

MEMORANDUM

TO: INTERESTED PARTIES
FROM: BRENT MCGOLDRICK, CHRIS WILSON
RE: HISPANIC STUDY
DATE: MARCH 1, 2018

This memo is based on the findings of a national, online survey among N=3000 Hispanic adults, ages 18+, from December 14, 2017 to January 5, 2018. The survey was conducted by a bipartisan team of researchers and focused on political views, policy views, and TV media consumption habits. Interviews were conducted among a panel of Hispanic adults recruited by Survey Sampling International.

KEY FINDINGS:

1. Two-thirds of Hispanics say they are open to voting for either party.

A key finding discovered in this research is that two-thirds (65%) of Hispanic respondents agree with this statement: *“While I typically vote for candidates of one political party, if the other party’s candidates made an effort to reach out to me, I would be open to consider voting differently.”*

Republican candidates tend to perform better among Hispanics in midterm elections than in presidential elections. Still, historically, Hispanics have strongly supported Democratic candidates in midterm elections, most recently by a 63%-37% margin in 2014.¹ The analysis of key findings by partisan breaks reveals encouraging information for both parties.

2. There are large swaths of Hispanics who support traditionally Republican policy positions.

Namely:

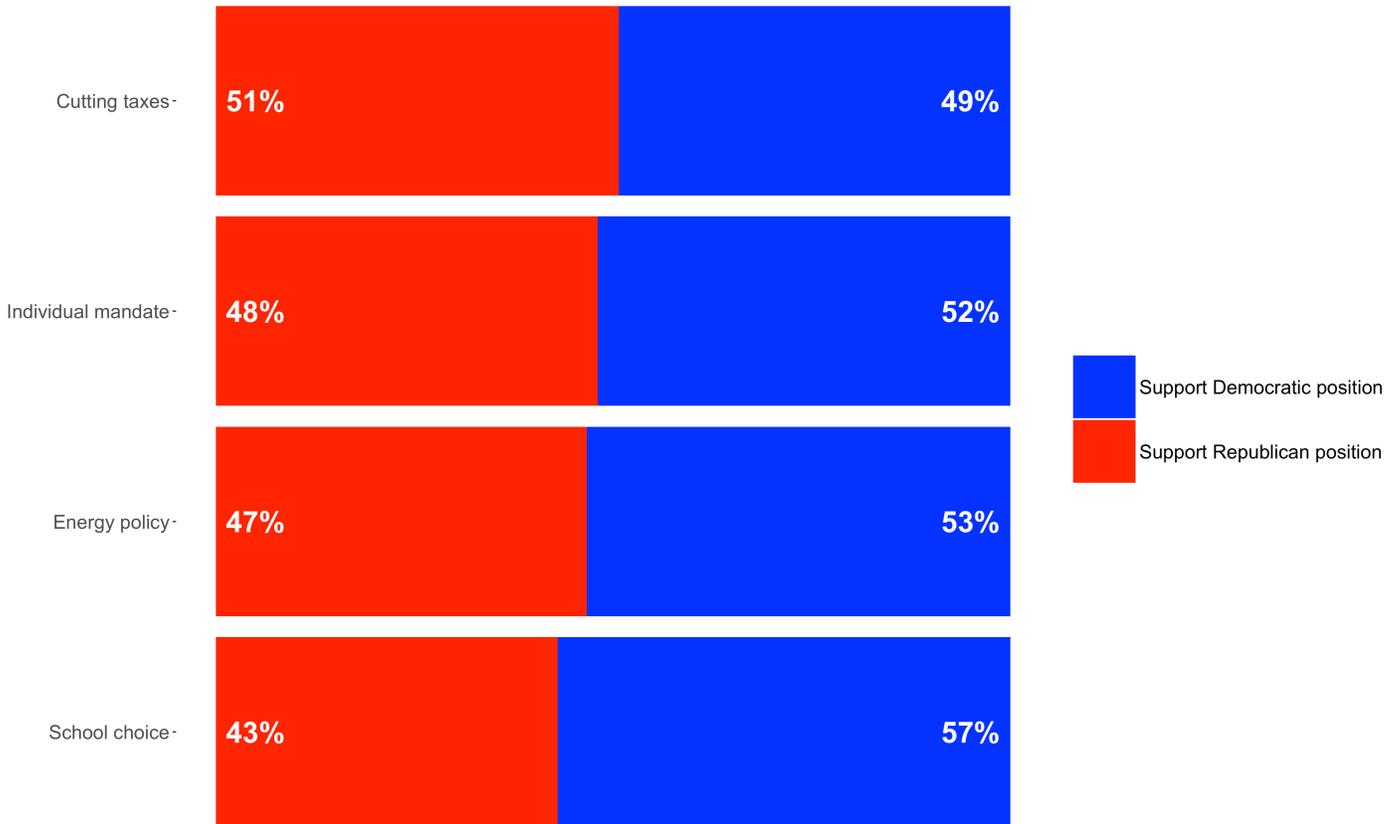
- **Cutting taxes.** 51% of Hispanics agree that *“the best way to stimulate the economy is by cutting taxes across the board for individuals, small businesses, and corporations...”*
- **No individual mandate.** 48% of Hispanics agree that *“government shouldn’t be allowed to tell people what products and services they buy and that forcing healthy people to buy expensive health insurance is unfair.”*
- **“All of the above” energy production.** 47% of Hispanics agree that *“we need an all of the above energy policy that rolls back excessive regulations on fossil fuels while also supporting the growth of other energy solutions, like natural gas, wind, nuclear, and solar.”*

