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# Democrats Maintain Edge as Party ‘More Concerned’ for Latinos, but Views Similar to 2012

*75% have discussed Trump’s comments about Hispanics in the past year*

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## Terminology

The terms “Latino” and “Hispanic” are used interchangeably in this report.

“U.S. born” refers to people who say they were born in the 50 states or the District of Columbia, Puerto Rico or other U.S. territories, and those born elsewhere to at least one parent who is a U.S. citizen.

“Foreign born” refers to people who say they were born outside of the United States or other U.S. territories to parents who were not U.S. citizens.

The terms “foreign born” and “immigrant” are used interchangeably.

Language dominance is a composite measure based on self-described assessments of speaking and reading abilities. “Spanish-dominant” people are more proficient in Spanish than in English (i.e., they speak and read Spanish “very well” or “pretty well” but rate their English-speaking and reading ability lower). “Bilingual” refers to people who are proficient in both English and Spanish. “English-dominant” people are more proficient in English than in Spanish.

“Battleground states” were identified by Pew Research Center using state ratings in September from The Cook Political Report, The New York Times, Real Clear Politics, CNN and The Washington Post. These states include Florida, Iowa, Nevada, North Carolina and Ohio.

“Millennials” are adults ages 18 to 35; “non-Millennial” refers to those ages 36 and older. The terms “Millennial” and “younger Latino/Hispanic” are used interchangeably. The terms “non-Millennial” and “older Latino/Hispanic” are used interchangeably.

“Eligible voters” refers to U.S. citizens ages 18 and older.

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## Democrats Maintain Edge as Party ‘More Concerned’ for Latinos, but Views Similar to 2012

*75% have discussed Trump’s comments about Hispanics in the past year*

After more than a year of Republican presidential candidate Donald Trump making provocative comments about Mexican and Muslim immigrants and Hispanics in general, a new Pew Research Center survey of Hispanics finds their overall attitudes about the Republican and Democratic parties – and levels of political engagement – are not much different than they were four years ago.

About half of Latino registered voters (54%) continue to say the Democratic Party is more concerned for Latinos than the Republican Party; just 11% say the GOP has greater concern, while 28% say there is no difference between the parties. Democrats held a similar advantage four years ago, when by 61% to 10%, more Latino voters viewed Democrats as more concerned about Latinos.

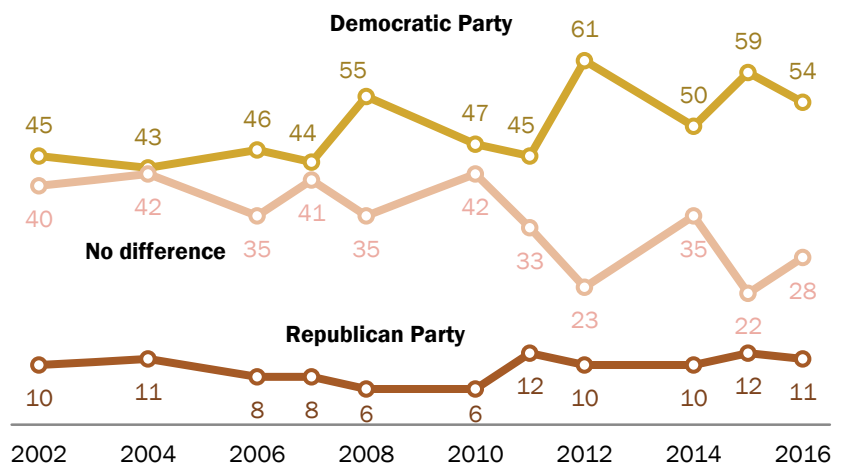
Trump’s campaign comments about Hispanics have resonated widely. Fully 75% of Hispanic registered voters say they have discussed the Republican candidate’s comments about Hispanics

or other groups with family, friends or coworkers in the past year. And among Hispanic registered voters who have discussed Trump’s comments, 74% say they have given “quite a lot” of thought to the presidential election and 74% say they are “absolutely certain” they will vote.

### By a wide margin, Latino voters continue to view Democratic Party as ‘more concerned’ for Latinos than GOP

Question: Which party do you think has more concern for Hispanics/Latinos: the Republican Party, the Democratic Party or is there no difference?

% of Latino registered voters



Note: N=804 Hispanic registered voters in 2016. Don't know/Refused responses not shown. Source: National Survey of Latinos, conducted Aug. 23-Sept. 21, 2016.

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The annual Pew Research Center National Survey of Latinos, conducted from Aug. 23 through Sept. 21, among 1,507 Latino adults, including 804 registered voters, finds that Trump trails by a sizable margin in the presidential race. About six-in-ten Latino registered voters (58%) favor Clinton, while just 19% support Trump; 10% favor Libertarian Gary Johnson while 6% back Jill Stein, the Green Party nominee.

In 2012, in a two-way contest between Barack Obama and Mitt Romney, Obama won 71% of the Latino vote, while just 27% supported Romney, according to national exit polls. That was one of the largest Democratic advantages among Latinos dating back more than two decades, according to a [post-election analysis](#) of the Hispanic vote.

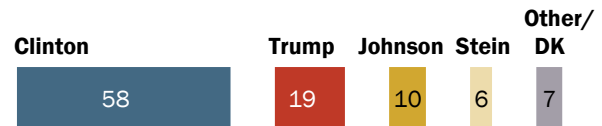
Notably, Clinton's support is lagging among Hispanic Millennials (those ages 18 to 35 in 2016), who will make up nearly [half of the record 27.3 million Latinos](#) estimated to be eligible to vote in 2016. Among Hispanic Millennials, 48% support Clinton, while 15% back Trump; about as many favor Johnson or Stein (13% each) and 11% chose another candidate or offered no opinion. Among all older Latino voters (ages 36 and older), Clinton has 66% support, Trump 21% while just 7% back Johnson and 1% support Stein.

In addition, Clinton receives less-positive backing from Latino Millennials who support her than from older Latino voters. About two-thirds (64%) of Millennial Latinos who back Clinton describe their support as more a vote *against* Trump than a vote *for* Clinton. By contrast, 65% of older Clinton supporters say their support is more of a vote *for* her than a vote *against* Trump.

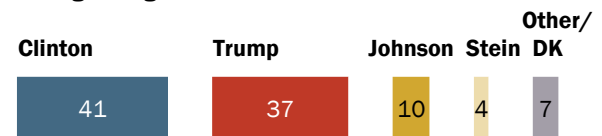
## Clinton holds wide lead over Trump among various Hispanic groups

*If the 2016 presidential election were being held today would you vote for ...*

### Among Hispanic registered voters

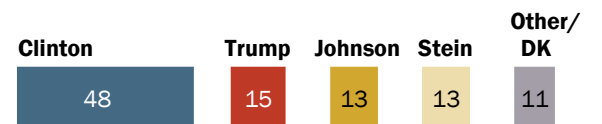


### Among all registered voters

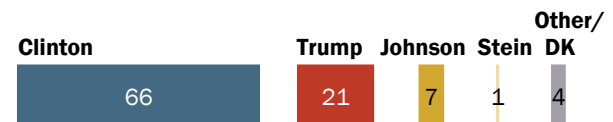


### Among Hispanic registered voters

#### Millennials



#### Non-Millennials



Note: N=804 Hispanic registered voters. Millennial refers to adults ages 18 to 35; non-Millennial refers to those ages 36 and older. Shares include those who "lean" toward a candidate. Figures may not add to 100% because of rounding. "Other/DK" includes volunteered responses of "Other candidate," "Don't know" and those who refused to answer.

Source: National Survey of Latinos, conducted Aug. 23-Sept. 21, 2016 and survey conducted Aug. 9-16, 2016.

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A similar generation gap in positive voting is seen among Clinton’s supporters more generally. In an August [Pew Research Center survey](#) of U.S. adults, most Millennial voters who supported Clinton (62%) said they saw their vote more as a vote against Trump rather than for Clinton. Meanwhile, most older Clinton supporters (57%) viewed their vote more as an expression of support for Clinton.

### Mixed signals on voter engagement among Latinos in 2016 compared with 2012

With the number of Latinos eligible to vote reaching [a record 27.3 million](#), Latinos could be more important than ever in the upcoming election. But a big question about the Latino vote is how many will turn out this year given that Latino voter turnout rates have [long trailed those of other groups](#).

