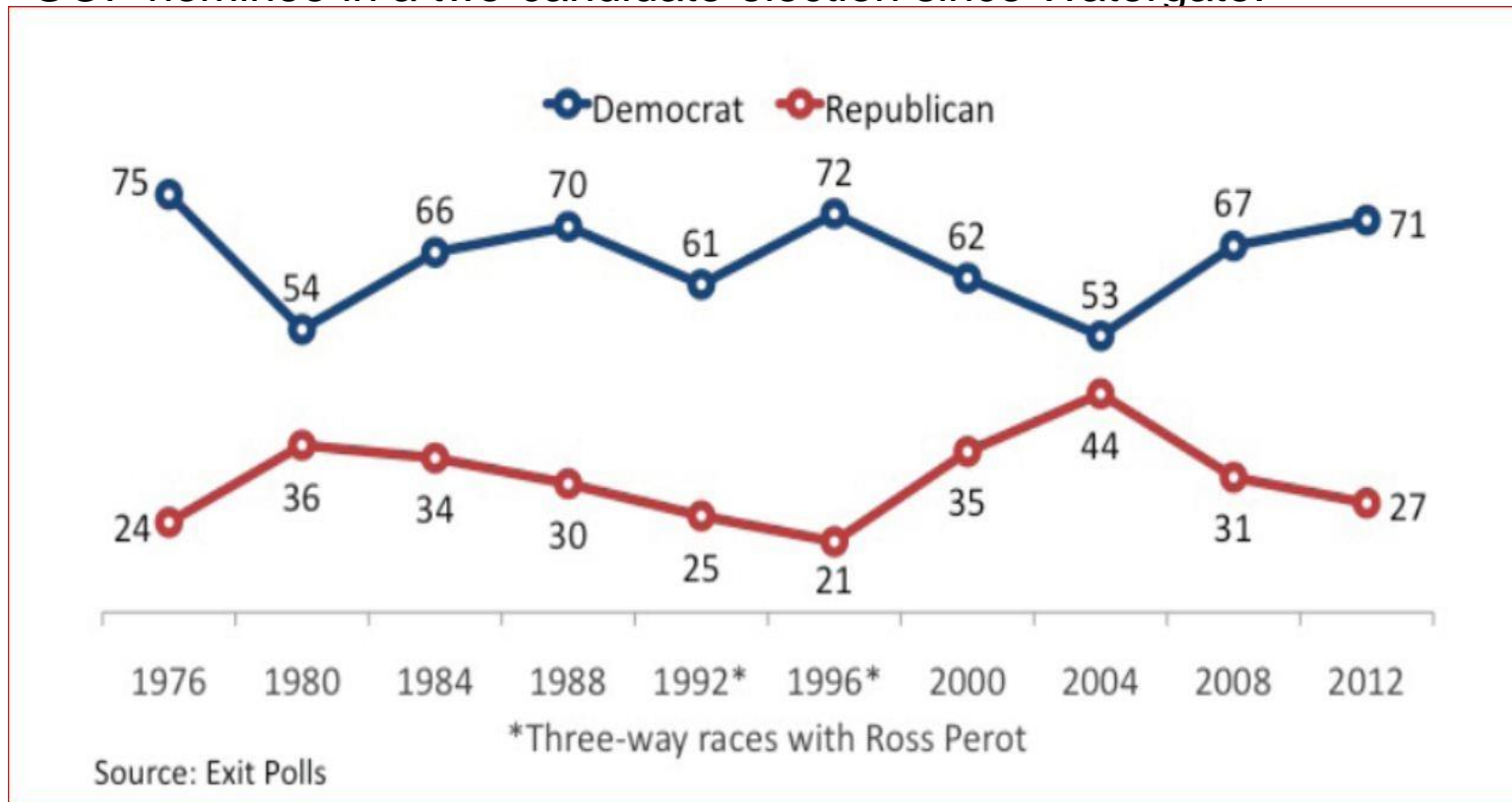
American University
February 2016

GOP VOTE BY GENDER

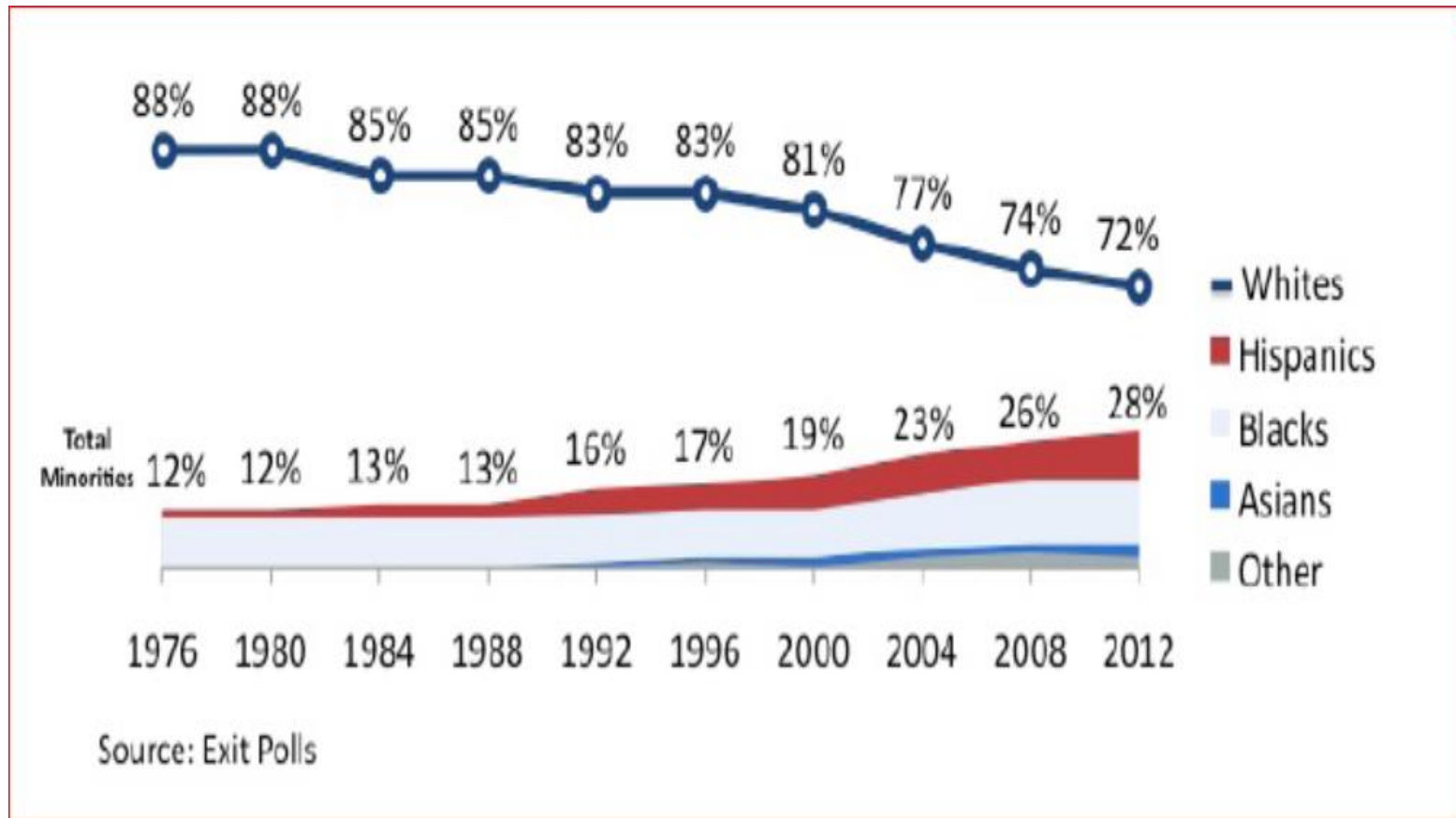
	MALE	FEMALE	WHITE MEN (36%)	WHITE WOMEN (41%)	NON-WHITE MEN (10%)		NON-WHITE WOMEN (12%)	
2004	55%	48%	62%	55%	30%		24%	
2012	52%	44%	62%	56%	<u>Latino</u>	<u>African American</u>	<u>Latino</u>	<u>African American</u>
					33%	11%	23%	3%

