

US Latinos' Perceptions & Actions Around Immigration Debate: Law Enforcement, Lifestyle and Voting Impact

July 14, 2010



Study Goals & Tenets

- The US Latinos' Perceptions & Actions Around Immigration Debate is a special June 2010 Wave of LatinoMetrics co-sponsored by the Hispanic Federation/LULAC. The study is designed as a deep dive into the perspectives and actions of US Hispanics around Immigration Reform, Arizona SB 1070 and the advent of similar laws in 22 states across the country. The goal was to accurately understand how the **entire** Latino community perceives these issues.
- LatinoMetrics Immigration Study focused on significant sociological anchors from a US Latino perspective:
 - General attitudes and beliefs about Immigration Reform, AZ SB 1070 and similar laws
 - Political perceptions and implications
 - Civic activism, community galvanization and mobilization
- LatinoMetrics is an information service based on an **ongoing tracking study of US Hispanics** that provides decision insights on
 - economic self-confidence and its impact on spending,
 - assessment on social & political issues,
 - Commitment and impact to entrusted Businesses and Brands.

Methodology

- Data was collected from May 26th to June 8th, 2010.
- The survey has a margin of error of 4 percentage points.
- A sample of 504 national projectable, carefully stratified interviews were conducted.
 - Sample was stratified by gender, age, region and US vs. Foreign born.
 - The interview was available in Spanish or English both online and by phone.
 - Additionally, to allow for statistical tests, a total of 174 augment interviews were conducted in two key geographies while keeping their proportional weight of the total US Hispanic population
 - 88 in Arizona for a total sample of 128.
 - 86 in the New York City DMA for a total sample of 112.
- Roughly half of the interviews were conducted through telephone interviews,
 - 60% were conducted using a combination of random digit dialing and targeted surname sampling
 - 40% were conducted using a national Hispanic voter sample provided by Catalyst™
- Roughly half of the interviews were conducted online using Garcia Research's CadaCabeza™ online panel.
- Minimal weighting was used only to fine tune gender to match Census figures. All other demographic variables fell naturally within 2 points of the latest Census American Community Survey.

- LatinoMetrics is a joint venture between two long-standing, independent Hispanic marketing specialist companies, Garcia Research and Santiago ROI.
- Santiago ROI, led by Carlos Santiago and Steve Moya, provides strategic brand & growth consulting to Fortune 100 clients. Prior to SROI Carlos gained practical know-how through 15 years in strategic planning in Anheuser-Busch and heading Bell Atlantic-Verizon's \$3Bn multicultural business unit. Prior to SROI Steve Moya served as CMO of Humana for 8 years and prior to that as co-founder of LatinWorks.
- Garcia Research, founded in 1990 by Carlos E. Garcia, has specialized in consumer and policy research in the US Hispanic space for twenty years. Garcia Research is vertically integrated, managing all aspects of the research process from study and questionnaire design, to programming, data collection, coding, data processing and analysis.

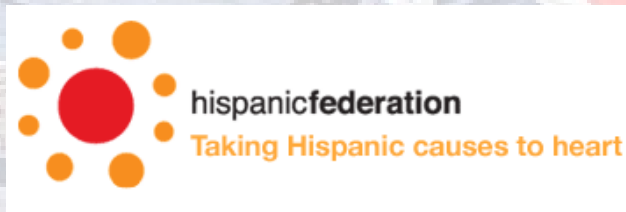
Key Findings

General Perceptions of IR

Law Enforcement

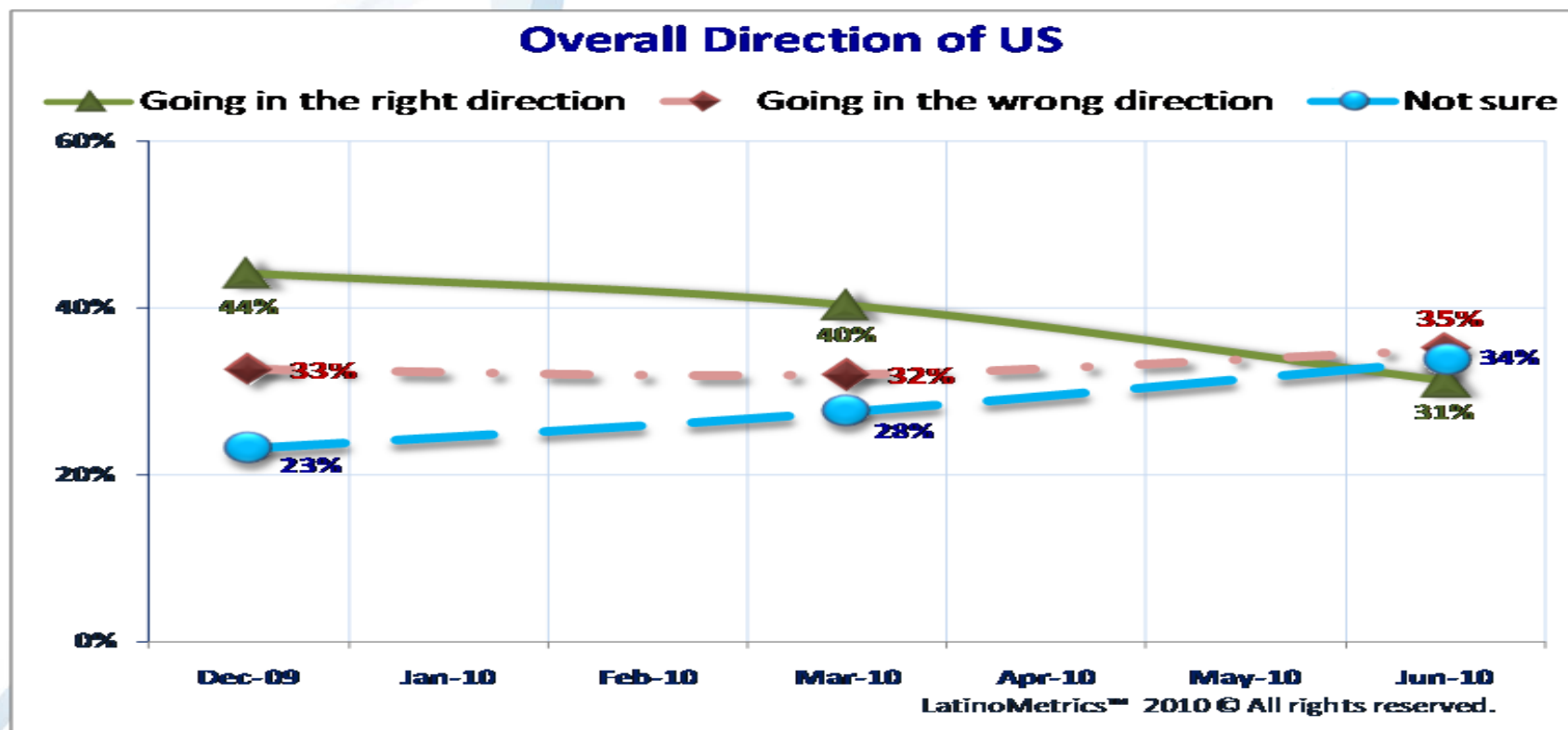
Lifestyle

Voting Impact



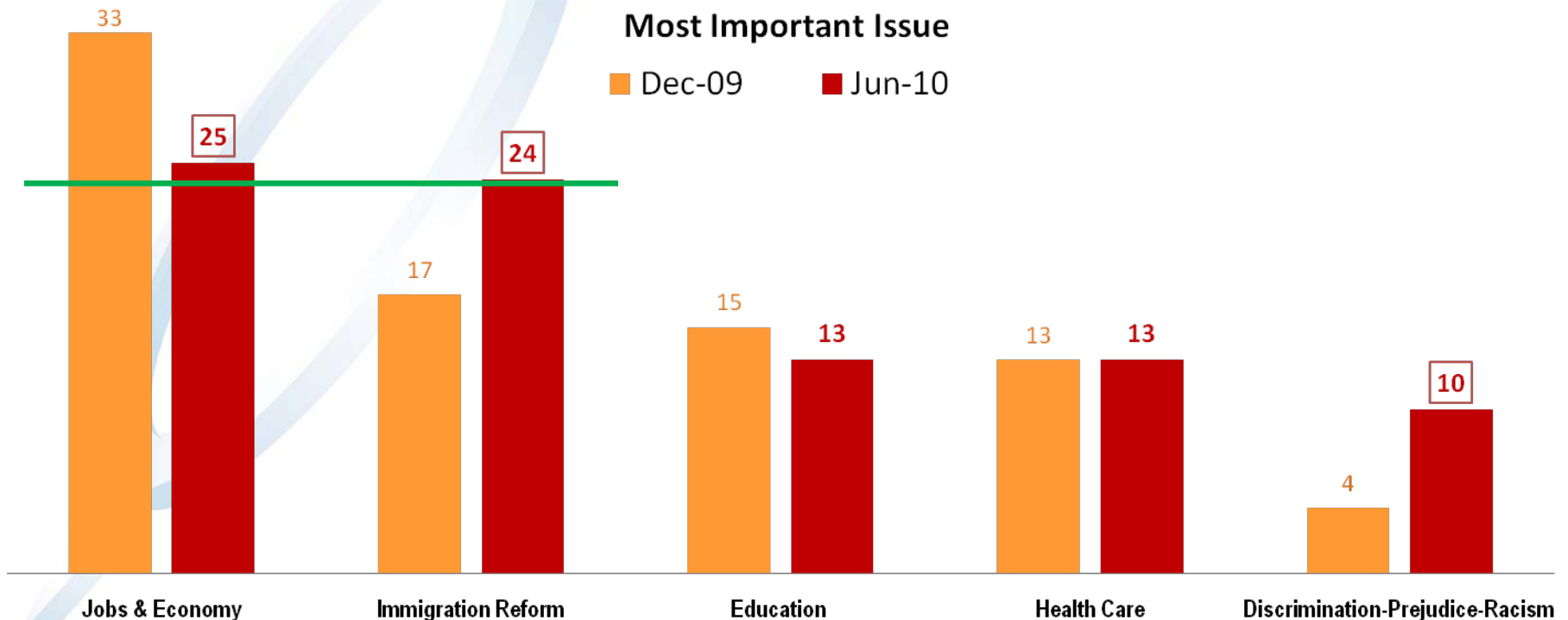
Perception of Overall Direction of US Has Significantly Declined Among Latinos

- Latinos' perception of overall direction of US has shifted and is now at a crossroads.
 - The characteristic Latino optimism is plunging while uncertainty is escalating



Economy/Jobs & Immigration Reform Tied As Most Important Issue of Personal Concern

- Since the end of 2009, Immigration has catapulted to the Top Issue of personal concern among 1 in 4 Latinos - tied with Jobs & the Economy.
- Discrimination, Racism & Prejudice Against Latinos has jumped significantly to the Top Issue of concern for 1 in 10 over the same period.



1. Which of these three issues is the most important to you personally?

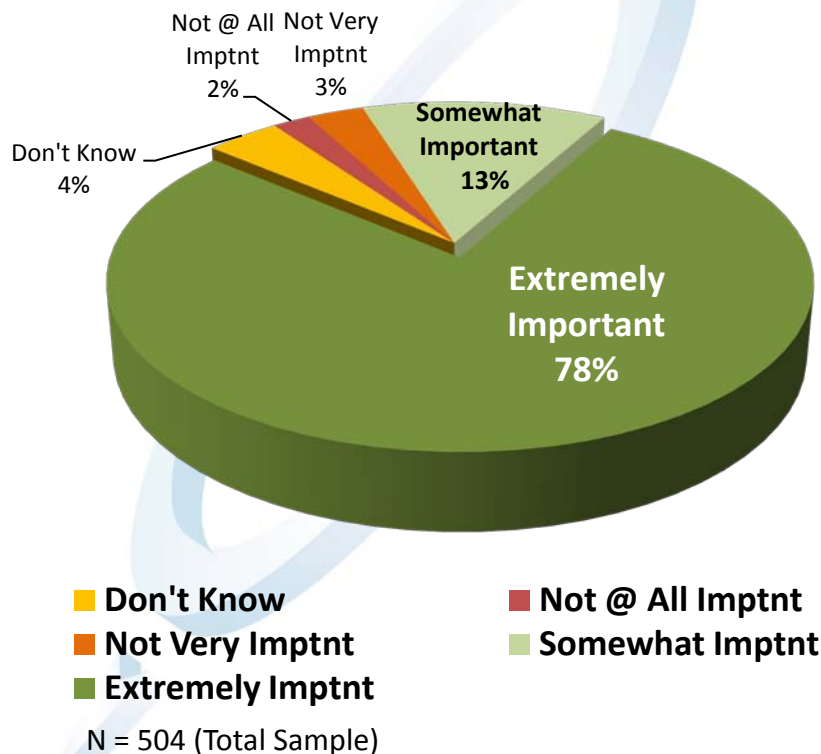
1.A. And out of the three issues that you indicated as being important to you, which one is the MOST important to you?