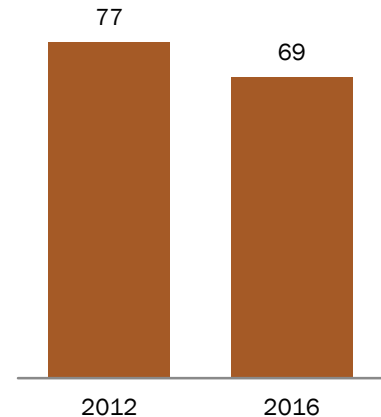
Historically, demographic growth has been a key factor in pushing the Hispanic vote to new highs in turnout and voter registration at least since the 1980s. For example, the number of Hispanic eligible voters is up about 4 million since 2012. As a result, the number of Hispanic registered voters and the number of Hispanic voters is likely to reach new records in 2016, just as it has in every previous presidential election cycle for the past three decades.

Overall, 69% of Latino registered voters say they are “absolutely certain” they will vote this November, down modestly [from 77% who said the same in 2012](#). Among the sharpest declines – 13 percentage points – is among Millennial Latinos. This year, 62% say they are absolutely certain they will vote compared with 74% who said the same four years ago<sup>1</sup>.

Yet, even though a lower share of Latino registered voters say they are certain to vote than in 2012, engagement with the election is roughly similar. Two-thirds (67%) say they have given “quite a lot of thought” to it in 2016, while in 2012, 61% said the same.

### Slight decline in share of Latinos ‘absolutely certain’ to vote

*% of Latino registered voters who say they are “absolutely certain” they will vote in November*



Note: N=804 Hispanic registered voters in 2016.  
Source: National Survey of Latinos, conducted Aug. 23-Sept. 21, 2016.  
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<sup>1</sup> For the purposes of this calculation, in 2012, Millennials were ages 18 to 31. In 2016, they are those ages 18 to 35.

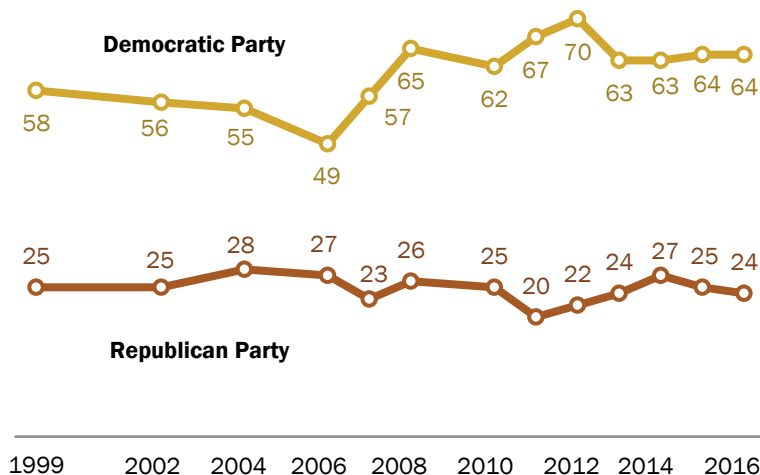
## Democrats retain wide advantage in Latino party identification

Democrats continue to hold a significant lead over Republicans in political party identification among Latino registered voters. About two-thirds (64%) of voters say they identify with or lean toward the Democratic Party while 24% say the same about the Republican Party.

There has been little change over the past 15 years in the share that identifies as Republican among Hispanic registered voters. In 1999, 25% identified with or leaned toward the Republican Party. Meanwhile, Democrats have made gains during this time, with the share identifying with or leaning toward the Democratic Party rising from 57% in 2007 to 70% in 2012, and holding relatively steady since then. Both trends predate the candidacy of Trump.

### Party affiliation among Latino voters has remained little changed

*% of Latino registered voters who identify with or lean toward the...*



Note: N=804 Hispanic registered voters in 2016. For all years, includes respondents who say they consider themselves Democrat or Republican or lean toward the Democratic Party or the Republican Party. Those who said they do not lean toward either party are not shown. Source: National Survey of Latinos, conducted Aug. 23-Sept. 21, 2016 and Washington Post/Kaiser Family Foundation/Harvard University 1999 National Survey on Latinos in America.

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This report is based on a nationally representative bilingual telephone survey of 1,507 Latino adults, including 804 registered voters, conducted from Aug. 23 through Sept. 21, 2016, by SSRS for Pew Research Center. The survey was administered via landline and cellphone in all 50 states and the District of Columbia and was fielded before the first presidential debate. The margin of sampling error for the full sample is plus or minus 3.3 percentage points at the 95% confidence level; for registered voters, the margin of sampling error is plus or minus 4.6 percentage points.



Among the survey's other findings:

### **Dissatisfaction with the nation's direction rises**

- The share of Hispanic registered voters who are dissatisfied with the nation's direction has risen from 50% in 2012 to 57% in 2016.
- Among U.S.-born Hispanic registered voters, 63% are dissatisfied with the nation's direction, a higher share than the 45% of immigrants who say the same.

### **Top issues for Latino registered voters in 2016**

- On the issues that will determine their vote this year, Latino registered voters say education, the economy and health care are the most important. Fully 83% say the issue of education will be "very important" to their vote in 2016, 80% say the same about the economy and 78% say the same about health care.
- The issue of immigration ranks lower, with seven-in-ten Latino registered voters saying it will be "very important" to determining their vote this year.

### **Voting and registering to vote**

- Fully 97% of Hispanic registered voters say they have the identification needed to vote in their state. Among Hispanic eligible voters who are not registered to vote, 85% say the same.
- One-in-five Hispanic registered voters will be voting for the first time this election.
- Some 15% of Hispanic eligible voters say they will not vote this year. Among them, 33% cite dislike of the candidates as their reason for not voting. Another 22% say they are not interested in the election or feel that their vote will not make a difference.

### **Differences between Clinton and Trump supporters**

- About eight-in-ten (83%) Latino voters who support Trump were born in the U.S., compared with 64% who were U.S. born among Latino voters who back Clinton.
- Among Latino voters, 37% of Clinton supporters are English dominant, 22% are Spanish dominant and 41% are bilingual. By comparison, 60% of Latino voters who back Trump mainly use English, while 5% mainly use Spanish and 35% are bilingual.
- About two-thirds (67%) of Latino voters who support Trump have some college education or more, compared with 54% of Latino voters who support Clinton. Among Latino voters, those who have not completed high school make up 9% of Trump supporters and 22% of Clinton supporters.
- Among Latino voters who support Clinton, 33% describe their political views as liberal, while 37% say they are moderate and 28% say they are conservative. Among Latino voters who back

Trump, 6% describe their views as liberal, compared with 30% who say they are moderate and 60% who say they are conservative.

## 1. Latino voter interest and engagement in 2016

The number of U.S. Hispanics eligible to vote (U.S. citizens ages 18 years and older) is estimated to reach [a record 27.3 million](#), up by nearly 4 million since 2012 alone. Yet, the Pew Research Center survey reveals that the share of Hispanic registered voters who say they are “absolutely certain” they will cast a ballot this year is smaller than the share of those who said this in 2012. The new poll also shows that planning to vote among Hispanic registered voters once again trails that of the overall registered voter population.

### Planning to vote in 2016 lags behind 2012

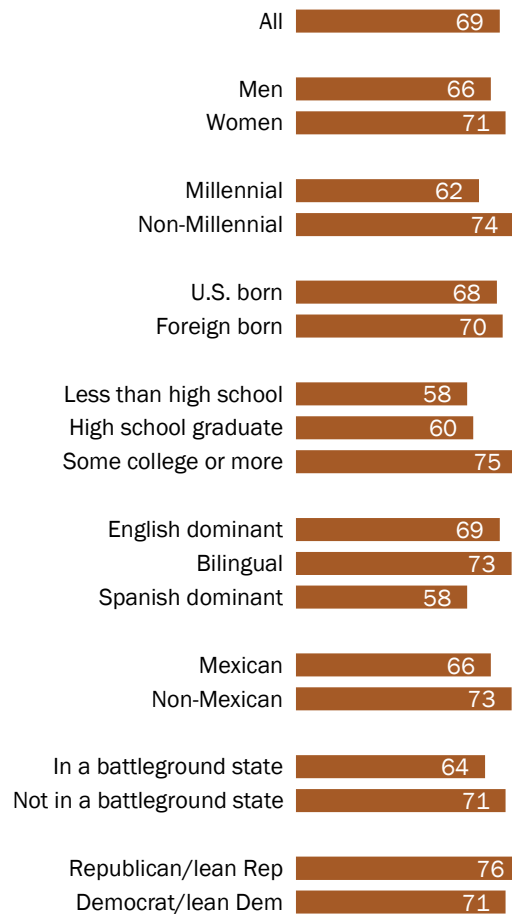
About seven-in-ten (69%) of Latino registered voters say they are “absolutely certain” they will vote in this year’s election, according to the new survey. However, this is down compared with 2012, [when 77% of Latino registered voters](#) planned to vote.

Latino registered voters are also less likely than all registered voters to say they will vote in this year’s election. While about two-thirds of Latino registered voters say they are “absolutely certain” they will vote in this year’s presidential election, [86% of all registered voters](#) say the same.