GOP'S "LATINO PROBLEM"

- Hispanics represented 10% of voters in 2012.
- Mitt Romney received the lowest percentage of the Hispanic vote of any GOP nominee in a two-candidate election since Watergate.



- Every month, 50,000 Hispanics turn 18 years old and are eligible to vote.



- The Hispanic Leadership Network and Resurgent Republic surveyed Hispanic voters in Florida, Colorado, Nevada and New Mexico.

Hispanic's Percentage of Electorate

	Florida	Colorado	Nevada	New Mexico
2008	14%	13%	15%	41%
2012	17%	14%	18%	37%*

* New Mexico was conceded early in campaign

State of Republican Brand

A. – GOP Does NOT Respect Values and Concerns of Hispanics

Florida	Colorado	Nevada	New Mexico
51/44%	63/30%	59/35%	54/40%

B. – Democratic Party Respects Values and Concerns of Hispanics

Florida	Colorado	Nevada	New Mexico
67/28%	76/20%	72/23%	72/23%

C. – GOP's Favorable/Unfavorable Ratings

Florida	Colorado	Nevada	New Mexico
44/47%	30/61%	33/58%	35/53%

D. – Democratic Party's Favorable/Unfavorable Ratings

Florida	Colorado	Nevada	New Mexico
60/30%	72/23%	69/24%	66/26%

E. – Republican Statewide Elected Official’s Favorable/Unfavorable Ratings

Florida Sen. Marco Rubio	Nevada Gov. Brian Sandoval	New Mexico Gov. Susana Martinez
49/37%	47/27%	53/35%

F. – GOP Seen as “Anti-Immigrant”; Democrats More Favorable

	FL		CO		NM		NV	
	Dem	Rep	Dem	Rep	Dem	Rep	Dem	Rep
Cares about helping rich people	19	63	21	66	19	67	23	65
Anti-immigrant	20	54	29	53	23	55	25	56
Understands needs/concerns of Hispanics	62	19	74	12	69	14	73	12
Makes effort to win Hispanics	68	16	77	12	77	11	79	11
Views Hispanics as group	50	33	50	35	51	32	54	33

G. - TONE in discussing immigration HAS impact on Hispanics not directly affected by issue. Puerto Ricans in Florida supported Obama 64/36%. GW Bush won that vote in 2004.

GOP'S POTENTIAL WITH HISPANIC VOTERS

- Hispanic Support School Choice and Merit Pay for Teachers

	Florida	Colorado	Nevada	New Mexico
School Choice	58/38%	57/34%	60/33%	60/33%
Merit Pay	50/42%	48/42%	54/38%	52/40%

- 1 in 10 Hispanics own a small business.
-

- GOP has room to grow among Hispanics

	FL	CO	NM	NV
Consider themselves to be Republicans	26%	16%	22%	15%
Voted for Romney in 2012	39%	23%	29%	25%
Consider themselves to be conservative	44%	38%	47%	40%
Government is doing too many things	40%	30%	34%	35%
Limit spending, lower taxes, reduce regulations	42%	38%	39%	40%
Government should promote "opportunity", not "fairness"	53%	42%	48%	48%
Likely/consider voting Republican in 2016	52%	41%	53%	45%

WILDCARDS

- Donald Trump
 - Angry/ Anti-establishment sentiment
 - GOP-Brokered Convention?
 - If Hillary is nominee, where will Bernie voters go?
-

Democrat 217

191 Republican

130