Comprehensive Immigration Reform Is Deemed Extremely Important by All Latinos

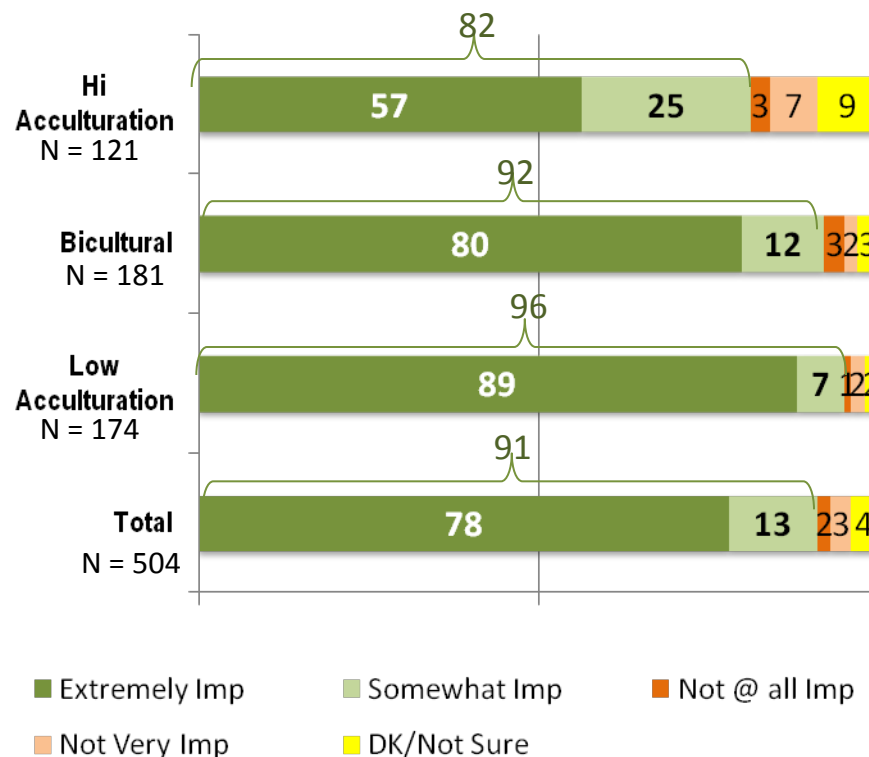
- 9 in 10 of all Latinos view IR as Important
- 8 in 10 deem it of extreme importance

- Bicultural Latinos stand in solidarity with Low Acculturation Latinos on IR importance.

Level of Importance

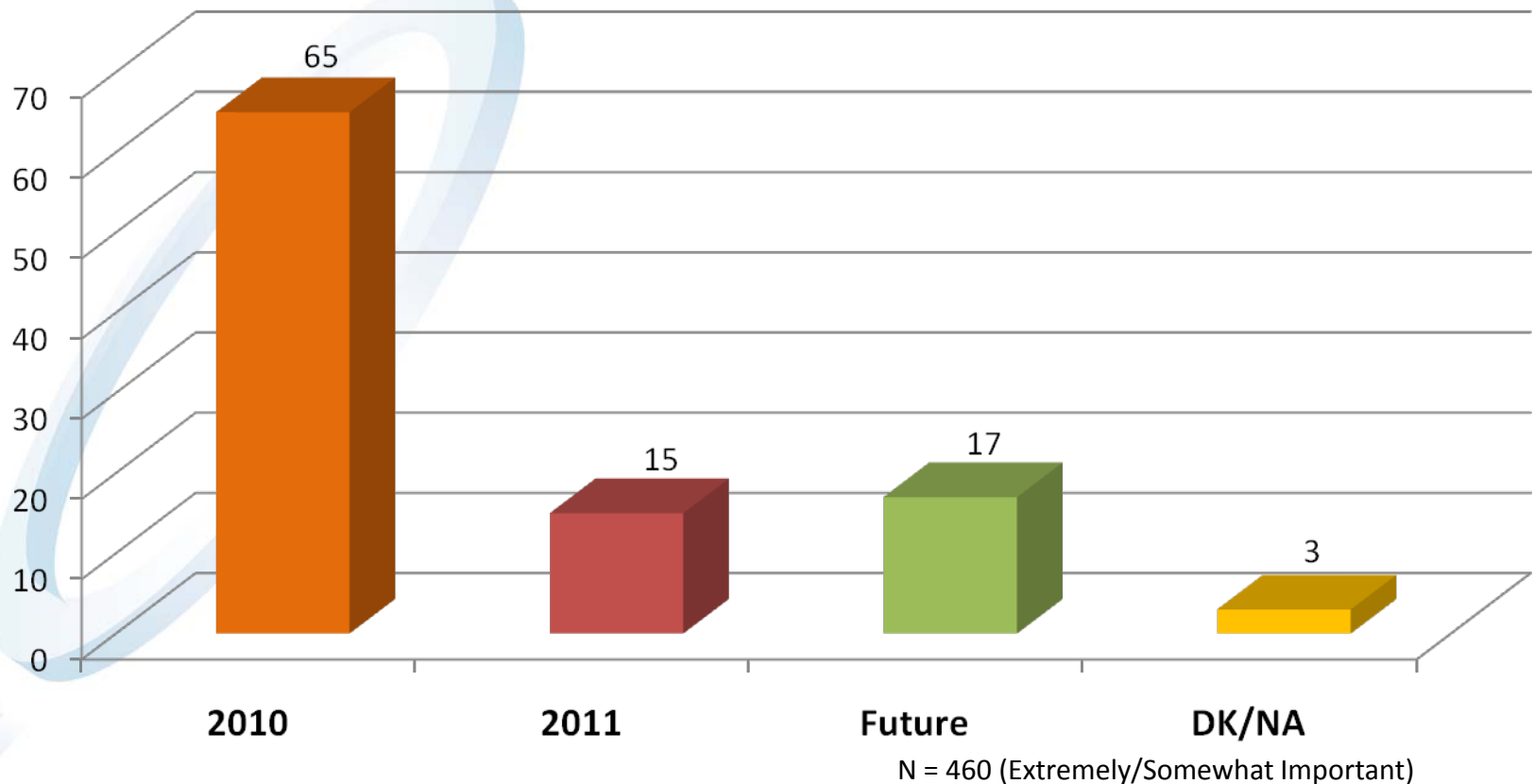


Level of Importance of IR



IR Should Be Pushed By White House & Congress Immediately

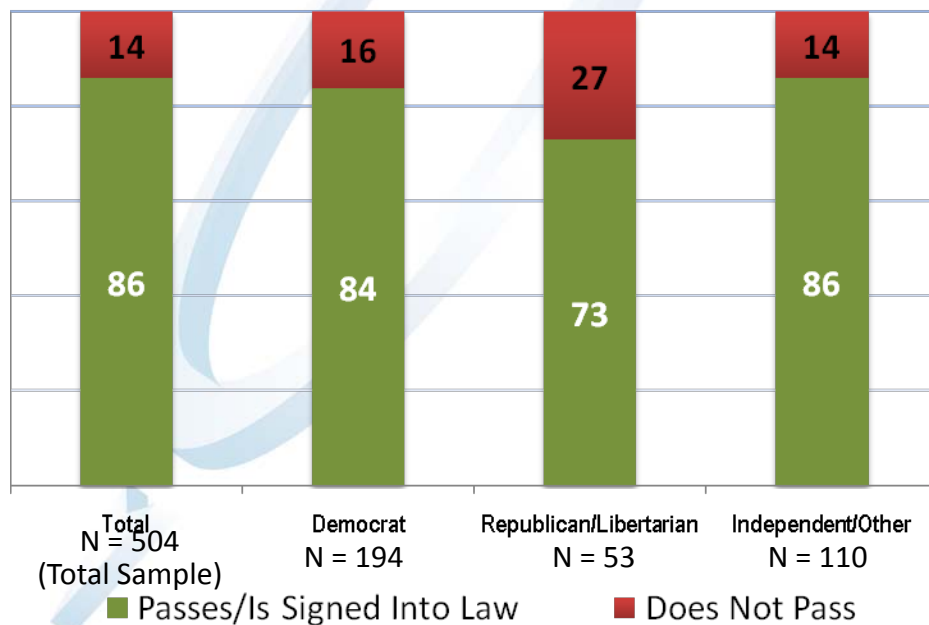
- Among those who feel IR is Extremely/Somewhat Important, two-thirds want IR legislation in 2010.



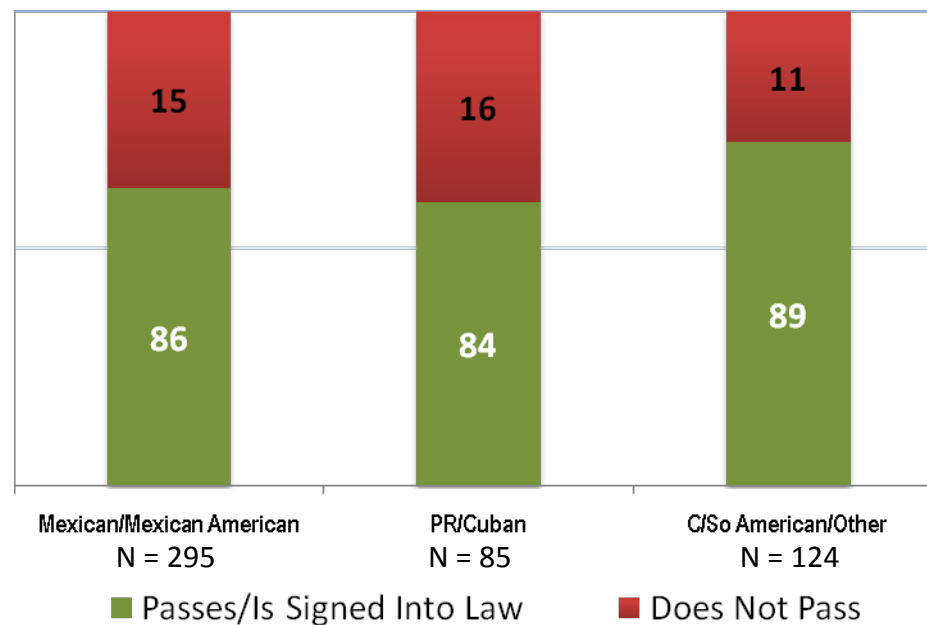
Latinos Agree That Immigration Reform Should Lead to Citizenship

- 9 in 10 Latinos want Immigration Reform that includes a path to citizenship.
 - Latino of all ancestries are galvanized on passing IR with a path to citizenship.
- Support is high among Latino Democrats and Republicans
 - About 85% of Democrats and Independents/Other want to see IR with a path to citizenship passed into law.
 - More than 7 in 10 Latino Republicans/Libertarians favor this outcome.