Among Hispanic registered voters, there are some notable differences in planning to vote this year. For example, non-Millennials (ages 36 or older) are more likely to say they are certain to vote (74%) than younger adults (62%). There is also a difference among Hispanic registered voters by language. Those

### Share of those in Latino demographic subgroups who are ‘absolutely certain’ they will vote in 2016

*% of Latino registered voters who say they are “absolutely certain” they will vote in November*



Note: N=804 Hispanic registered voters. Millennial refers to adults ages 18 to 35; non-Millennial refers to those ages 36 and older. Battleground states include Florida, Iowa, Nevada, North Carolina and Ohio.

Source: National Survey of Latinos, conducted Aug. 23-Sept. 21, 2016.

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who speak English either as their primary language or who are bilingual are also more likely to say they are certain to vote (69% and 73% respectively) than those whose primary language is Spanish (58%). Hispanic registered voters with higher levels of education are more likely to say they are certain that they will vote as well – 58% of those with less than a high school education, 60% of those with a high school diploma and 75% of those with some college education or more say this.

Compared with 2012, the share of each major demographic subgroup of Latino registered voters that say they are absolutely certain they will vote is down. This decline was marked among English-dominant Latinos (12 percentage points), Millennials<sup>2</sup> (13 points) and those with some college education or more (10 points).

The new survey asked this group of Hispanic eligible voters, too, if they plan to cast a ballot in November. With the election date fast approaching, just 30% of unregistered Hispanics say they are absolutely certain they will vote this year.

### One-fifth of Latino registered voters will be voting for the first time in 2016

Among Latino registered voters who are “absolutely certain” they will vote in the coming election, 20% will be voting for the first time. As would be expected, Millennial Latinos are more likely to say they will be first-time voters (36%) than non-Millennial Latino voters (9%). Some [3.2 million young Latinos](#) entered adulthood between 2012 and 2016, accounting for three-quarters of the growth in the Latino electorate.

### Smaller share of Hispanic voters say they will vote

*% saying they are “absolutely certain” they will vote in November*

#### Among Hispanic registered voters



#### Among all registered voters



Note: N=804 Hispanic registered voters in 2016.

Source: National Survey of Latinos, conducted Aug. 23-Sept. 21, 2016 and surveys conducted Aug. 9-16, 2016 and Sept. 12-16, 2012.

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<sup>2</sup> For the purposes of this calculation, in 2012, Millennials were ages 18 to 31. In 2016, they are those ages 18 to 35.

Additionally, there are other Latino demographic subgroups that have large shares of first-time voters.

About a quarter (26%) of Latino voters who speak Spanish as their primary language are first-time voters this year. By comparison, 16% of English-dominant Latino registered voters are voting for the first time in 2016. And Latino registered voters with a high school degree are more likely than those who have some college education or more to say this year will be their first time voting (31% vs. 16%).

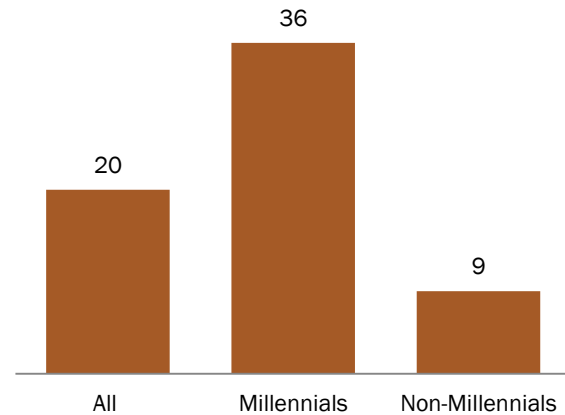
### Interest in the 2016 presidential election is similar to four years ago

When it comes to interest in this year's presidential election, the new survey finds that 67% of Latino registered voters say they have thought "quite a lot" about it. This is below the level among all registered voters (80% "quite a lot"), and similar to the level of interest among Hispanic registered voters in the last presidential election (61%).

Among Hispanic registered voters, seven-in-ten (70%) Hispanic registered voters who are U.S. born say they have thought "quite a lot" about the election, compared with six-in-ten (60%) of those who are foreign born.

### One-in-five Latino voters will be voting for the first time this November

*% who will be first-time voters, among Latino registered voters who say they are "absolutely certain" they will vote in November*



Note: N=804 Hispanic registered voters. Millennial refers to adults ages 18 to 35; non-Millennial refers to those ages 36 and older. Source: National Survey of Latinos, conducted Aug. 23-Sept. 21, 2016.

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Hispanic registered voters of Mexican origin are less likely than other Hispanics to have given a lot of thought to the election (62% vs. 76%). Interest in the election varies greatly with levels of education: 77% of Hispanic registered voters with some college education or more have given a lot of thought to the election, compared with 57% of those with a high school diploma and 50% of those with less than a high school degree.

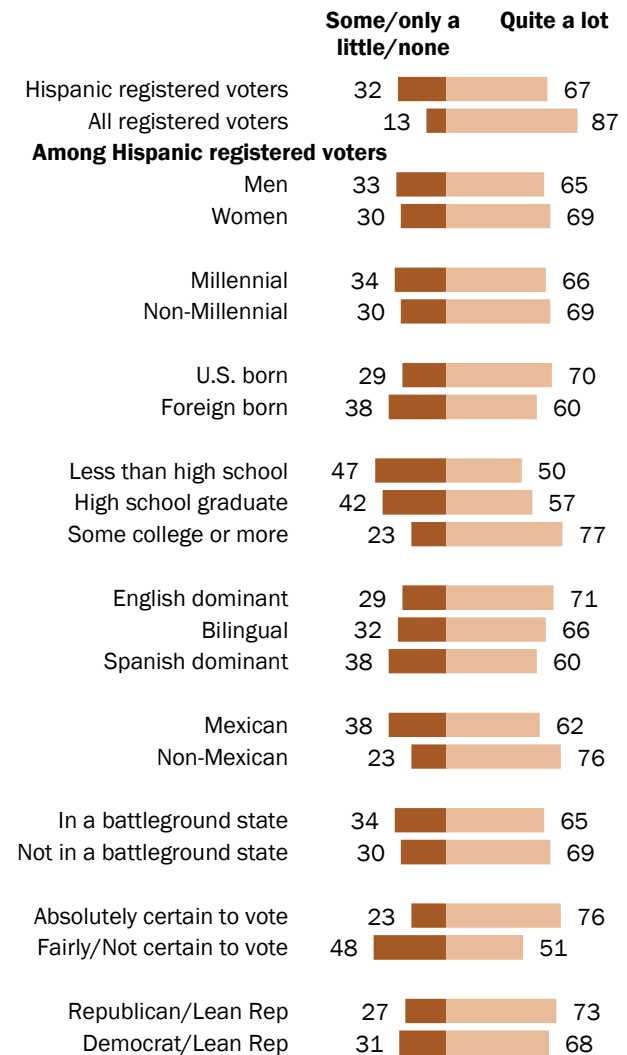
### Voter ID laws and the Latino electorate

In the last few years, many states either have passed or considered passing laws that would require potential voters to show official photo identification before casting a ballot on Election Day. Currently, according to [the National Conference of State Legislatures](#), 16 states – Alabama, Florida, Georgia, Hawaii, Idaho, Indiana, Kansas, Louisiana, Michigan, Mississippi, Rhode Island, South Dakota, Tennessee, Texas, Virginia and Wisconsin— have such laws in effect for 2016. These developments could have an impact on Latino voter turnout. Together, these states hold 37% of all Latino eligible voters.

According to the new Pew Research Center survey, fully 97% of Hispanic registered voters say they are confident they have the identification they need to cast a ballot; among Hispanic eligible voters who are not currently registered to vote 85% say the same. Across the 16 states that require photo identification,

## Two-thirds of Hispanic voters have thought ‘quite a lot’ about the election

% of registered voters saying they have given \_\_\_\_\_ thought to the coming election



Note: N=804 Hispanic registered voters. Millennial refers to adults ages 18 to 35; non-Millennial refers to those ages 36 and older. Battleground states include Florida, Iowa, Nevada, North Carolina and Ohio. “Some” and “None” are volunteered responses. Don’t know/refused responses not shown.

Source: National Survey of Latinos, conducted Aug. 23-Sept. 21, 2016 and survey conducted Aug. 9-16, 2016.

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98% of Hispanic registered voters say they possess the required documentation to vote.

**Among Latinos who are not voting this year, dislike of the candidates is top reason cited**

Latino voters have long had one of the lowest turnout rates of any group in past presidential elections, with 52% of those eligible to vote not casting a vote in 2012, for example. Among Latino eligible voters who say they will not vote, dislike of the candidates is the main reason given by 33% of them, while 22% say they are not interested in the election or feel their vote will not make a difference.