¹ <https://www.nytimes.com/interactive/2014/11/04/us/politics/2014-exit-polls.html>
<https://www.nytimes.com/interactive/2016/11/08/us/politics/election-exit-polls.html>

2018 Hispanic Study

- **School choice.** 43% of Hispanics agree that “parents should have a choice when it comes to deciding whether to send their children to private or public school.”

Hispanic-friendly issues for Republicans



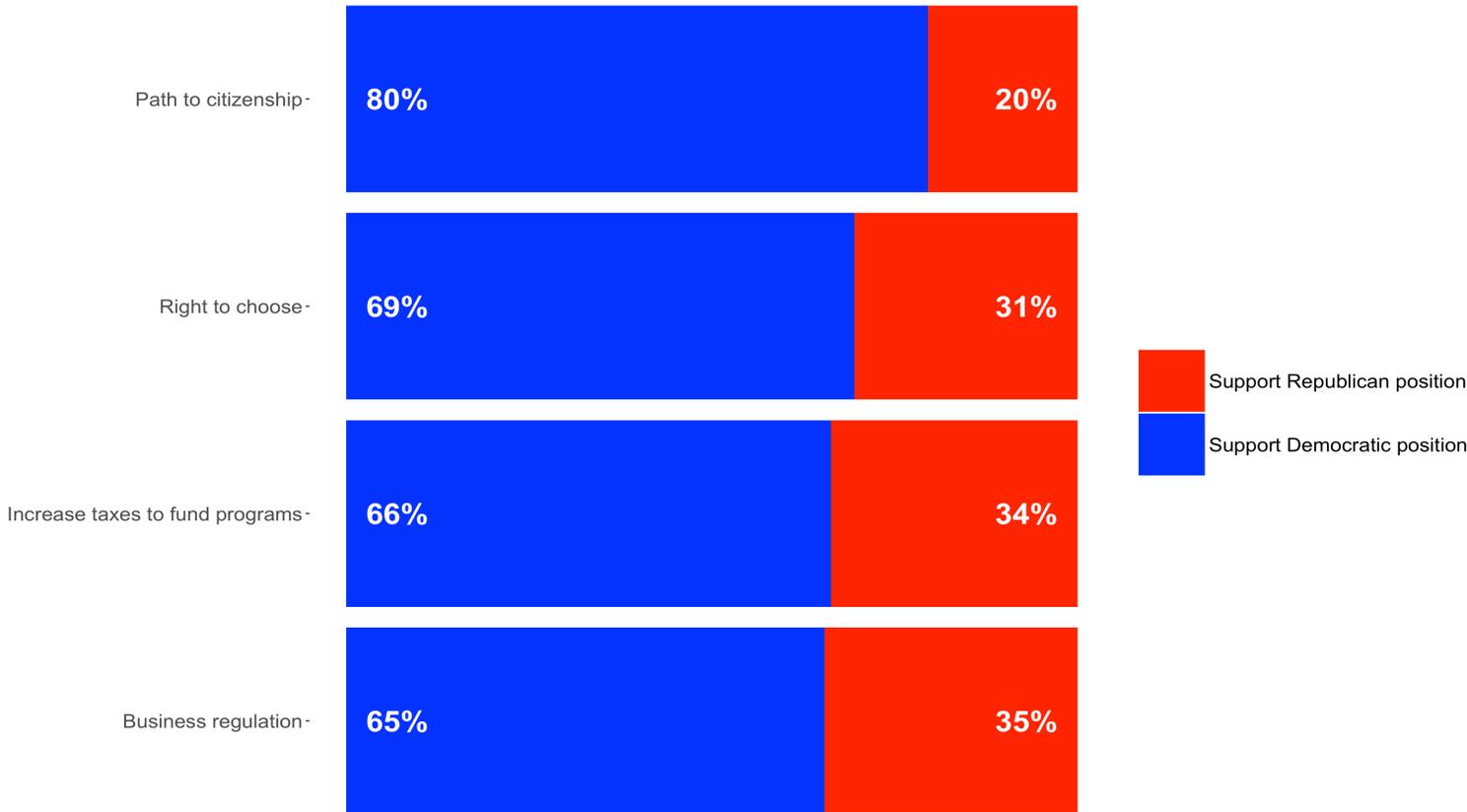
For Republicans it is imperative that Republican candidates running in key markets and states reach out to Hispanic voters like never before. These results show that Republicans can find Hispanic supporters on everything from tax cuts to health care to energy production to school choice.