Prefer Outcome Of IR With Path To Citizenship

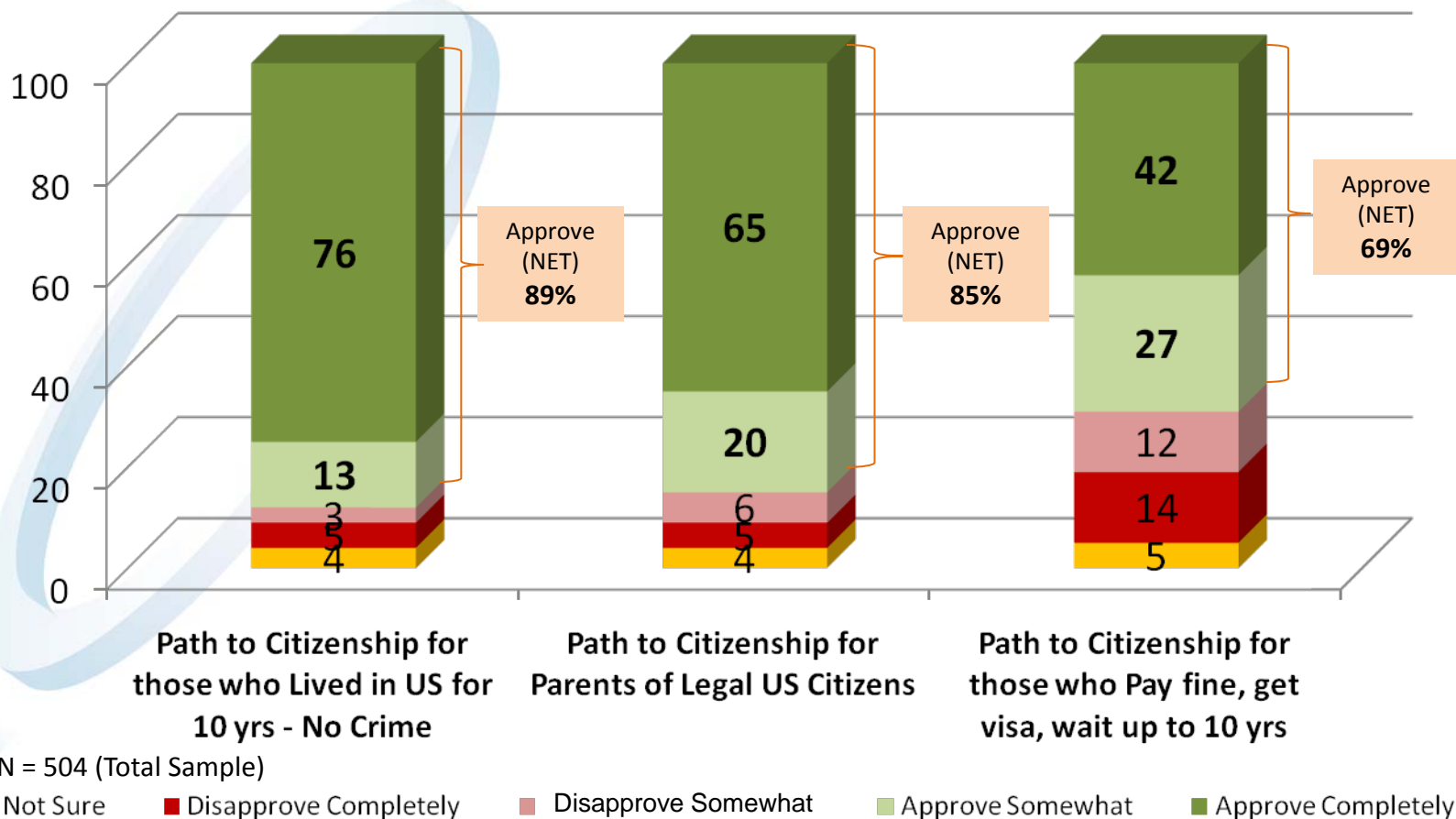


Prefer Outcome Of IR With Path To Citizenship



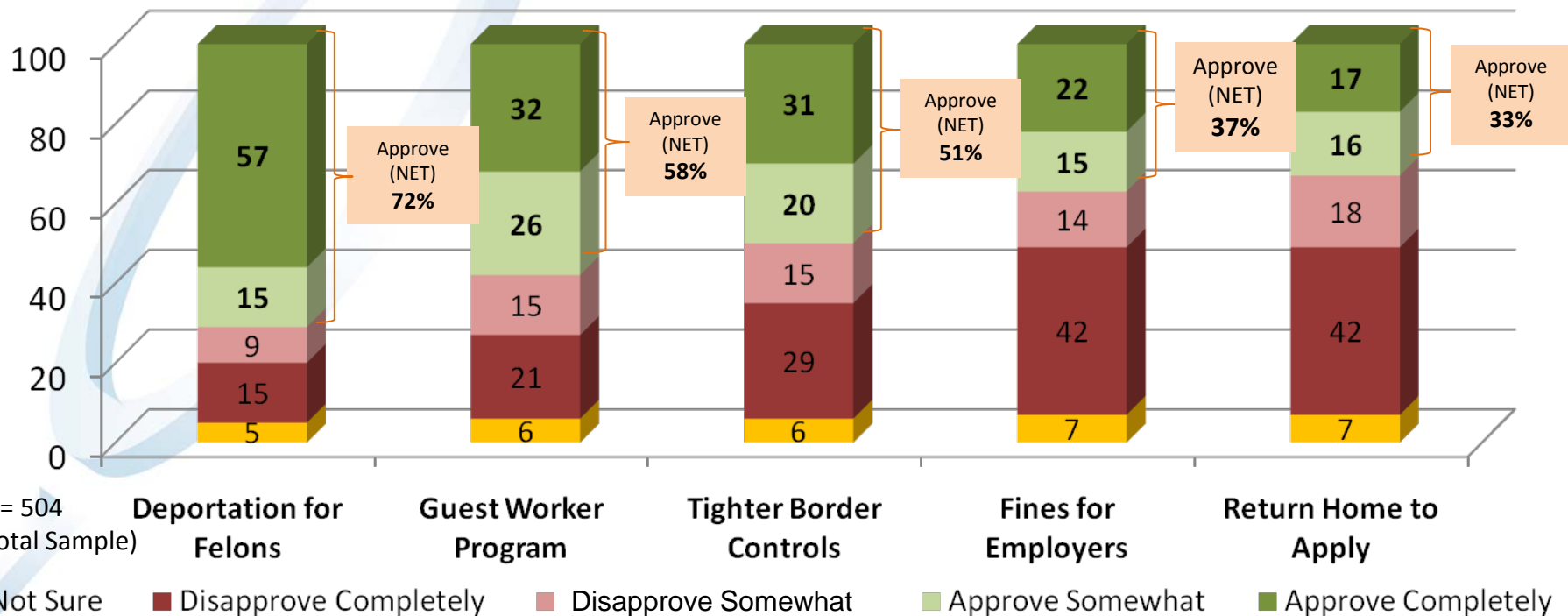
Most Want to See a Path to Citizenship

- 7 to 9 in 10 of all Latinos approve of various IR bill elements with common denominator leading to citizenship.



Most Also Favor the “Tough” Side of IR Bill Elements Except Employer Fines & Deportation For All

- A vast majority, nearly three quarters, agree with the deportation of felons.
- About 6 in 10 approve of a guest worker program.
- Half approve of tighter border control initiatives - fences and increased patrols.
- Only 37% approve of increased fine to employers of illegal immigrants
- Only 1 in 3 support deportation and reapplication.





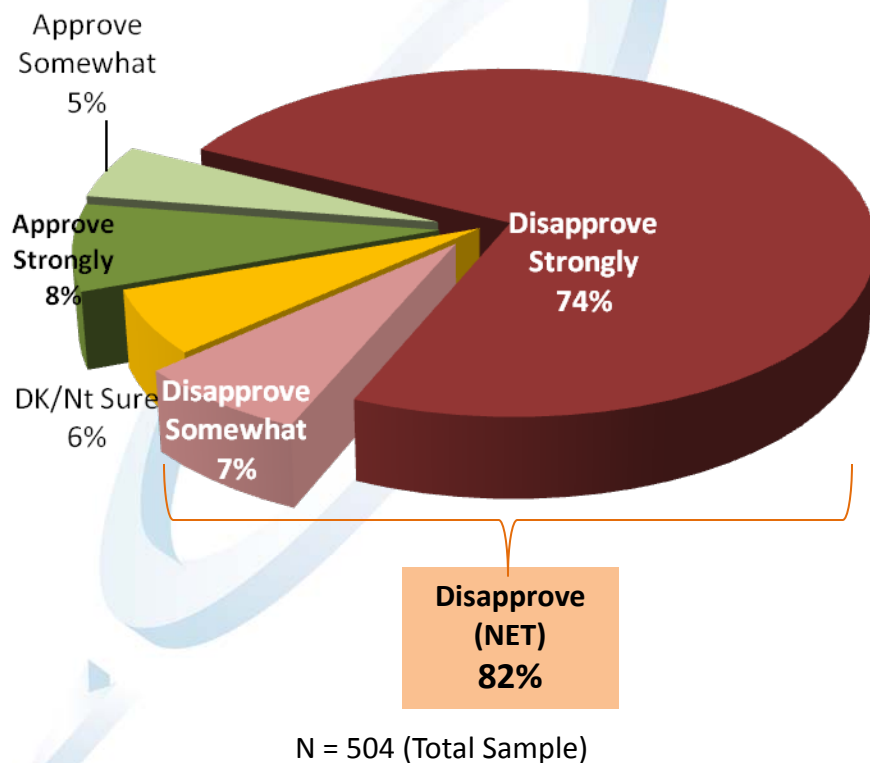
hispanicfederation



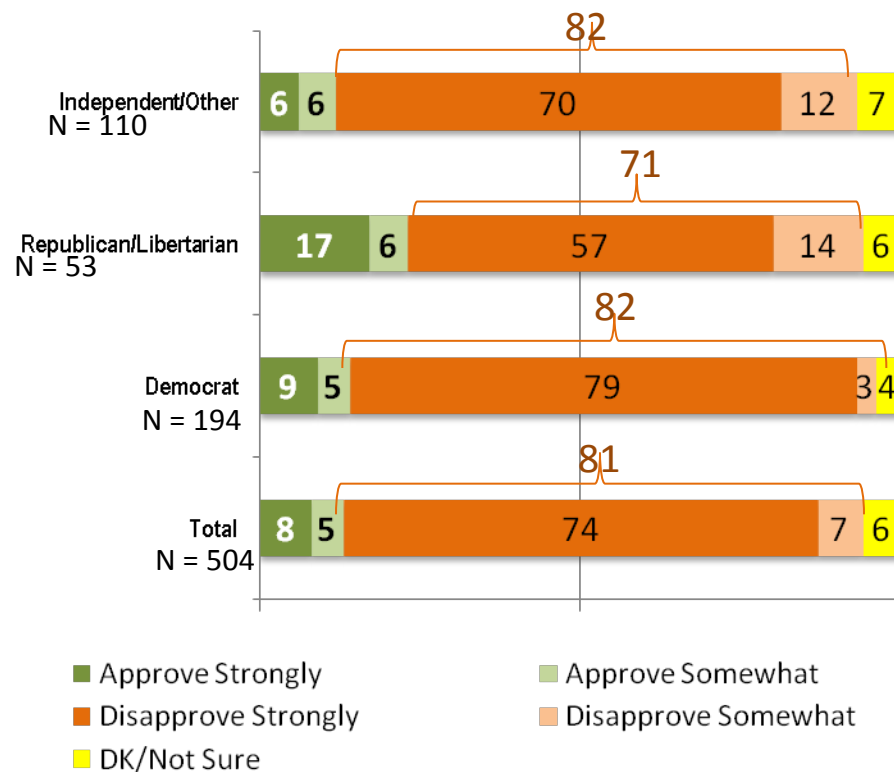
Vast Disapproval of AZ SB 1070

- 8 in 10 Latinos disapprove AZ SB 1070, 7 in 10 disapprove strongly; only 13% approve of it.
- 8 in 10 Democrats and Independents- Others disapprove SB 1070
- 7 in 10 Republicans/Libertarians disapprove; only 23% approve of it.