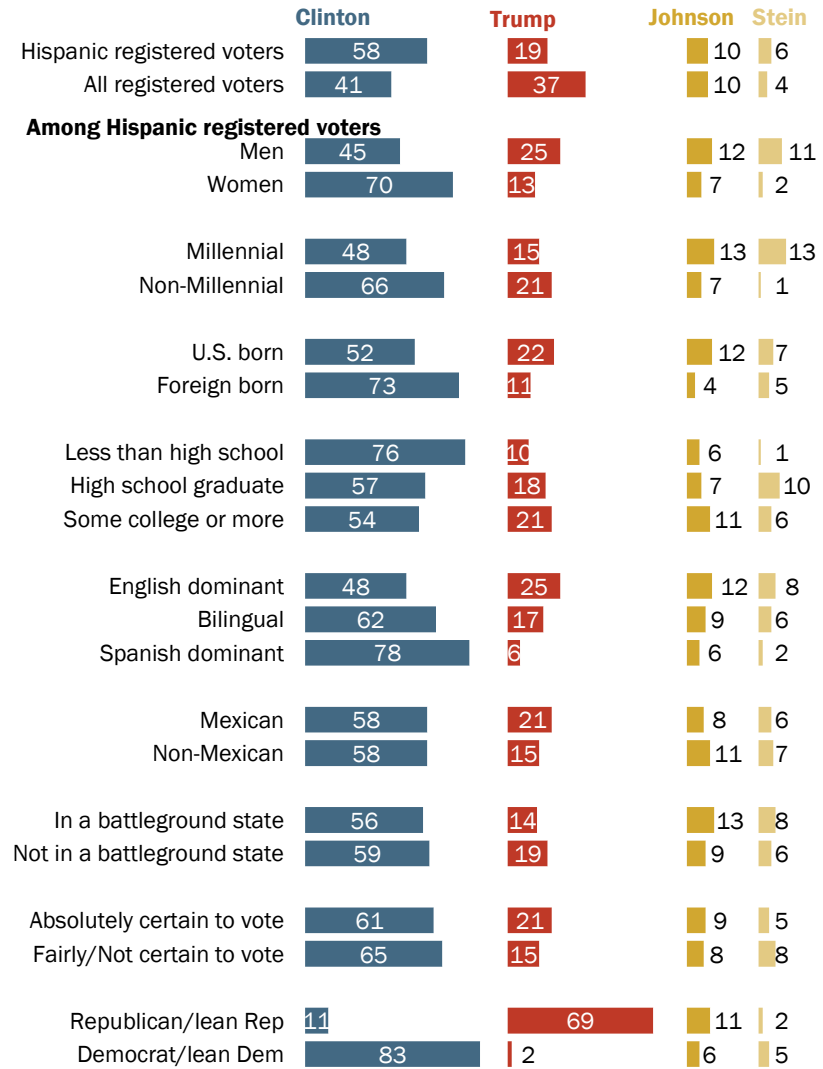
## 2. The Latino vote in the 2016 presidential election

Hillary Clinton holds a three-to-one lead over Donald Trump among Latino registered voters. According to the new Pew Research Center survey, 58% of Latino registered voters say they would vote for Clinton if the election were held today, while 19% say they would support Trump. An additional 10% of Latino registered voters say they would vote for the Libertarian Gary Johnson and 6% for the Green Party’s Jill Stein. The margin between Clinton and Trump is similar to that among Latino registered voters ahead of the [last presidential election](#) when 69% said they would vote for Barack Obama, while 21% said they would support Mitt Romney.

Clinton’s lead extends across many demographic subgroups. Among Hispanic women voters, 70% say they support Clinton while 13% say they support Trump. By contrast, among Hispanic men, 45% support Clinton and 25% support Trump.

### Clinton holds a wide lead across most subgroups of Hispanic voters

*If the presidential election were being held today, would you vote for ...*



Note: N=804 Hispanic registered voters. Millennial refers to adults ages 18 to 35; non-Millennial refers to those ages 36 and older. Battleground states include Florida, Iowa, Nevada, North Carolina and Ohio. Volunteered responses of “Other candidate” and Don’t know/Refused responses not shown.

Source: National Survey of Latinos, conducted Aug. 23-Sept. 21, 2016 and survey conducted Aug. 9-16, 2016.

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Among Millennials (18- to 35-year-olds) – who will make up 44% of all Hispanic eligible voters – Clinton’s lead is narrower: 48% say they would vote for Clinton, 15% for Trump, 13% for Johnson and 13% for Stein. Additionally, 11% name another candidate or decline to say who they would vote for. Among older Latino registered voters, 66% say they would vote for Clinton, 21% for Trump, 7% for Johnson, 1% for Stein and 4% name another candidate or decline to say who they would vote for.

Clinton holds a 78% to 6% lead over Trump among Hispanic voters who primarily speak Spanish, and a 62% to 17% lead among those who are bilingual. However, among Hispanic registered voters who are English-dominant just 48% back Clinton while 25% would vote for Trump.

Clinton’s position is also stronger among Hispanic voters with less than a high school degree (76% vs. 10%), while her lead among those with a high school diploma (57% vs. 18%) and some college education or more (54% vs. 21%) is not as wide.

Hispanic registered voters who are satisfied with the country’s direction support Clinton by a wide margin (75% vs. 8%). Meanwhile those who say they are dissatisfied with the country’s direction support her by a narrower margin (47% vs. 26%).

Among Hispanic registered voters, Clinton holds a wider margin among Catholics (69% vs. 15%), than among Evangelicals (47% vs. 34%). Hispanic voters who are religiously unaffiliated also show less support for Clinton than Catholics, but lean more toward third party candidates than toward Trump (47% for Clinton, 7% for Trump, 20% for Johnson and 17% for Stein).

## A portrait of Hispanic Clinton supporters and Hispanic Trump supporters

There are some differences in the demographic characteristics of Clinton, Trump and other candidates' supporters among Hispanic registered voters. Overall, Clinton supporters are more likely to be women, foreign born, Spanish dominant, have less than a high school degree and to be Catholic than Trump supporters and other candidates' supporters. By contrast, Trump supporters are more likely to be male, U.S. born, English dominant, have some college or more of educational experience, and to be evangelical Protestants. Supporters of other candidates are more likely to be Millennial (ages 18 to 35), and religiously unaffiliated than the supporters of either Clinton or Trump.

### Demographics of candidates' supporters in 2016

*% in each demographic group, among Latino registered voters who say they would vote for \_\_\_\_\_ if the election were held today*

|                             | Clinton | Trump | Other | All |
|-----------------------------|---------|-------|-------|-----|
| Men                         | 37      | 63    | 68    | 47  |
| Women                       | 63      | 37    | 32    | 53  |
| Millennial                  | 35      | 34    | 71    | 43  |
| Non-Millennial              | 65      | 65    | 28    | 57  |
| U.S. born                   | 64      | 83    | 84    | 71  |
| Foreign born                | 36      | 17    | 16    | 29  |
| Less than high school       | 22      | 9     | 9     | 17  |
| High school graduate        | 24      | 23    | 26    | 25  |
| Some college or more        | 54      | 67    | 62    | 58  |
| English dominant            | 37      | 60    | 57    | 45  |
| Bilingual                   | 41      | 35    | 37    | 39  |
| Spanish dominant            | 22      | 5     | 6     | 16  |
| Catholic                    | 59      | 39    | 32    | 49  |
| Evangelical                 | 12      | 27    | 11    | 15  |
| Unaffiliated                | 14      | 7     | 39    | 17  |
| Mexican                     | 59      | 66    | 51    | 59  |
| Non-Mexican                 | 41      | 34    | 49    | 41  |
| In a battleground state     | 12      | 9     | 18    | 13  |
| Not in a battleground state | 81      | 81    | 77    | 80  |

Note: N=804 Hispanic registered voters. Includes respondents who support Trump or Clinton or lean toward Trump or Clinton. "Other" includes supporters of Gary Johnson, Jill Stein and volunteered responses of "other candidate." "Don't know/refused" not shown. Millennial refers to adults ages 18 to 35; non-Millennial refers to those ages 36 or older. Other religious affiliations not shown. Battleground states include Florida, Iowa, Nevada, North Carolina and Ohio.

Source: National Survey of Latinos, conducted Aug. 23-Sept. 21, 2016.

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Finally, most Latino registered voters live in non-battleground states.

### For many Hispanic voters, their vote is a vote against the opposing candidate

Large shares of Trump's Hispanic supporters and Clinton's Hispanic supporters view their choice as more of a vote against the opposing candidate than an expression of support for their candidate. This is similar to a pattern seen among all U.S. registered voters in a recent Pew Research Center [survey of U.S. adults](#).

