



Latino Voters in the 2016 Presidential Election: How the Exit Polls Got It Wrong

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Exit Polls Show Republican Gains

Latino Vote in Presidential Elections				
Year	Share	Democrat	Republican	Other
2016	11%	65%	29%	6%
2012	10%	71%	27%	2%
2008	9%	67%	31%	2%
2004	8%	53%	44%	3%
2000	7%	62%	35%	3%
1996	5%	73%	21%	6%
1992	2%	61%	25%	14%
1988	3%	69%	30%	1%
1984	2%	62%	37%	1%

Source: National Exit Polls



But What About Trump's Offensive Comments About Latinos

- * **June 16, 2015:** During announcement of his candidacy, Trump says, “When Mexico sends its people, they’re not sending their best ... They’re sending people that have lots of problems, and they’re bringing those problems with us. They’re bringing drugs. They’re bringing crime. They’re rapists. And some, I assume are good people ... I will build a great, great wall on our southern border. And I will have Mexico pay for that wall.”
- * **July 4, 2015:** Trump tweets, “Jeb Bush has to like the Mexican illegals because of his wife.” Later on August 24, 2015: Trump tweets, “Jeb Bush is crazy, who cares that he speaks Mexican, this is America, English!!”
- * **August 25, 2015:** Trump kicks Latino journalist George Ramos out of a press conference, telling him to “Go back to Univision.”
- * **February 27, 2016:** Trump discusses lawsuit against Trump University, saying, “We have a very hostile judge ... I believe he happens to be Spanish, which is fine, he’s Hispanic, which is fine, and we haven’t asked for a recusal, which we may do, but we have a judge who’s very hostile.” The next day, he further explained that Gonzalo Curiel had “an inherent conflict of interest,” saying, “this judge is of Mexican heritage. I’m building a wall, ok.”
- * **May 5, 2016:** Trump posted a picture eating a taco salad and tweeted, “Happy Cinco de Mayo! The best taco bowls are made in Trump Tower Grill. I love Hispanics.”



Problems with Exit Polls for Gauging Latino Vote

- * **The sample design of exit polls are not well suited to study geographically clustered sub-populations such as African Americans or Latinos. Exit polls typically sample competitive districts – supermajority-minority neighborhoods not competitive (but 48% of Latinos live there).**
- * **Roughly 5% of exit poll interviews with Latinos are in Spanish. Given the number of foreign-born Latinos, experts think the proportion should be far greater to capture a representative sample of the Latino vote.**
 - **Latino Decisions pre-election poll showed Clinton led Trump 75% to 21% in surveys conducted in English, while she led 89% to 9% among polls conducted in Spanish**



Election Eve Latino Poll Shows Different Numbers

Latino Vote in Presidential Elections			
Year	Democrat	Republican	Other
2016	79%	18%	3%
2012	75%	23%	2%
2008	72%	25%	3%
Source: Latino Decisions			

- **Poll conducted by Latino Decisions, a firm led by several high profile Latino political scientists**
- **5600 interviews conducted with Latinos from November 2-7, 2016 – Margin of error +/- 1.8 percentage points**
- **More than 25% of interviews conducted in Spanish**



Modest Variation Across States

Latino Vote in Presidential Election			
Year	Democrat	Republican	Other
Arizona	84%	12%	4%
California	80%	16%	4%
Colorado	81%	16%	3%
Florida	67%	31%	2%
Illinois	86%	10%	4%
Nevada	81%	16%	3%
North Carolina	82%	15%	3%
New York	88%	10%	2%
Ohio	80%	17%	3%
Texas	80%	16%	4%
Virginia	81%	15%	4%
Wisconsin	87%	10%	3%
Source: Latino Decisions			



Modest Variation Across Groups

Latino Vote in 2016 Presidential Election			
	Democrat	Republican	Other
Women	86%	12%	2%
Men	71%	21%	4%
1 st Generation	84%	13%	3%
2 nd Generation	79%	17%	4%
3 rd + Generation	72%	25%	3%
Mexican	81%	15%	4%
Dominican	89%	8%	2%
Central American	82%	15%	4%
South American	81%	16%	3%
Puerto Rican	79%	19%	2%
Cuban	50%	48%	1%
18-35 Years Old	80%	14%	6%
36-49 Years Old	75%	21%	4%
50-64 Years Old	80%	19%	1%
65+ Years Old	82%	17%	2%
< \$40K	85%	11%	4%
\$40K - \$80K	79%	17%	4%
> \$80K	71%	27%	3%
College Education	82%	14%	4%
No College Education	73%	24%	3%
Source: Latino Decisions			



County Vote Shows Little Movement Toward Trump

Latino Vote and Turnout in 2016 and 2012 Presidential Elections

Area		2016			2012			Change from 2012 to 2016			
% Latino	Number	Clinton	Trump	Other	Obama	Romney	Other	Turnout	Turnout %	Clinton	Clinton %
25-50%	193	32%	62%	6%	36%	62%	2%	-7126	1%	-4919	-12%
50-67%	64	35%	61%	4%	37%	61%	2%	-1327	-1%	-721	-9%
67-90%	25	55%	40%	4%	59%	39%	1%	762	+3%	-102	-5%
>=90%	8	74%	23%	3%	78%	21%	1%	5799	+11%	3257	+6%