Perception of AZ SB 1070



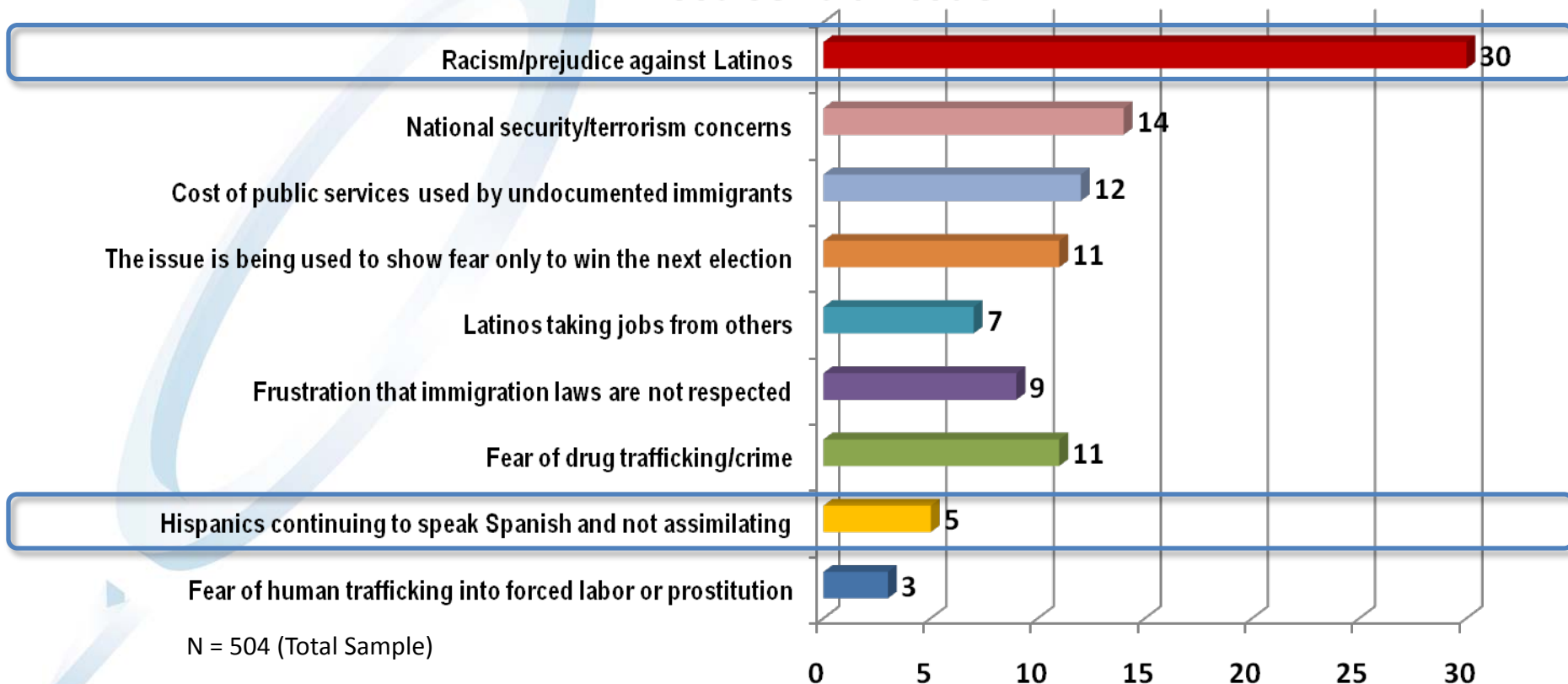
Perception of AZ SB 1070 by Party Affiliation



Racism & Prejudice Are Perceived To Be The #1 Reason Behind the Immigration Reform Debate

- Preference for Spanish language and attachment to Latino culture are NOT perceived as the central issue behind IR debate.

Most Central Issue



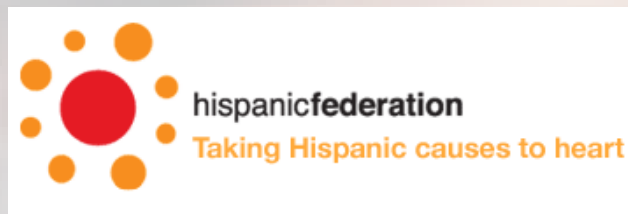
Key Findings

General Perceptions of IR

Law Enforcement

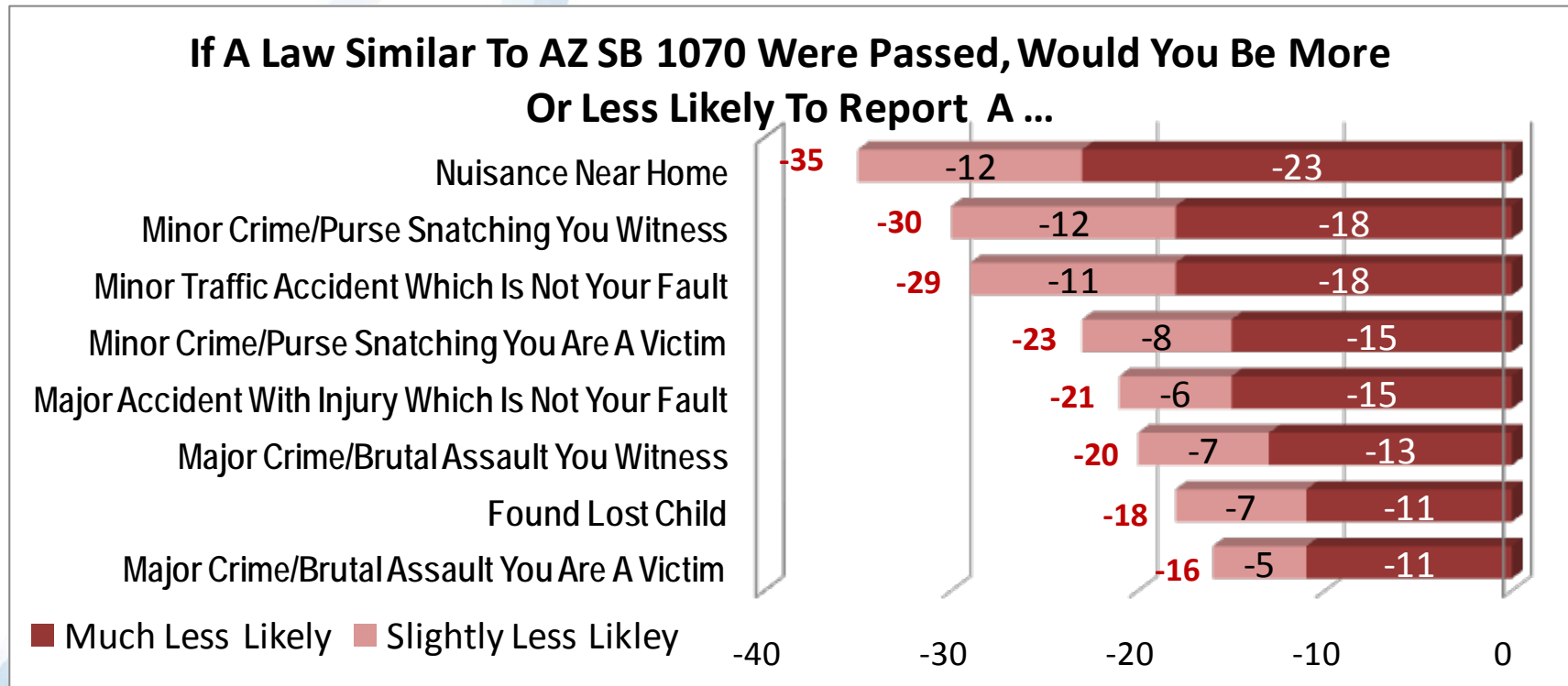
Lifestyle

Voting Impact



Potential/Actual Interaction With Law Enforcement

- If a law similar to AZ SB 1070 were passed in their state, between 2 and 3 in 10 Latinos across the country would be less likely to get involved with law enforcement to report a crime ...perhaps due to increased fear of exposure to authorities and potential issues that may arise directly or with members of their household.



N = 438 (Disapprove of law)

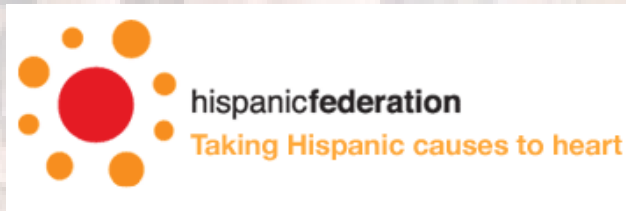
12A. What impact will this law have on how you might interact with law enforcement in your area? Will you be more or less likely to (INSERT/READ LIST. ACCEPT/SELECT ONE)

Key Findings

General Perceptions of IR
Law Enforcement

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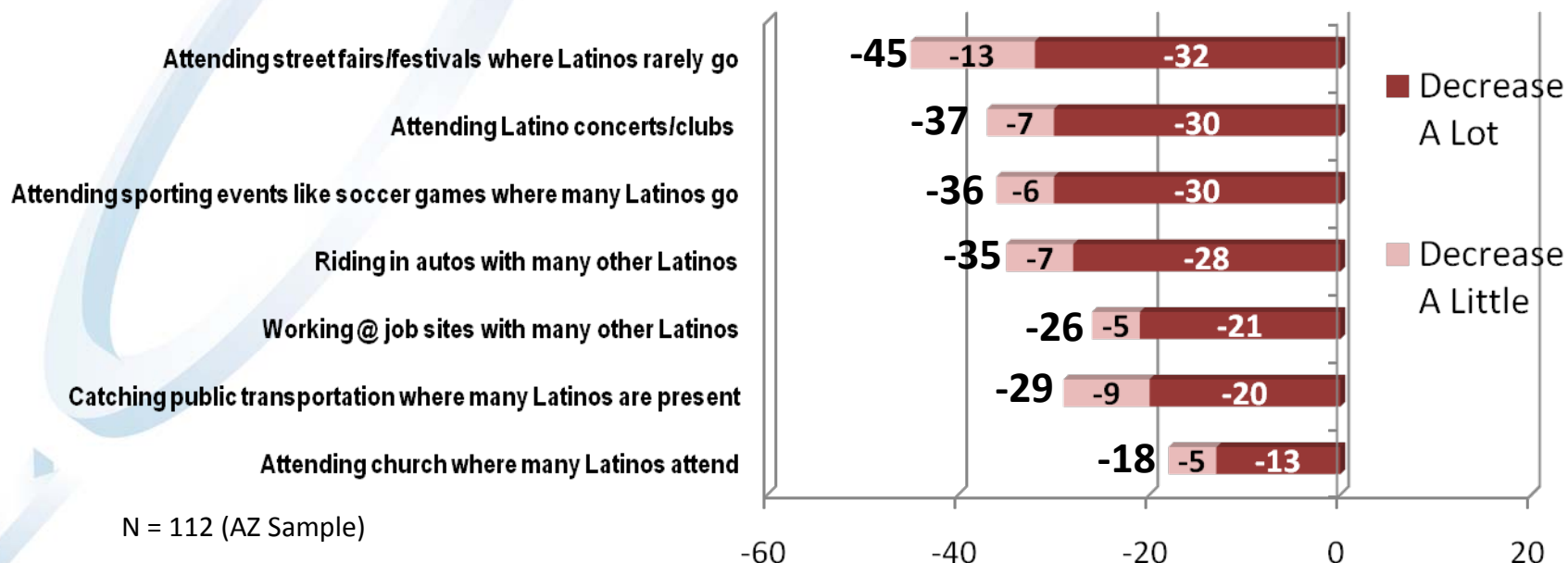
Voting Impact



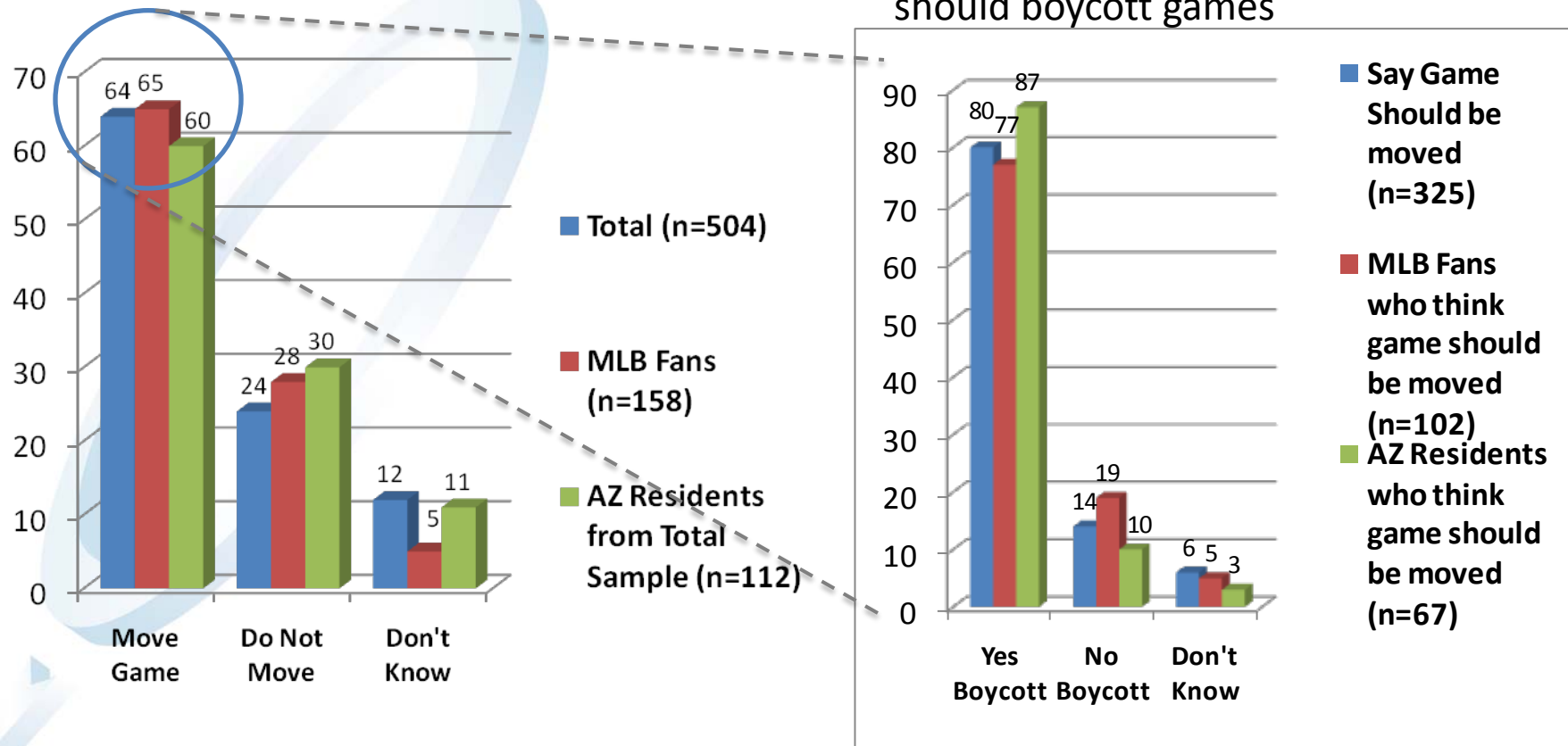
Latino Lifestyle Activities Show Significant Strain Due to SB 1070/Copypat Laws