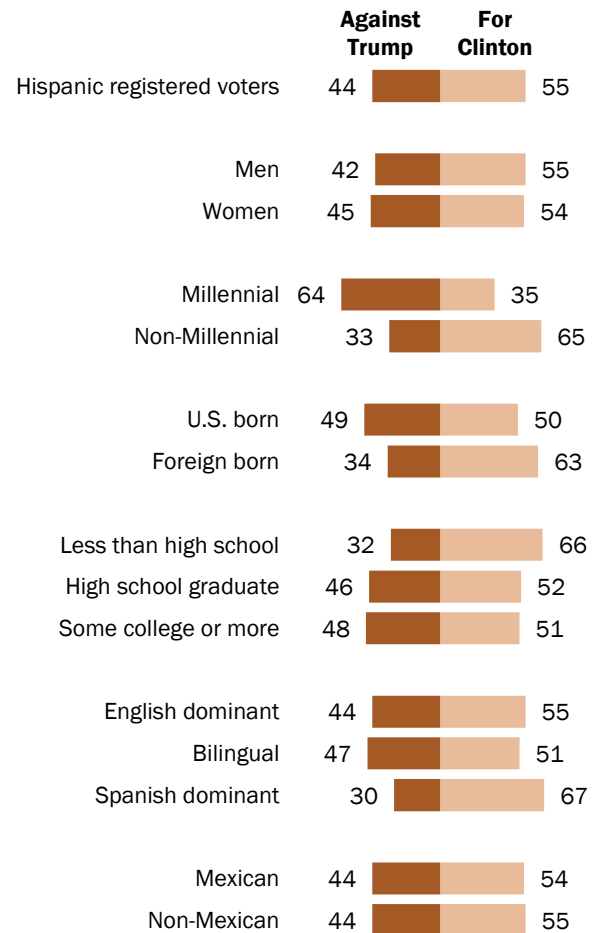
Among Hispanics who say they plan to vote for Trump, about half (49%) view their vote more as a vote against Clinton, while the same share (49%) views it more as a vote for Trump. Meanwhile, among Hispanic Clinton supporters, 44% view their vote more as a vote against Trump, while 55% says their vote is more a vote for Clinton.

Among Hispanic Clinton supporters, Millennials (adults between ages 18 to 35) are more likely than older Hispanics to see their vote as a vote against Trump than as a vote for Clinton. Some 64% of Clinton supporters who are Hispanic Millennials say this while just 33% of older Hispanic Clinton supporters say the same.

Hispanic Clinton supporters who are primarily Spanish speakers are less likely to see their vote for Clinton as a vote against Trump (30%), while those who are English dominant or Bilingual are more likely to say that their vote is against Trump (49% and 47% respectively).

## Many Hispanic voters who back Clinton say they are voting against Trump

*% saying their choice is more a vote \_\_\_\_\_, among Hispanic registered voters who say they would vote for Clinton if the election were held today*



Note: N=487 Hispanic registered voters who say they would vote for Clinton. Millennial refers to adults ages 18 to 35; non-Millennial refers to those ages 36 and older. "Don't know/refused" responses not shown.

Source: National Survey of Latinos, conducted Aug. 23-Sept. 21, 2016.

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Clinton supporters with less than a high school degree are also less likely to say their vote for Clinton is more against Trump (32%), than those with either a high school diploma (46%) or some college education or more (48%).

**Seven-in-ten Hispanics have talked about Trump’s views this year**

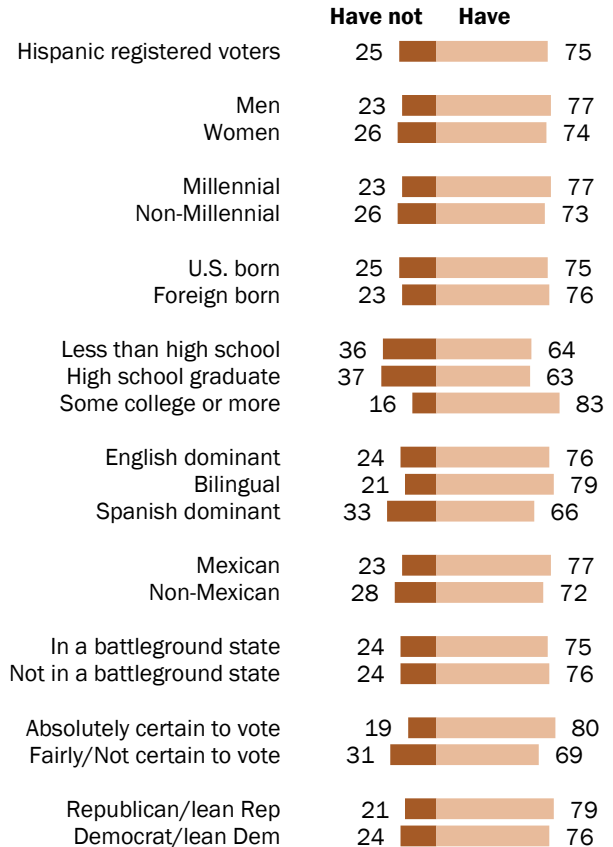
Rhetoric about Hispanics frequently has surfaced in remarks by Trump, beginning with the day he [announced his candidacy](#). Seven-in-ten Hispanics say they have talked to family, coworkers or friends about Trump’s comments regarding Hispanics and other groups. This share is slightly higher among Hispanic adults who are registered to vote (75%), compared with those who are eligible to vote but are not registered (61%).

Discussion about Trump’s views with family, coworkers or friends is more common among Hispanic voters who have some college education or more, while it is lower among those with a high school diploma or less (83% vs. 63% respectively).

Hispanic voters of non-Mexican origin are just as likely as those of Mexican origin to have discussed Trump’s views with friends or colleagues (72% and 77% respectively), despite the particular focus of Trump campaign on Mexican immigrants.

**Majorities of Hispanic voters have talked about Trump in the past year**

*% who say in the past year in the U.S. they \_\_\_\_\_ talked about Donald Trump’s views of Hispanics/Latinos or other groups with family, friends or coworkers ...*



Note: N=804 Hispanic registered voters. Millennial refers to adults ages 18 to 35; non-Millennial refers to those ages 36 and older. Battleground states include Florida, Iowa, Nevada, North Carolina and Ohio. Don't know/Refused responses not shown. Source: National Survey of Latinos, conducted Aug. 23-Sept. 21, 2016. "Democrats Maintain Edge as Party 'More Concerned' for Latinos, but Views Similar to 2012"

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**Trump's rhetoric not necessarily a liability among Hispanic voters**

Among Hispanic adults, those who have talked about Trump's views of Hispanics and other groups are more engaged in the election – and more likely to favor him over Clinton.

Among Hispanic adults who are eligible to vote, 77% of those who have talked about Trump are registered to vote, while 64% of those who have not talked about him are registered. Among Hispanic registered voters, 74% of those who have talked about Trump say they are “absolutely certain” they will vote in November, compared with 54% of those who have not discussed Trump and say the same. Similarly, 74% of registered voters who say they have talked about Trump say they have given “quite a lot” of thought to the coming election, compared with 45% of those who have not talked about Trump.

Hispanic voters who have talked about Trump's views are also more likely to say they are dissatisfied with the country's direction (63%) than are those who say they have not talked about it (40%). Lastly, 21% Hispanic registered voters who have talked about Trump say they will vote for him, compared with 12% of those who have not talked about him. That said, even among those who have talked about his views, Trump significantly trails Clinton in terms of support (21% for Trump vs. 57% for Clinton).

### 3. Views of the nation's direction and 2016's top issues

Since 2012, Hispanics have grown more dissatisfied with the way things are going in the U.S. And many Hispanics rate education and the economy as key issues in this year's presidential election, which is something they have done in past years, including 2012.

#### Growing dissatisfaction with the nation's direction since 2012

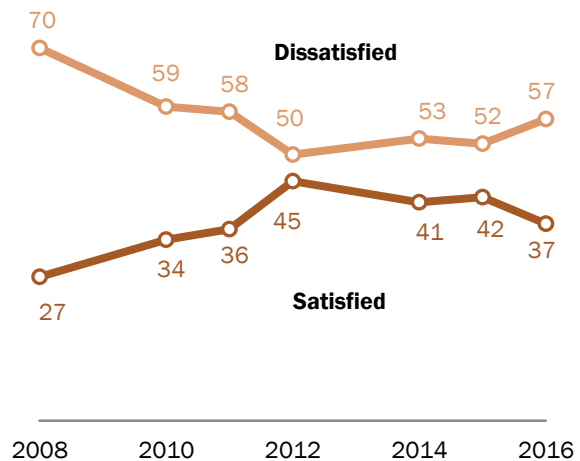
Indeed, the new Pew Research Center survey shows that 57% of Hispanic registered voters say they are dissatisfied with the nation's direction, up from 50% in 2012. At the same time, the share of Latino voters satisfied with the nation's direction has dropped from 45% in 2012 to 37% today.