In a cycle where every single vote will matter in every one of these tough races, this research reveals the tremendous opportunity at hand for Republican candidates and organizations to communicate with Hispanic voters, many of whom support major elements of the conservative platform.

3. The poll’s results also yielded several findings that will encourage Democratic candidates that there are large swaths of Hispanics who support Democratic policy positions. Namely:

- **Immigration path to citizenship.** 80% of Hispanics agree *“there should be a reasonable path to citizenship for illegal immigrants who came to the US as children, and building a wall along our southern border is a waste of money and won’t stop the influx of illegal immigration.”*
- **Women’s right to choose.** 69% of Hispanics agree *“that women should have the right to choose when it comes to their reproductive health, and abortion should remain both safe and legal.”*
- **Wealthy should pay fair share to fund programs.** 66% of Hispanics agree *“that the wealthiest of Americans should pay a higher percentage in taxes to fund programs that help folks who need the help...the federal government should maintain and increase funding for critical entitlement programs that protect those in need, like welfare, social security, Medicare and Medicaid.”*
- **Regulations to protecting the public interest.** 65% of Hispanics agree *“that government regulation of business is necessary to protect the public interest.”*

Hispanic-friendly issues for Democrats



About the study

A National, online survey was conducted among N=3000 Hispanic adults, ages 18+, from December 14, 2017 to January 5, 2018. The study was conducted by Civis Analytics, Deep Root Analytics & WPA Intelligence. The study focused on political views, policy views, and TV media consumption habits. Interviews were conducted among a panel of Hispanic adults recruited by Survey Sampling International.

About Deep Root Analytics

Deep Root Analytics leverages media analytics to surface hidden data insights and provides greater efficiency, effectiveness and accountability for media buying decisions. Using proprietary methodology, Deep Root Analytics matches first-party target data to a blended set of large-linked, multi-sourced datasets and makes available a suite of media analytics dashboards and tools, including custom ratings, optimized media buys, ad occurrence evaluation, media mix modeling, and unduplicated reach analysis. For more information, follow [@DeepRootX](https://twitter.com/DeepRootX) and visit deeprootanalytics.com.

About WPA Intelligence

WPA Intelligence is a leading provider of polling, analytics and technology for political campaigns at all levels campaigns and for more than 120 Fortune 500 corporations. The American Association of Political Consultants (AAPC) awarded a “Pollie” to WPA Intelligence for our Predictive Analytics and Adaptive Sampling techniques. The award highlighted these advanced methodologies which allowed us to buck national polling trends and deliver industry-leading results. For four straight political cycles WPA Intelligence clients’ win ratio has exceeded the GOP average by double digits, illustrating the power of our data-driven approach. For more information, follow us on twitter [@wpaintel](https://twitter.com/wpaintel) or visit www.wpaintel.com.