- Overall 1 in 5 Latinos across US say that they would decrease social lifestyle activities if SB 1070 copypat laws were passed in their states.
- In the face of SB 1070 between 2 to 4 in 10 Latinos in AZ say that they have already substantially decreased involvement in social lifestyle behaviors associated with leisure, mobility and work, except for faith activities.

Decrease In Lifestyle Habits In AZ



- Nearly two-thirds would Like the All-Star Game Moved outside of AZ
- Among those that say that game should be moved, 8 to 9 in 10 feel that if All-Star remained in AZ, Latino Players should boycott games

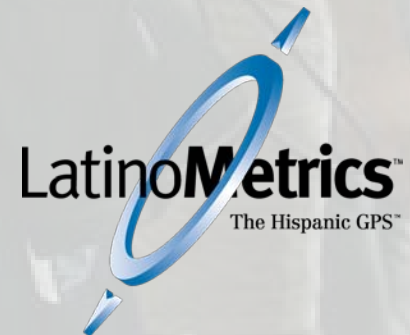
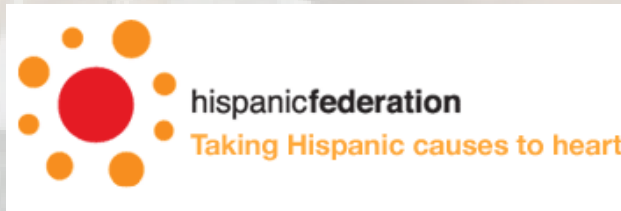


14a. The 2011 Major League Baseball All Star Game is scheduled to be played in Phoenix, Arizona. Some have called for the Commissioner of Baseball to move the game from Phoenix in response to SB1070 just as the Super Bowl was moved away from Phoenix due to Arizona's failure to accept Martin Luther King Day. Would you say you think: (READ LIST. ACCEPT ONE) The game should be moved, The game should not be moved, Don't know (DNR)? (IF STATE THE GAME SHOULD BE MOVED, ASK: 14b. If the game is NOT moved and it is held in Phoenix, Arizona, do you think Latino players who are selected for the National and American League All Star teams should boycott the game? (ACCEPT ONE) (SELECT ONE)

Key Findings

General Perceptions of IR
Law Enforcement
Lifestyle

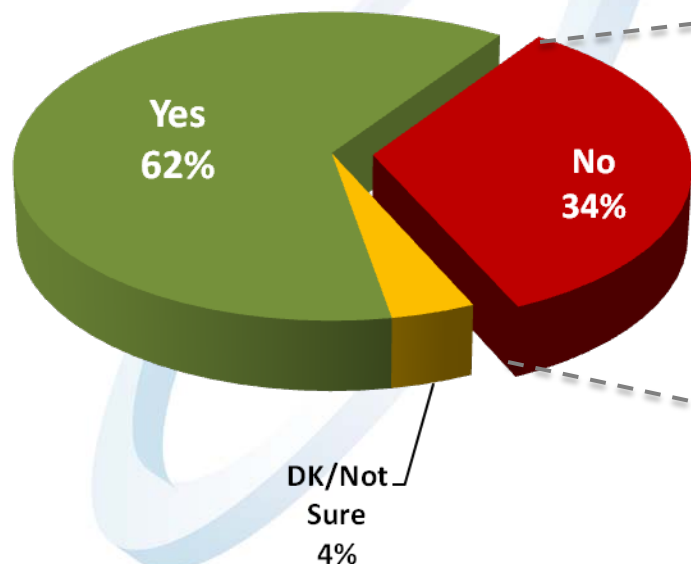
Voting Impact



6 in 10 Are Registered To Vote; 1 in 4 of Those Who Aren't, Intend to Register Before November Elections

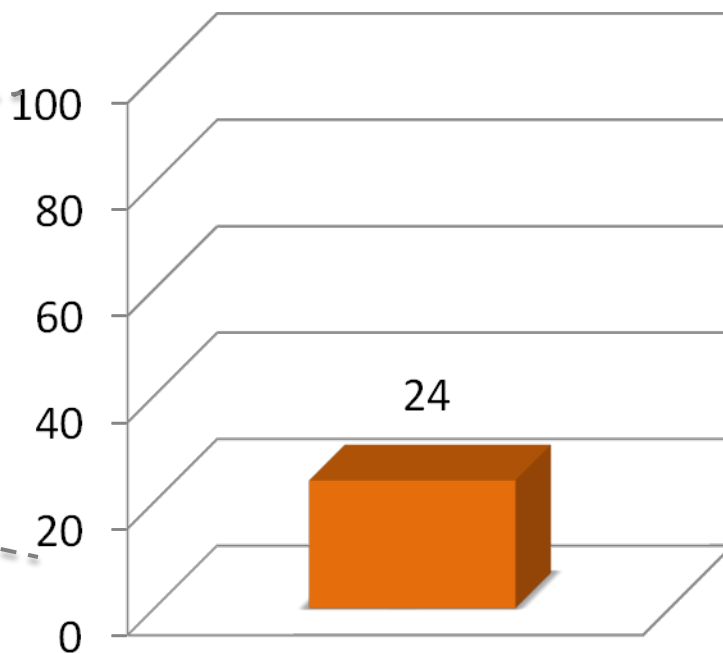
- Hispanic voting block could potentially increase from 62% to 70% of all adults.

Registered to Vote



N = 504 (Total Sample)

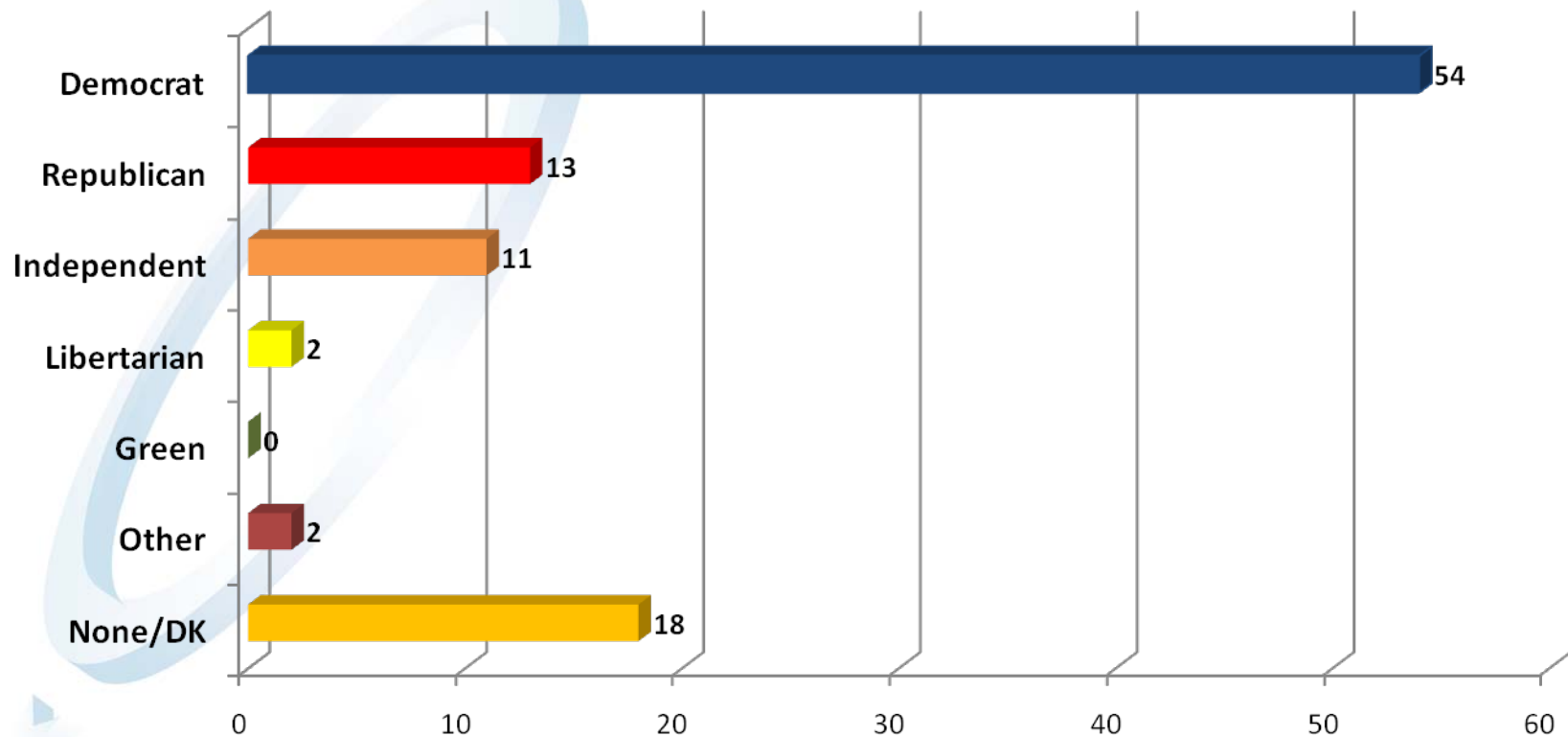
Intend to Register



N = 171 (Not Registered to Vote)

Half of Latinos Identify Most Closely With Democrats; 1 in 8 With Republicans; 1 in 9 As Independents