Latino registered voters are more satisfied than the general public with the direction of the country. However, the gap between the two groups has started to close over the past year as satisfaction among the general public has increased. Today, 28% of U.S. voters say they are satisfied with the way things are going in the country, a level unchanged from 2012. As a result, the gap between Latino registered voters and U.S. registered voters stands at 8 percentage points, down from a 17-point gap in 2012.

There are some differences among key demographic subgroups of Hispanic registered voters in their views of the country's direction. Among Hispanic registered voters, immigrants are more upbeat than U.S.-born Hispanics about the way things are going in the country today. The new survey shows 45% of immigrant registered voters are satisfied with the nation's direction, with an equal share dissatisfied. By contrast, 33% of U.S.-born Hispanics say they are satisfied with the nation's direction while 63% say they are dissatisfied.

#### More than half of Latino voters dissatisfied with the nation's direction

*% of Latino registered voters satisfied/dissatisfied with the way things are going in this country today*



Note: N=804 Hispanic registered voters. Don't know/Refused responses not shown.

Source: National Survey of Latinos, conducted Aug. 23–Sept. 21, 2016.

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Just as with the general public, views of the country's direction differ depending on which presidential candidate Latino voters support. Among Clinton backers, Latino voters are split, with equal shares satisfied (47%) and dissatisfied (47%) with the nation's direction. By contrast, nearly eight-in-ten (79%) Trump supporters say they are dissatisfied with the way things are going in the country today while just 16% say they are satisfied. Among all registered voters, 55% of Clinton supporters are satisfied and 41% dissatisfied with the direction of the country. By contrast, 96% of registered voters who support Trump are dissatisfied and 4% satisfied with the way things are going in the country today.

## Education, the economy top issues for Latinos in 2016

Latino registered voters say education is a top issue for them when deciding who to vote for in the 2016 presidential election, with 83% saying it is very important, according to the new survey.

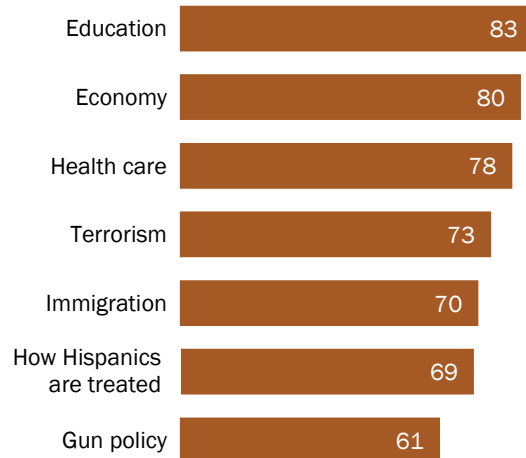
Other issues Hispanic voters rate as very important to their vote this year include the economy (80%), health care (78%) and terrorism (73%). A lower share rates immigration (70%) as a top issue. The lowest-rated issues among Hispanic voters are how Hispanics are treated in the U.S. (69%) and gun policy (61%).

Many Latino voters born outside the U.S. rate a variety of issues as very important. For example, nearly all (91%) of Latino immigrant voters say education is a very important issue for them when deciding who to vote for in the 2016 presidential election, compared with 80% of U.S.-born Latino voters. One exception is the issue of immigration, with roughly equal shares of Latino immigrant voters (74%) and U.S.-born Latino voters (68%) rating the issue as “very important.”

Older Hispanic registered voters tend to rate more issues as very important than do younger Hispanic who are registered to vote. For example, education (86%) and the economy (86%) rate as very important issues among non-Millennial Hispanic voters. By comparison, lower shares of Hispanic Millennial voters rated education (79%) and the economy (72%) as very important issues. The largest difference between these groups is on the issue of gun policy, with 69% of Hispanic non-Millennial voters and 50% of Hispanic Millennial voters rating it as a very important issue – a 19-percentage-point gap.

### Education and the economy top issues for Latino voters in 2016 election

*% of Latino registered voters saying each is “very important” to their vote in the 2016 presidential election*



Note: N=804 Hispanic registered voters.

Source: National Survey of Latinos, conducted Aug. 23-Sept. 21, 2016.

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## Top issues among Latinos in 2016

*% of Latinos saying each is “very important” to their vote in the 2016 presidential election*

|                           | All | Registered voters |           |              |            |                |
|---------------------------|-----|-------------------|-----------|--------------|------------|----------------|
|                           |     | All               | U.S. born | Foreign born | Millennial | Non-Millennial |
| Education                 | 87  | 83                | 80        | 91           | 79         | 86             |
| Economy                   | 81  | 80                | 79        | 82           | 72         | 86             |
| Health care               | 80  | 78                | 75        | 85           | 74         | 80             |
| Terrorism                 | 71  | 73                | 71        | 77           | 65         | 79             |
| Immigration               | 72  | 70                | 68        | 74           | 64         | 74             |
| How Hispanics are treated | 71  | 69                | 66        | 76           | 65         | 71             |
| Gun policy                | 59  | 61                | 60        | 64           | 50         | 69             |

Note: N=804 Hispanic registered voters. Ranked by all registered voters. Millennial refers to adults ages 18 to 35; non-Millennial refers to those ages 36 and older.

Source: National Survey of Latinos, conducted Aug. 23-Sept. 21, 2016.

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This year’s findings for top issues reflect those of past elections as Hispanics have long rated immigration behind [education and the economy as top issues](#).<sup>3</sup> In 2012, 55% of Hispanic registered voters rated education as an extremely important issue to them personally, followed closely by jobs and the economy (54%) and health care (50%), with immigration (34%) ranking lower. Hispanic voters rated the issues similarly in 2008, with education (47%), health care (42%) and jobs (41%) rated as extremely important issues, with immigration (30%) not rating as highly.

<sup>3</sup> Past Pew Research Center surveys of Latinos have asked about top issues differently. In the 2008 and 2012 National Surveys of Latinos, respondents were asked to respond to the following: “Now I’m going to read you a list of issues that might be discussed during this year’s presidential campaign. For each item I name, please tell me how important this issue is to you personally.” In addition, the 2012 survey asked about the issue “jobs and the economy”, while the 2008 survey asked about “jobs.” The 2008 and 2012 surveys also asked respondents to rate issues as “very important” and “extremely important.” By contrast, the 2016 NSL asked respondents to rate issues as “somewhat important” and “very important” and asked how the issues related to their vote in 2016.

## 4. Latinos and the political parties

Latino registered voters have long said the Democratic Party has more concern for Latinos or Hispanics than the Republican Party, with [Democrats losing some ground on this measure since 2012](#). Over the same period, Democrats have not made significant gains in party affiliation, with 64% of Latino voters identifying with or leaning toward the Democratic Party in 2016, a similar share to 2012 when 70% said the same.

### Which party has more concern for Latinos?

Today, 54% of Latino registered voters say the Democratic Party has more concern for Latinos than the Republican Party, while 11% say the Republican Party has more concern – a 43-point difference. The Democratic advantage on this measure has remained relatively stable since 2012, when 61% of Latino voters said Democrats had more concern for Hispanics, compared with 10% who said the same of

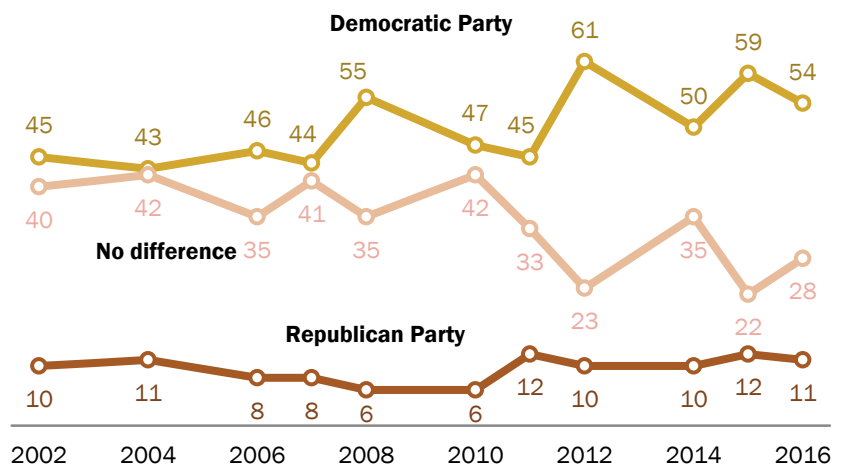
Republicans. At the same time, 28% of Latino registered voters today say there's no difference between the two parties on this measure, a share that is relatively unchanged from 2012.

