July 2018 Midterm Survey

NAACP
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African American Research Collaborative
Understanding and Communicating Black Political Action

Latino Decisions

Slides by: Ray Block Jr.

August 7, 2018

www.AfricanAmericanResearch.us

Overview

- □ Voting in the Midterm Elections

- □ Attitudes about Trump

- □ Trump and U.S. Race Relations

- □ Views on Immigrants and Immigration

- □ Message Testing

- □ Mobilization and Issues

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Survey Design and Methodology

□ Poll targets registered voters in highly competitive midterm-election races, across 61 congressional districts (N = 2,045)

□ Respondents are from non-urban areas (which not only tend to have smaller minority populations but are also more likely to be "toss-up" elections)

- Our design is consistent with that of other surveys (e.g., June 27-July 2, 2018 Washington Post-Schar School poll), and our results are similar. This gives us confidence in the accuracy of our polling methods.

- Our survey is unique because it contains over-samples of African American (n = 400), White (n = 400), Latinx (n = 400), Asian/Pacific Islander (n = 400), and Native American (n = 400) voters.

- The margin of error is +/- 2.1% for the overall survey and +/- 4.8% for the racial and ethnic group subsamples.

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Voting in the Midterm Elections

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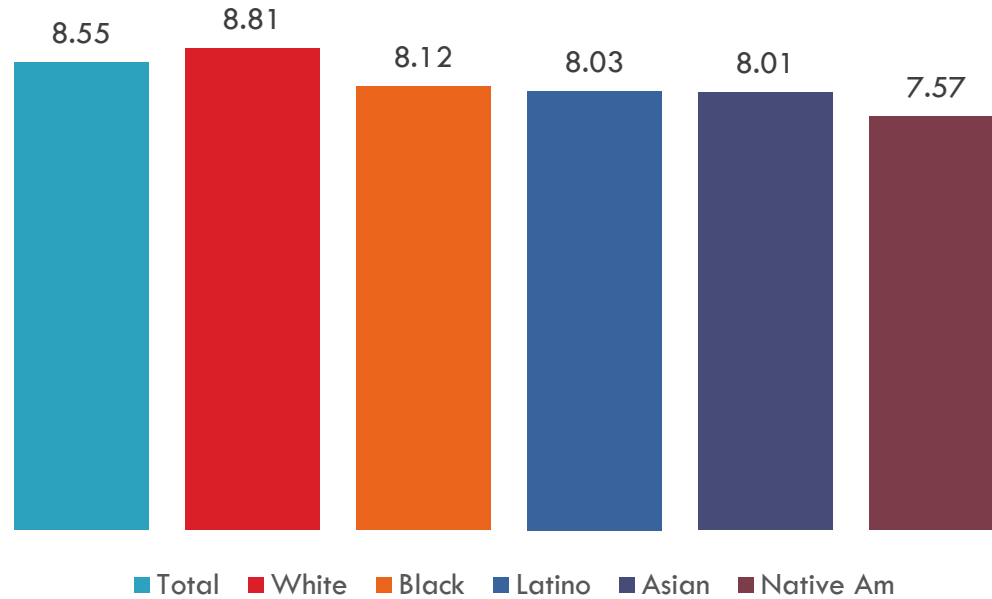
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Certainty of Voting in the Midterm

Thinking about the election for Congress and other state offices in November 2018, how likely are you to vote on a scale between 0 and 10, where 0 means you definitely do not want to vote, and 10 means you are 100% certain you will vote, and 5 means you are 50-50 or a maybe.