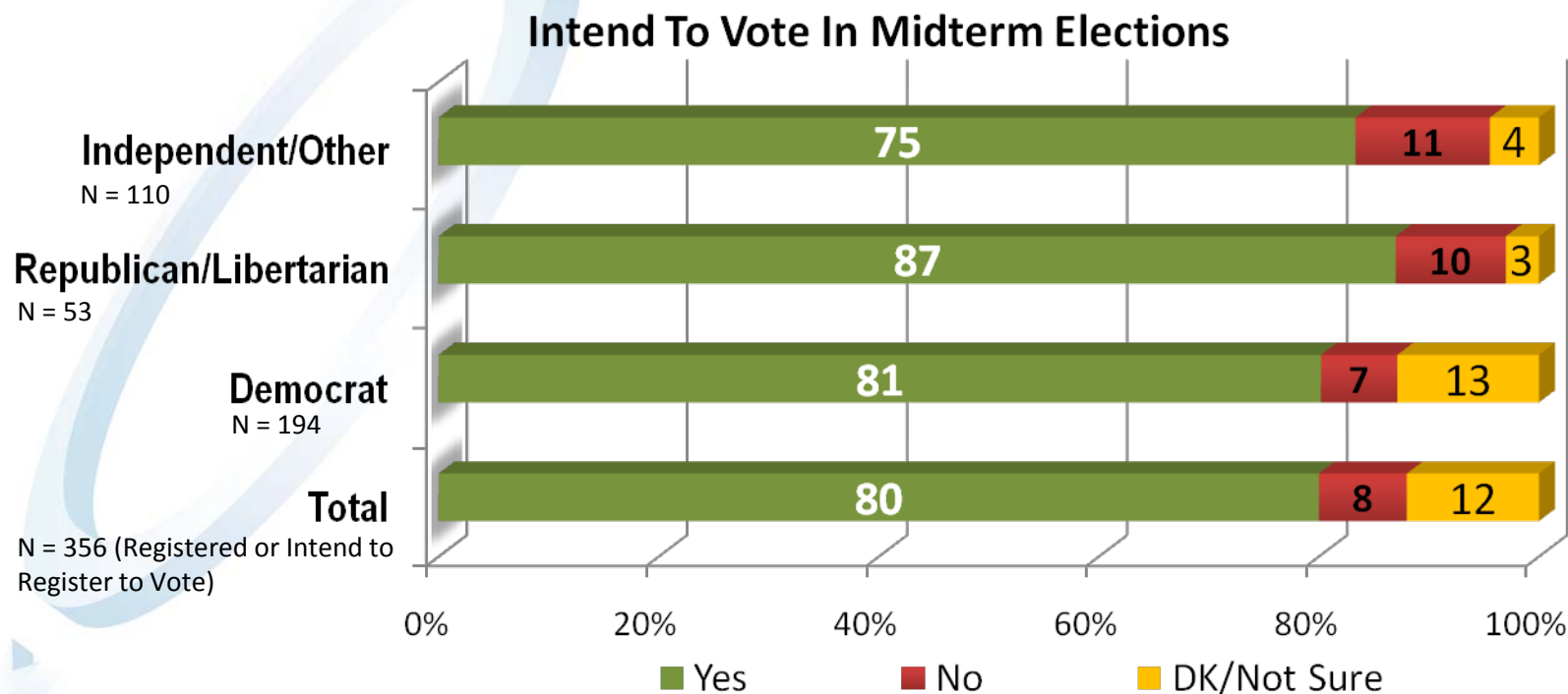
- 1 in 8 identify most closely with Republican; 1 in 9 identify as Independents and 2 in 10 are undecided.



N = 356 (Registered or Intend to Register to Vote)

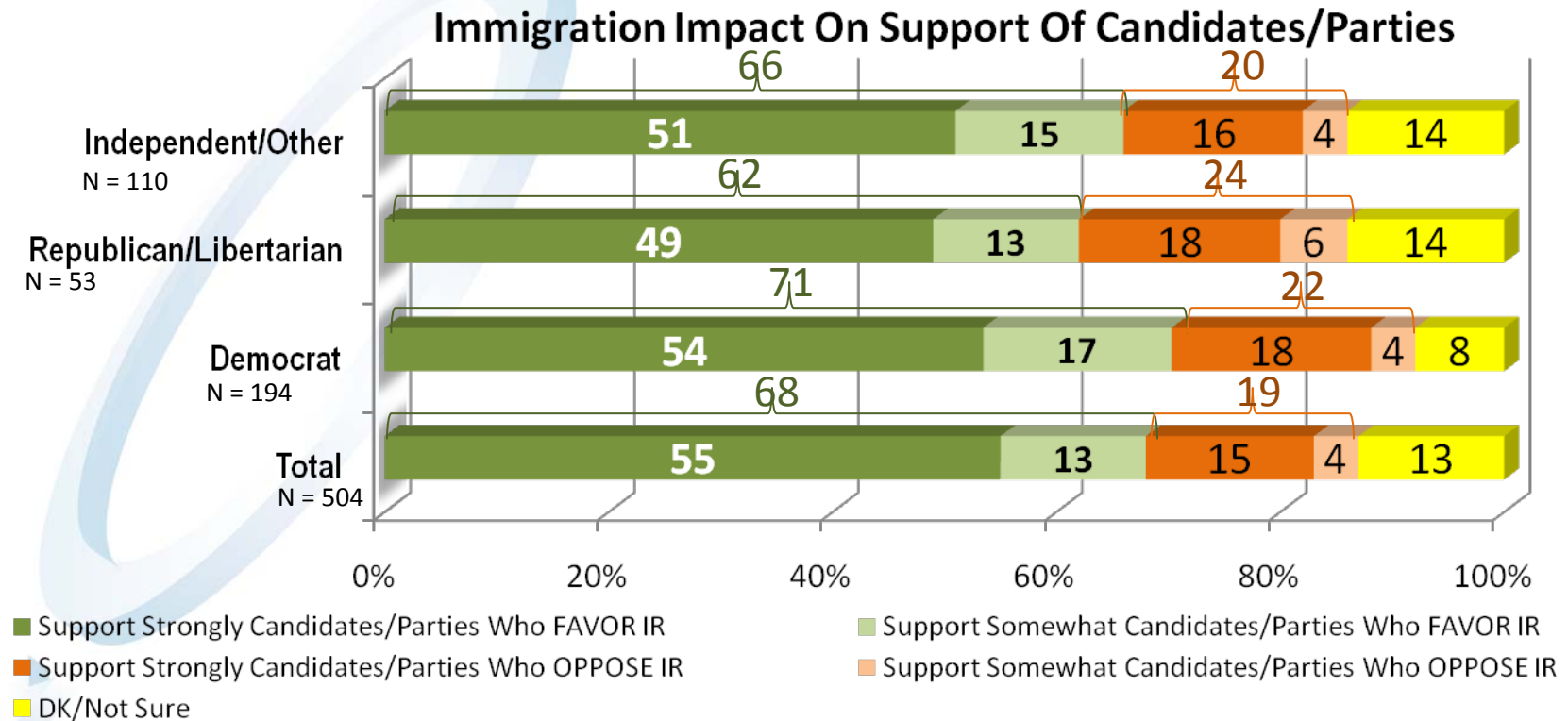
8 in 10 of those Registered/Intending To Register Plan To Vote in Midterm Elections

- Republicans are most likely to vote in November, 9 in 10 intend to vote
- A majority of Democrats, 8 in 10, and 75% of Independents/Other also intend to vote in mid-term elections in November.



Two Thirds Would Support Candidates Who Favor IR

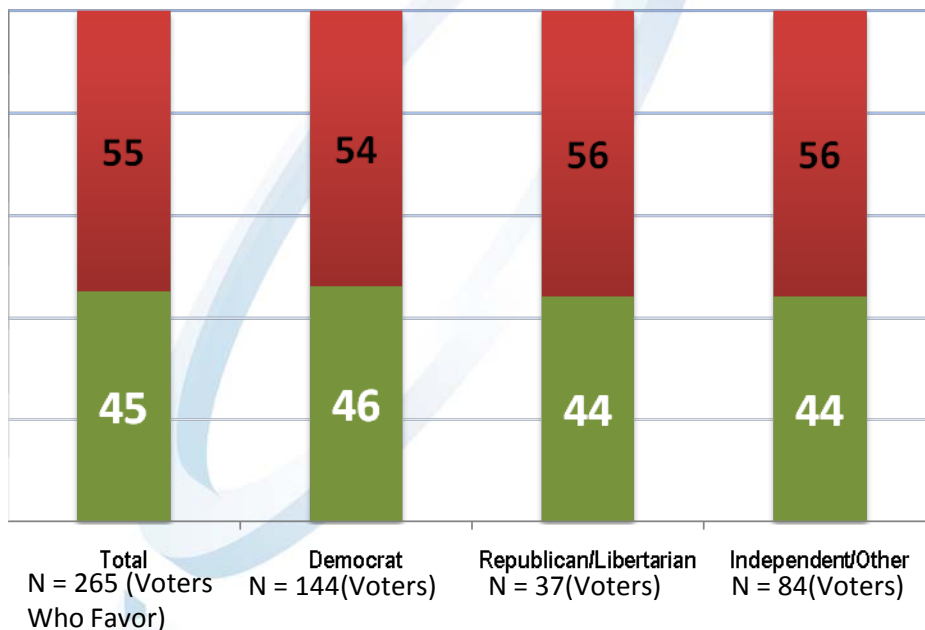
- 6 to 7 in 10 Latinos will support politicians and parties who **favor** IR.
- Only 2 in 10 Latinos will support politicians and parties who **oppose** IR.



Slightly More Than Half Would Consider Voting For Different Candidates/Parties If Their Position Did Not Pass

- Among the 83% of voters who favor IR, if IR does not pass: slight majority would consider different candidates/parties

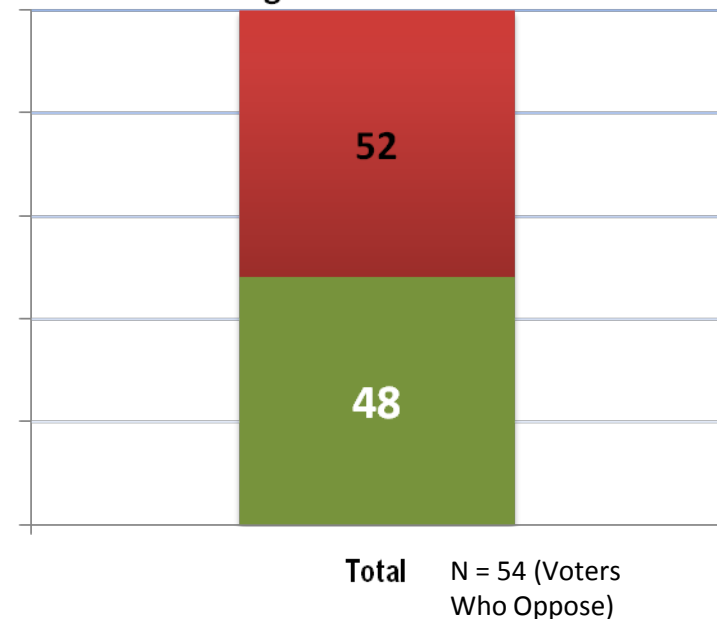
S-T Reaction Among Those Favoring IR, IF Opposite Happens



- Vote as normal for Same Candidates/Parties
- Vote but consider different Candidates/Parties

- Among 17% of voters opposing IR, if IR passes: half would consider different candidates/parties

S-T Reaction Among Those Opposing IR, IF Legislation Passes

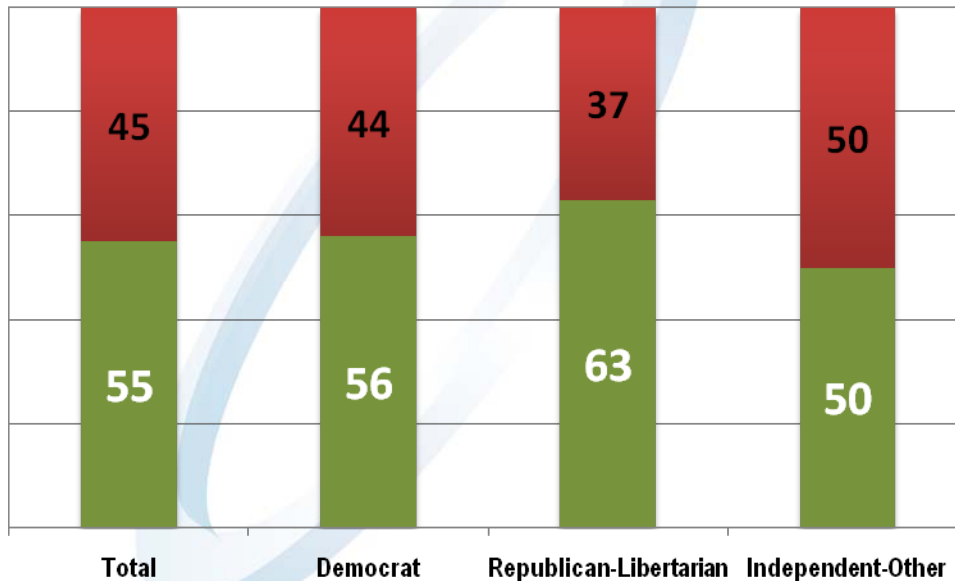


- Vote As Normal for Same Candidate/Party
- Vote but Consider Different Candidates/Parties

About 4 in 10 Would Refrain From Supporting Any Candidates If Personal Position Does Not Pass

- Among the 84% of voters supporting IR, if IR does not pass: about half would refrain from supporting ANY candidates
- Among the 16% of voters opposing IR, if IR passes: about 4 in 10 would refrain from supporting ANY candidate