The image of the Republican Party among Latino registered voters is little changed since 2002 on this measure. Back then, 10% of Latino registered voters said Republicans had more concern for Latinos than Democrats, similar to this year's share (11%). Meanwhile, Democrats have seen their image improve over the same period among Latino registered voters, rising from 45% in 2002 to 54% today.

### Image of Democratic Party improves over the past decade among Latino registered voters

*Question: Which party do you think has more concern for Hispanics/Latinos: the Republican Party, the Democratic Party or is there no difference?*

*% of Latino registered voters*



Note: N=804 Hispanic registered voters in 2016. Don't know/Refused responses not shown. Source: National Survey of Latinos, conducted Aug. 23 –Sept. 21, 2016. "Democrats Maintain Edge as Party 'More Concerned' for Latinos, but Views Similar to 2012"

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There are some differences in the views of the political parties among demographic subgroups of Hispanics in 2016. For example, older Hispanics are more likely than younger Hispanics to say the Democratic Party has more concern for Hispanics than the Republican Party. Among registered voters, nearly six-in-ten (59%) non-Millennial Hispanics (ages 36 and older) say Democrats have more concern, compared with 48% of Hispanic Millennials (ages 18 to 35). At the same time, Hispanic Millennial voters are more likely than Hispanic non-Millennial voters to say there is no difference between the parties, 38% compared with 21%. (Roughly equal shares of Hispanic Millennial voters and Hispanic non-Millennial voters – about one-in-ten – say Republicans have more concern for Hispanics.)

There are also differences on this issue by gender, with 60% of Hispanic women voters saying Democrats have more concern for Hispanic than Republicans, compared with 48% of Hispanic men who are registered to vote. Roughly one-third (35%) of Hispanic men who are registered to vote say there is no difference between the parties on the issue, compared with roughly a quarter (23%) of Hispanic women voters.

Immigrant Latino voters are more likely than U.S.-born voters to say Democrats have more concern for Latinos than Republicans. For example, among Latino registered voters, 61% of immigrants say Democrats have more concern for Latinos, compared with 52% of the U.S. born.

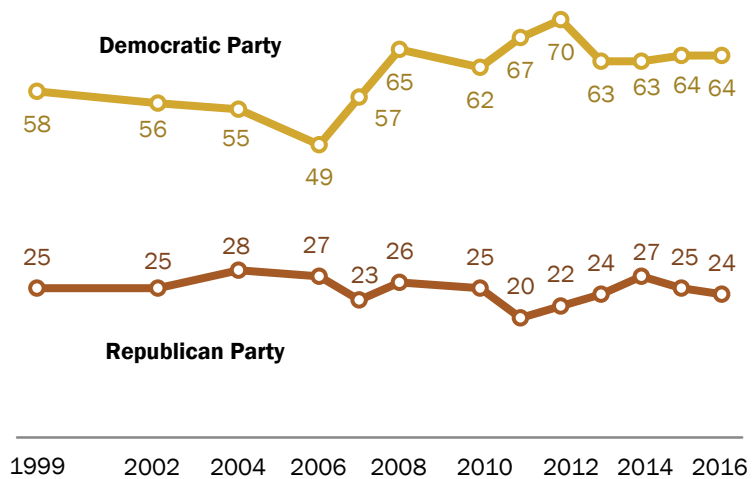
## Hispanics and political party affiliation

Hispanic registered voters have historically identified more with the Democratic Party than the Republican Party, and 2016 is no different. About two-thirds (64%) of Hispanic voters say they identify as Democrats or lean Democratic, compared with 24% who identify as Republican or lean toward the GOP.

Hispanic affiliation with Democrats reached a high in 2012, with 70% identifying as Democrats or leaning Democratic that year, a share that has since dropped by several percentage points. During this time, Hispanic party affiliation with Republicans has remained mostly unchanged.

### Two-thirds of Hispanic voters identify with or lean toward the Democratic Party

*% of Hispanic registered voters who identify with or lean toward the ...*



Note: N=804 Hispanic registered voters in 2016. For all years, includes respondents who say they consider themselves Democrat or Republican or lean toward the Democratic Party or the Republican Party. Those who said they do not lean toward either party are not shown. Source: National Survey of Latinos, conducted Aug. 23 – Sept. 21, 2016 and Washington Post/Kaiser Family Foundation/Harvard University 1999 National Survey on Latinos in America.

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While the Democratic Party holds an advantage in party affiliation among all Hispanic registered voters, some subgroups are more likely to identify with the Democrats than others. Among Hispanic men who are registered to vote, 55% identify as Democrats or lean Democratic and 30% identify as Republicans or lean toward the GOP. By comparison, Democrats hold a wider advantage among Hispanic women voters, with 73% identifying as Democrats or leaning Democratic and 18% identifying as Republican or leaning toward the GOP.

Among Latino voters who are foreign born, 70% identify as Democrats or lean Democratic and 18% identify as Republican or lean toward the GOP. By comparison, 62% of U.S.-born Latino voters identify as Democrats or lean Democratic and 26% identify as Republican or lean toward the GOP.

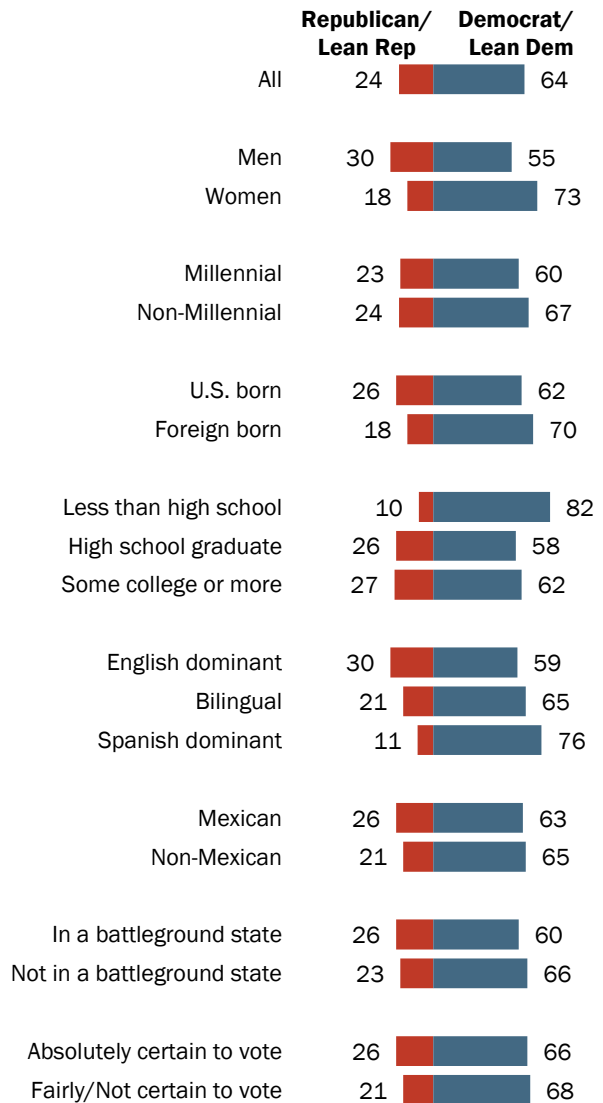
There is a wide gap in party affiliation among supporters of the two major-party candidates for U.S. president. Among Latino registered voters who back Hillary Clinton, 91% identify as Democrats or lean Democratic. By comparison, 88% of Latino registered voters who back Donald Trump identify as Republicans or lean toward the GOP.

Latino registered voters who mainly use Spanish are more likely than others to affiliate with the Democratic Party. Among Spanish-dominant Latino voters, 76% identify as Democrats or lean Democratic, compared with 65% of bilingual Latino voters and 59% of English dominant Latino voters.

There are also significant differences in party affiliation by education. Among Latino voters, 82% of those with less than a high school education identify as Democrats or lean Democratic, compared with 58% of high school graduates and 62% with at least some college experience.

### Latino voters' party affiliation by group

% of Latino registered voters who identify with or lean toward ...



Note: N=804 Hispanic registered voters. Millennial refers to adults ages 18 to 35; non-Millennial refers to those ages 36 and older. Battleground states include Florida, Iowa, Nevada, North Carolina and Ohio.

Source: National Survey of Latinos, conducted Aug. 23-Sept. 21, 2016.

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### Latinos and political ideology

Roughly one-third (32%) of Latino registered voters describe their political views as conservative, while 36% say they are moderate and 28% say they are liberal.

Millennial Latino voters (ages 18 to 35) are more likely than non-Millennial Latino voters (ages 36 and older) to say they are liberal. Among Latino Millennial voters, 37% describe their political views as liberal, compared with 21% among Latino non-Millennial voters.