S-T Reaction Among Those Favoring IR, IF Legislation Does Not Pass



N = 276(Voters Who Favor IR)

N = 151(Voters)

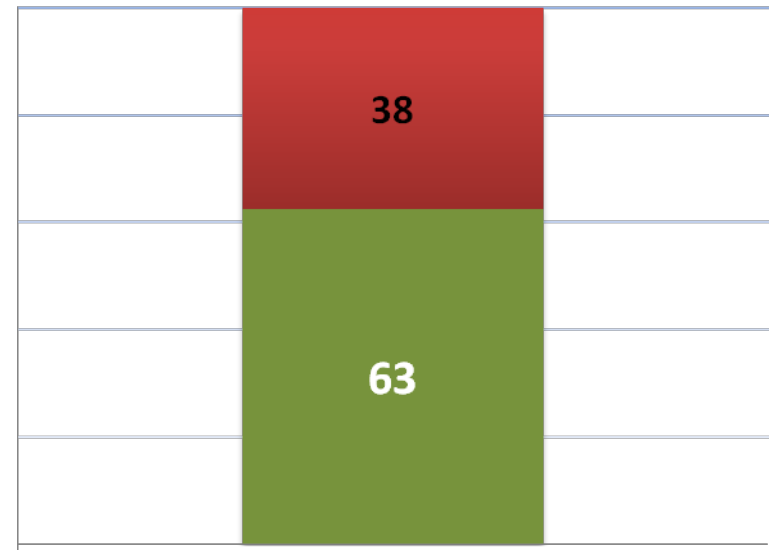
N = 37(Voters)

N = 88(Voters)

■ Support candidates as normal

■ Refrain from actively supporting ANY candidates

S-T Reaction Among Those Opposing IR, IF Legislation Passes



N = 54 (Voters Who Oppose)

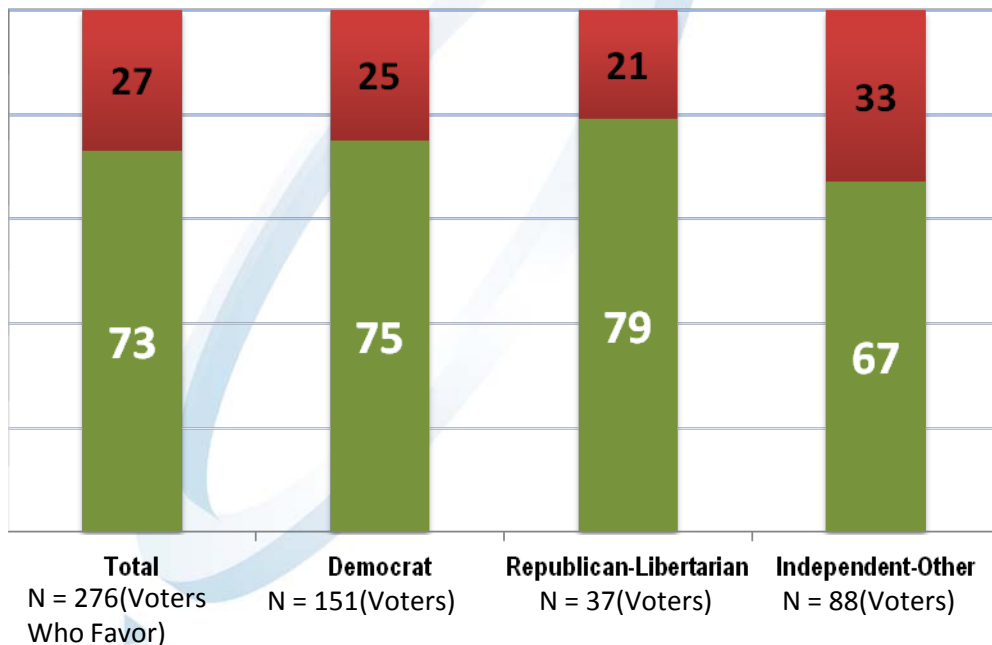
■ Offer Support As Normal

■ Refrain from Supporting ANY Candidate

If Personal Position Does Not Pass, 2 to 3 in 10 Would Abstain From Voting On Midterm Elections

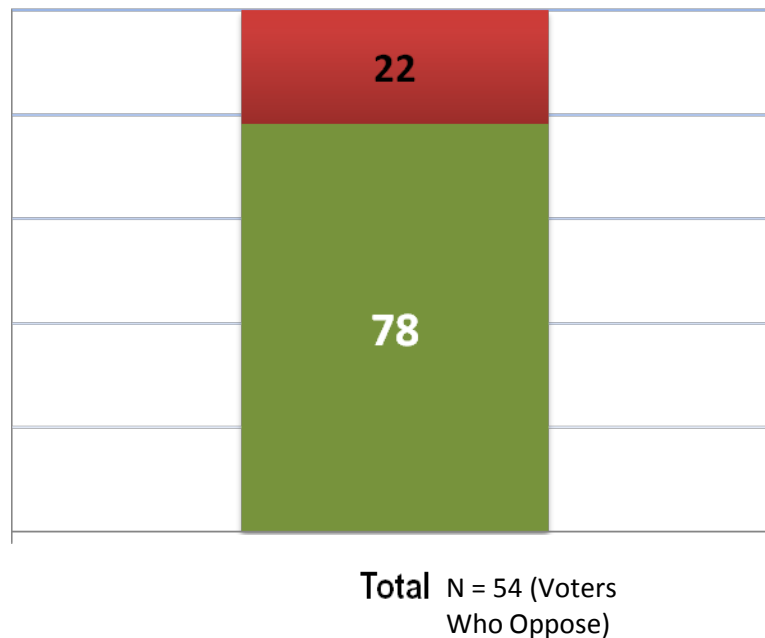
- Among the 84% of voters supporting IR, if IR does not pass: between 1 in 4 and 1 in 3 would abstain from voting in November
- Among opponents of IR, if IR passes: 2 in 10 would abstain from voting in midterm elections

S-T Reaction Among Those Favoring IR, IF Legislation Does Not Pass



■ Vote As Normal ■ Abstain from Voting in November Elections

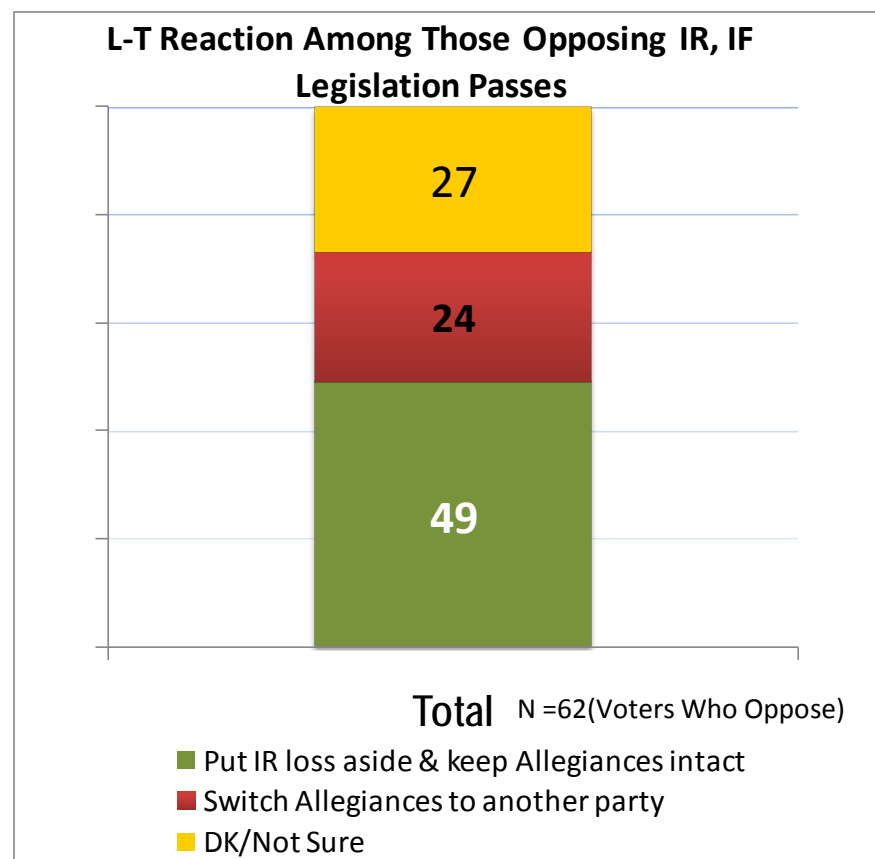
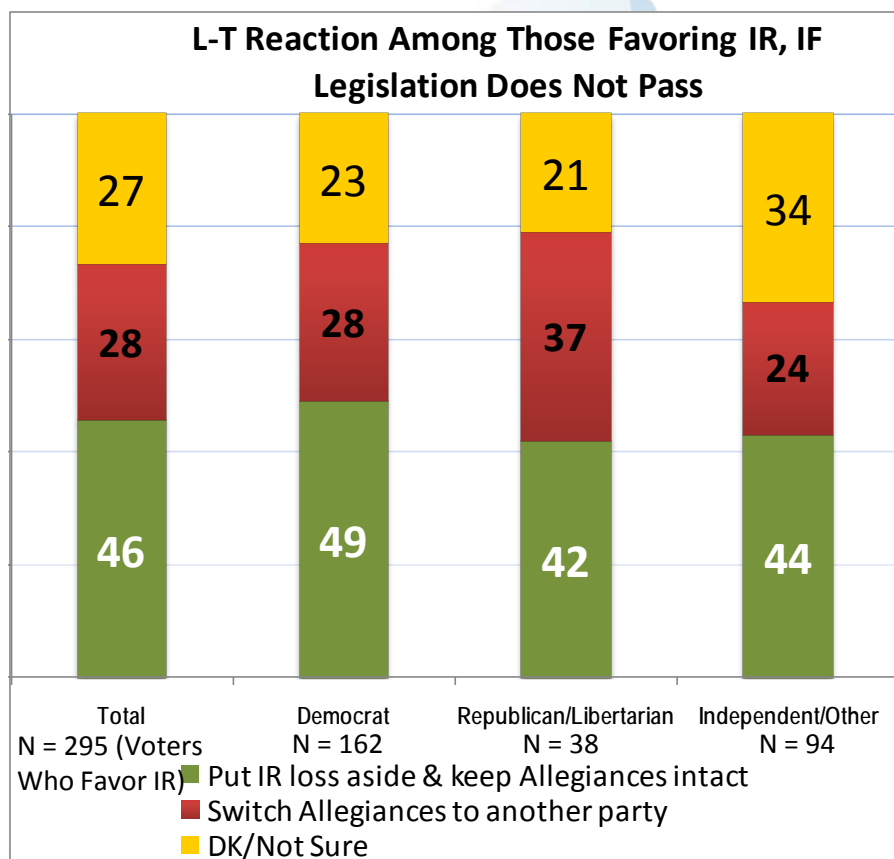
S-T Reaction Among Those Opposing IR, IF Legislation Passes



■ Vote As Normal
■ Abstain from Voting in November Elections

2 to 4 in 10 Would Switch Party Allegiance If Their Position Did Not Pass

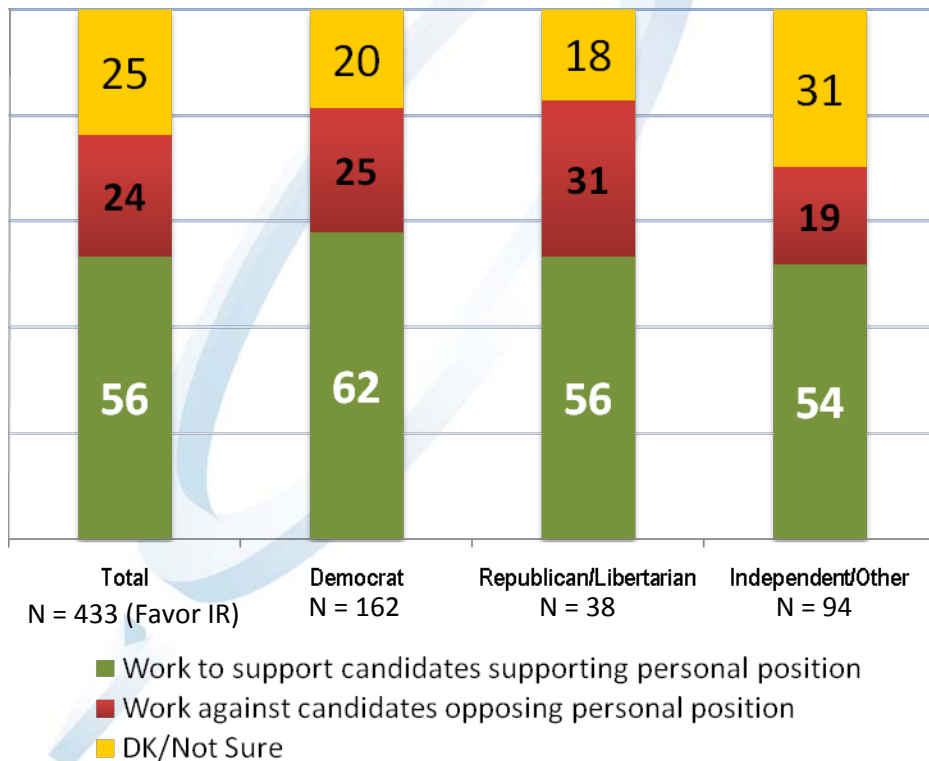
- Among those who favor IR, if IR does Not pass: 2 to 4 in 10 would Switch party
- Among opponents of IR, if IR passed: 2 in 10 would Switch party



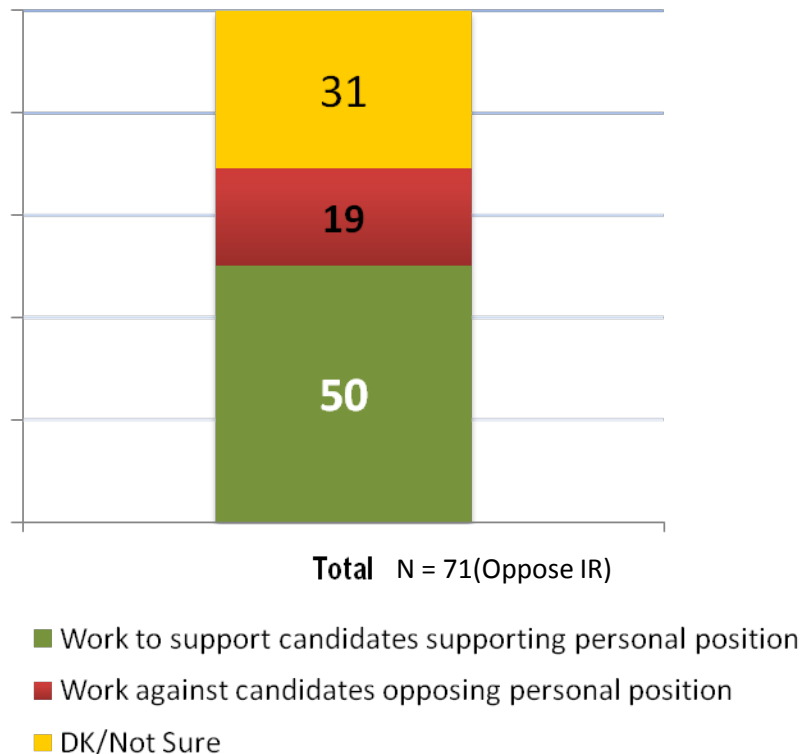
2 to 3 in 10 Would Work Against Candidates Opposing Their Position

- Among supporters of IR, if IR does Not pass, 2 to 3 in 10 would work against Candidates/Parties opposing IR
- Among opponents, if IR passed: 2 in 10 would work against Candidates/Parties Favoring IR

L-T Reaction Among Those Favoring IR, IF Legislation Does Not Pass



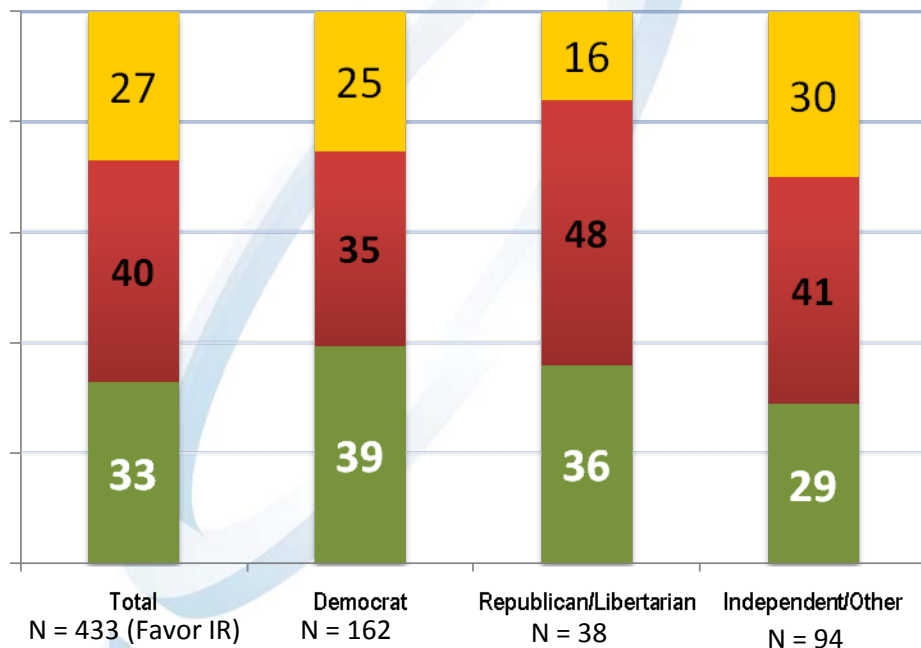
L-T Reaction Among Those Opposing IR, IF Legislation Passes



4 in 10 to Half Would Not Forgive Candidates Who Didn't Work Hard Enough On Their Position

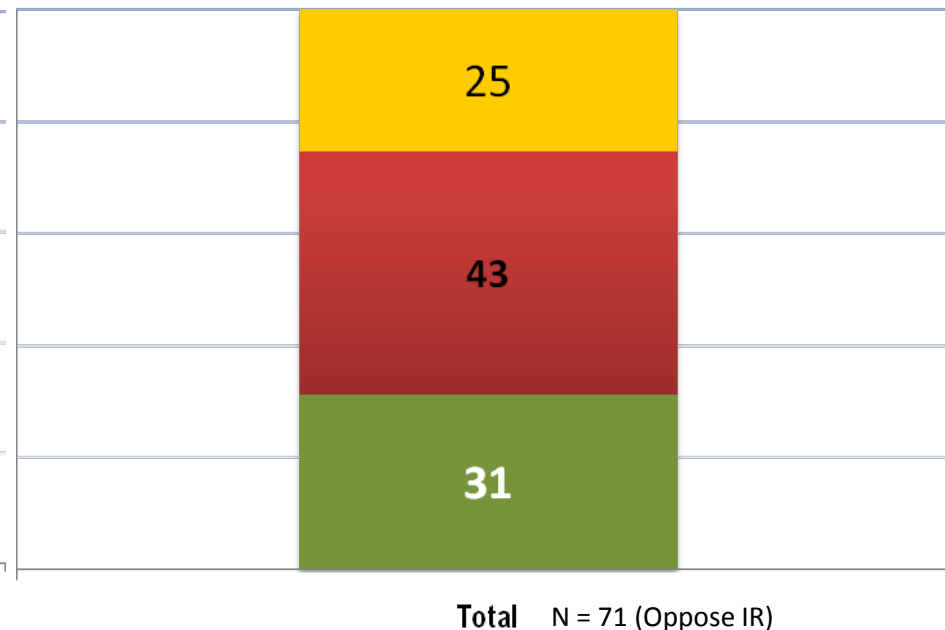
- Among supporters of IR, if IR does Not pass: 35-48% would Not forgive those who didn't work hard enough
- Among opponents, if IR passes: 4 in 10 would Not forgive

L-T Reaction Among Those Favoring IR, IF Legislation Does Not Pass



■ DK/Not Sure
■ Not forgive politician/candidate who didn't work hard enough
■ Forgive politician/candidate who supported but didn't work hard enough

L-T Reaction Among Those Opposing IR, IF Legislation Passes



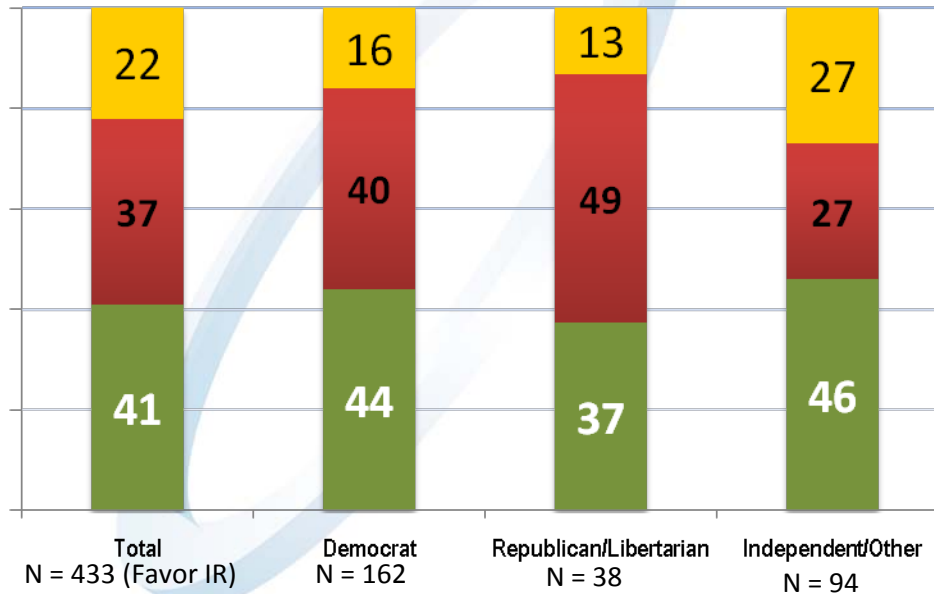
■ Forgive politician/candidate who supported but didn't work hard enough
■ Not forgive politician/candidate who didn't work hard enough
■ DK/Not Sure

3 in 10 to Half Would Not Forget Candidates Who Opposed Their Position

- Among supporters, if IR does Not pass: 27-49% would Not forget Candidates-Party & carry a grudge

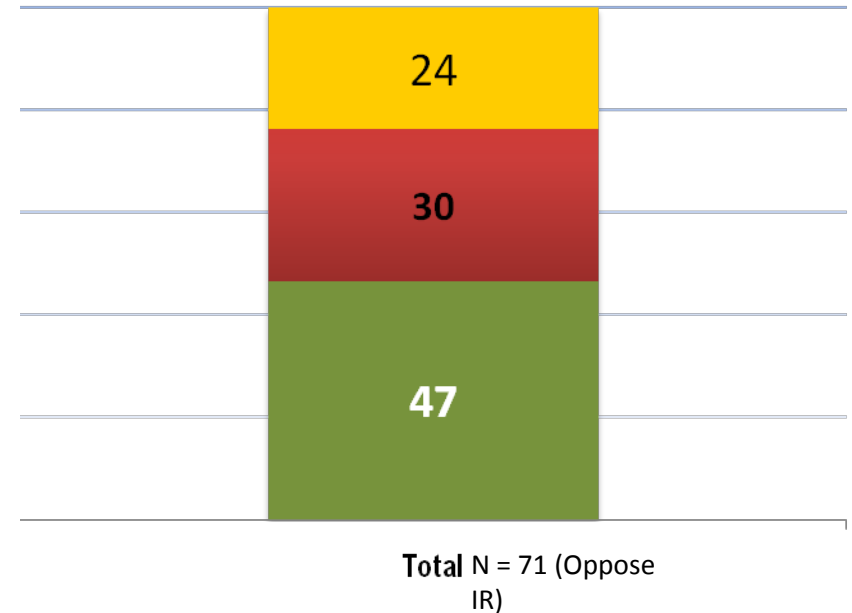
- Among opponents, if IR passed: 3 in 10 would Not forgive and carry a grudge

L-T Reaction Among Those Favoring IR, IF Legislation Does Not Pass



- Forgive if candidate/party opposed my position & not carry grudge
- Not forget if candidate/party opposed my position & carry grudge
- DK/Not Sure

L-T Reaction Among Those Opposing IR, IF Legislation Passes



- Forgive if candidate/party opposed my position & not carry grudge
- Not forget if candidate/party opposed my position & carry grudge
- DK/Not Sure

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