The biggest difference in political views is between supporters of Hillary Clinton and Donald Trump. Among Latino voters who support Trump, 60% say they are conservative, compared with 28% of Latino voters who support Clinton. At the same time, seven-in-ten Latino voters who support Clinton say they are moderate (37%) or liberal (33%). By comparison, among Latino voters who support Trump, 30% describe their views as

### Older and foreign-born Latino voters are more conservative in their political views

*% of Latino registered voters describing their political views as ...*

|                             | Conservative | Moderate | Liberal |
|-----------------------------|--------------|----------|---------|
| All                         | 32           | 36       | 28      |
| Men                         | 37           | 33       | 26      |
| Women                       | 28           | 38       | 29      |
| Millennial                  | 21           | 38       | 37      |
| Non-Millennial              | 40           | 35       | 21      |
| U.S. born                   | 31           | 34       | 32      |
| Foreign born                | 36           | 40       | 17      |
| Less than high school       | 43           | 30       | 20      |
| High school graduate        | 37           | 40       | 20      |
| Some college or more        | 27           | 36       | 32      |
| English dominant            | 30           | 37       | 29      |
| Bilingual                   | 30           | 34       | 32      |
| Spanish dominant            | 45           | 37       | 11      |
| Mexican                     | 34           | 36       | 26      |
| Non-Mexican                 | 30           | 35       | 30      |
| In a battleground state     | 23           | 53       | 21      |
| Not in a battleground state | 33           | 34       | 29      |
| Absolutely certain to vote  | 33           | 38       | 26      |
| Fairly/Not certain to vote  | 37           | 33       | 29      |
| Clinton supporters          | 28           | 37       | 33      |
| Trump supporters            | 60           | 30       | 6       |

Note: N=804 Hispanic registered voters. "Very conservative" and "Conservative" responses combined. "Very liberal" and "liberal" responses combined. Millennial refers to adults ages 18 to 35; non-Millennial refers to those ages 36 and older. Battleground states include Florida, Iowa, Nevada, North Carolina and Ohio. Don't know/Refused responses not shown. Source: National Survey of Latinos, conducted Aug. 23-Sept. 21, 2016. "Democrats Maintain Edge as Party 'More Concerned' for Latinos, but Views Similar to 2012"

moderate and 6% say they are liberal.

Latino registered voters who are Spanish dominant are more likely than those who are English dominant or bilingual to say they are conservative. Among Spanish-dominant Latino voters, 45% say they are conservative, compared with 30% among Latino voters who are bilingual or English dominant.

At the same time, U.S.-born Latinos are more likely than immigrant Latinos to describe their political views as liberal. Among registered voters, 32% of U.S.-born Latinos say they are liberal, compared with 17% of foreign-born Latinos.

## Acknowledgements

This report was written by Mark Hugo Lopez, director of Hispanic research; Ana Gonzalez-Barrera, senior researcher; and Jens Manuel Krogstad, writer/editor; and Gustavo López, research assistant. Gonzalez-Barrera and López led development of the survey questionnaire. Kyley McGeeney, senior methodologist, provided guidance on the questionnaire's development. James Bell, vice president for global strategy; Carroll Doherty, director of political research; Claudia Deane, vice president for research; and Michael Dimock, president, provided editorial guidance. López and Krogstad created charts and tables. López; Anna Brown, research analyst; and Antonio Flores, research assistant, number-checked the report and its graphics. Brown number-checked the survey topline. Shannon Greenwood, associate digital producer, assisted with formatting and production. Aleksandra Sandstrom copy edited the report. Find related reports online at [pewresearch.org/hispanic](http://pewresearch.org/hispanic).



## Methodology

Results for this study are based on telephone interviews conducted by SSRS, an independent research company, for Pew Research Center among a nationally representative sample of 1,507 Latino respondents ages 18 and older. It was conducted on cellular and landline telephones from Aug. 23 through Sept. 21, 2016.

For the full sample, a total of 689 respondents were U.S. born (including Puerto Rico), and 818 were foreign born (excluding Puerto Rico). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 3.3 percentage points.

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### 2016 National Survey of Latinos details

|                         | Sample size | Margin of error<br>95% confidence level |
|-------------------------|-------------|---|
| Total Latinos           | 1,507       | +/- 3.3% points                         |
| U.S. born (incl. PR)    | 689         | +/- 4.9% points                         |
| Foreign born (excl. PR) | 818         | +/- 4.3% points                         |
| Registered voters       | 804         | +/- 4.6% points                         |

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For this survey, SSRS used a staff of bilingual English and Spanish-speaking interviewers who, when contacting a household, were able to offer respondents the option of completing the survey in Spanish or English. A total of 759 respondents (50%) were surveyed in Spanish, and 748 respondents (50%) were interviewed in English. Any person age 18 or older who said they were of Hispanic/Latino origin or descent was eligible to complete the survey.

To ensure the highest possible coverage of the eligible population, the study employed a dual-frame landline/cellphone design. The sample consisted of a landline sampling frame (yielding 300 completed interviews) and a cellphone sampling frame (1,207 interviews).<sup>4</sup> Both the landline and cellphone sampling frames used a stratified sampling design, oversampling areas with higher densities of Latino residents. Overall, the study employed six strata. Landline and cellphone samples were provided by Marketing Systems Group (MSG).

For the landline sampling frame, the sample was compared with InfoUSA and Experian landline household databases, and phone numbers associated with households that included people with

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<sup>4</sup> According to calculations by the National Center for Health Statistics National Health Interview Survey (NHIS), from July to December 2015, 60.5% of Hispanic adults were living in wireless-only households and 15% were in wireless-mostly households ([Blumberg and Luke, 2016](#)).

known Latino surnames were subdivided into a surname stratum. The remaining, unmatched and unlisted landline sample was used to generate a stratum with a high incidence of Latinos, based on the share of Latinos in the sample telephone exchange.

It is important to note that the existence of a surname stratum does not mean the survey was exclusively a surname sample design. The sample is RDD (random-digit dial), with the randomly selected telephone numbers divided by whether or not they were found to be associated with a Spanish surname. This was done to ease administration by allowing for more effective assignment of interviewers and labor hours, as well as increase the efficiency of the sample.

MSG's GENESYS sample generation system was used to generate cellphone sample, which was divided into high and medium strata, based on the share of Latinos in the sample telephone area code.

Samples for the low-incidence landline and low-incidence cell strata were drawn from previously interviewed respondents in SSRS's weekly dual-frame Excel omnibus survey. Respondents who indicated they were Latino on the omnibus survey were eligible to be recontacted for the present survey. Altogether, a total of 270 previously interviewed respondents were included in this sample.

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## Interviews by strata

|         | Landline         |  | Cellphone        |  |
|---------|------------------|--|------------------|--|
|         | Total interviews | Estimated % among U.S. Latino population | Total interviews | Estimated % among U.S. Latino population |
| Surname | 150 (50%)        | 27%                                      |                  |  |
| High    | 60 (20%)         | 30%                                      | 722 (60%)        | 33%                                      |
| Medium  |                  |  | 305 (25%)        | 33%                                      |
| Low     | 90 (30%)         | 43%                                      | 180 (15%)        | 33%                                      |
| Total   | 300              |  | 1,207            |  |

Note: "Total Interviews" include the prescreened omnibus interviews that were not subject to geographic stratification. The estimated population breakdown is based on counts from the 2013 American Community Survey. The oversampling or undersampling of strata was corrected in weighting.

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A multistage weighting procedure was used to ensure an accurate representation of the national Hispanic population.

- An adjustment was made for all people found to possess both a landline and a cellphone, as they were more likely to be sampled than were respondents who possessed only one phone type. This adjustment also took into account the different sampling rate in the landline and cellphone samples.
- The sample was corrected for a potential bias associated with recontacting previously interviewed respondents in low-incidence strata.
- The sample was corrected for within-household selection in landline interviews, which depended upon the number of Latino adults living in the household.
- The sample was corrected for the oversampling of telephone number exchanges known to have higher densities of Latinos and the corresponding undersampling of exchanges known to have lower densities of Latinos.
- Finally, the data were put through a post-stratification sample-balancing routine. The post-stratification weighting used estimates of the U.S. adult Hispanic population based on the 2014 U.S. Census Bureau's American Community Survey, on gender, age, education, Census region, heritage and years in the U.S. Phone status of the U.S. adult Hispanic population (i.e., cellphone only, dual, landline only) is based on estimates from the July-December 2015 Centers for Disease Control's National Health Interview Survey and density of the Latino population is from the 2010 Census.
- Weights are then trimmed to avoid any particular case having too much influence on the overall estimates.

Pew Research Center undertakes all polling activity, including calls to mobile telephone numbers, in compliance with the Telephone Consumer Protection Act and other applicable laws.

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