[Bars = average Vote Certainty scores]

Total	White	Black	Latino	Asian	Native Am
8.55	8.81	8.12	8.03	8.01	7.57

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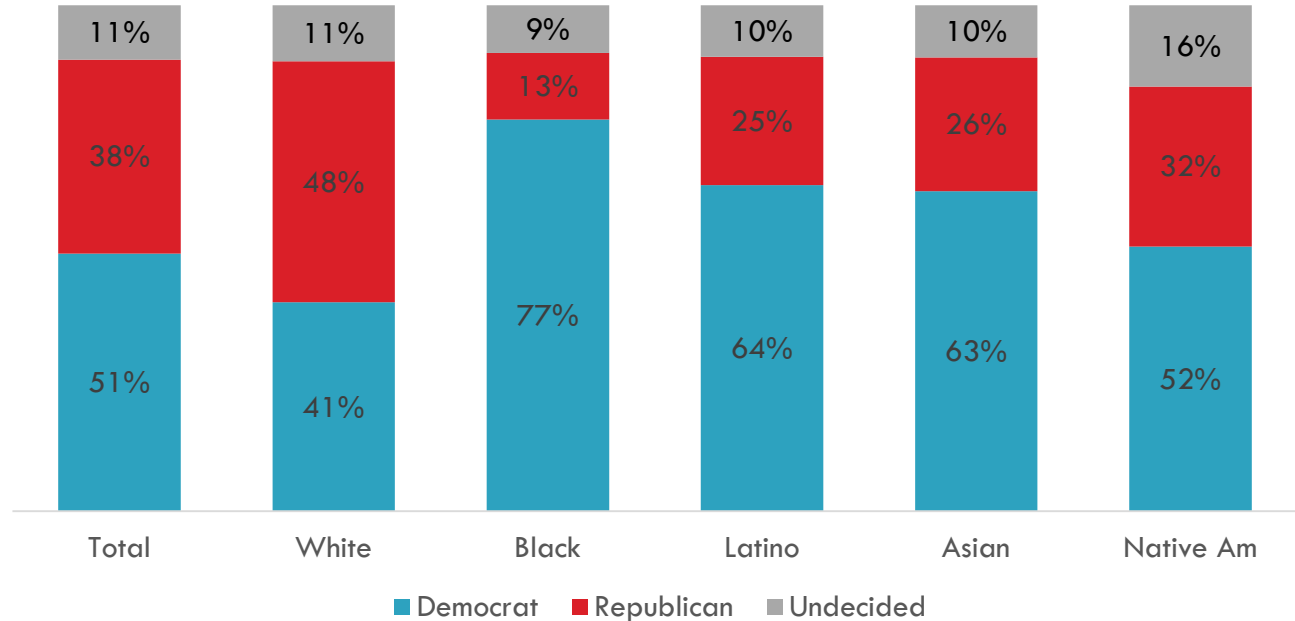**African American Research Collaborative**

Source: July 2018 Midterm Survey (N=2,045 total; n = 400 per racial/ethnic group)

Intended Congressional Vote

If the election for Congress were being held today, would you vote for the Republican candidate in your district, or the Democratic candidate in your district?

[Bars = % total votes for Dems and Reps and total % Undecided (includes "leaners")]

	Total	White	Black	Latino	Asian	Native Am
Undecided	11%	11%	9%	10%	10%	16%
Republican	38%	48%	13%	25%	26%	32%
Democrat	51%	41%	77%	64%	63%	52%

■ Democrat ■ Republican ■ Undecided

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Source: July 2018 Midterm Survey (N=2,045 total; n = 400 per racial/ethnic group)

Blacks' Reasons for Voting (Combined)

Version 1: Which statement do you agree with the MOST as an important reason for voting. [Bars = % of Rs who believe this statement matches their opinion].

**Version 2: Which statement do you agree with the MOST as an important reason for voting. [Bars = % of Rs who believe this statement matches their opinion].**

43%   15%   42%

42%   16%   36%   5%
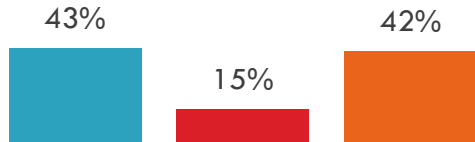
■ I want to vote to elect Democrats to Congress who represent my issues

■ I want to vote to elect Republicans to Congress who represent my issues

■ I want to vote to stand up for the Blacks in my community and show politicians we matter
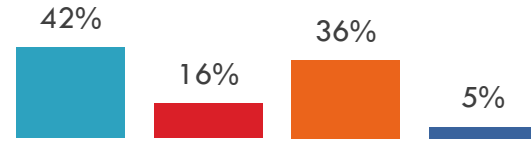
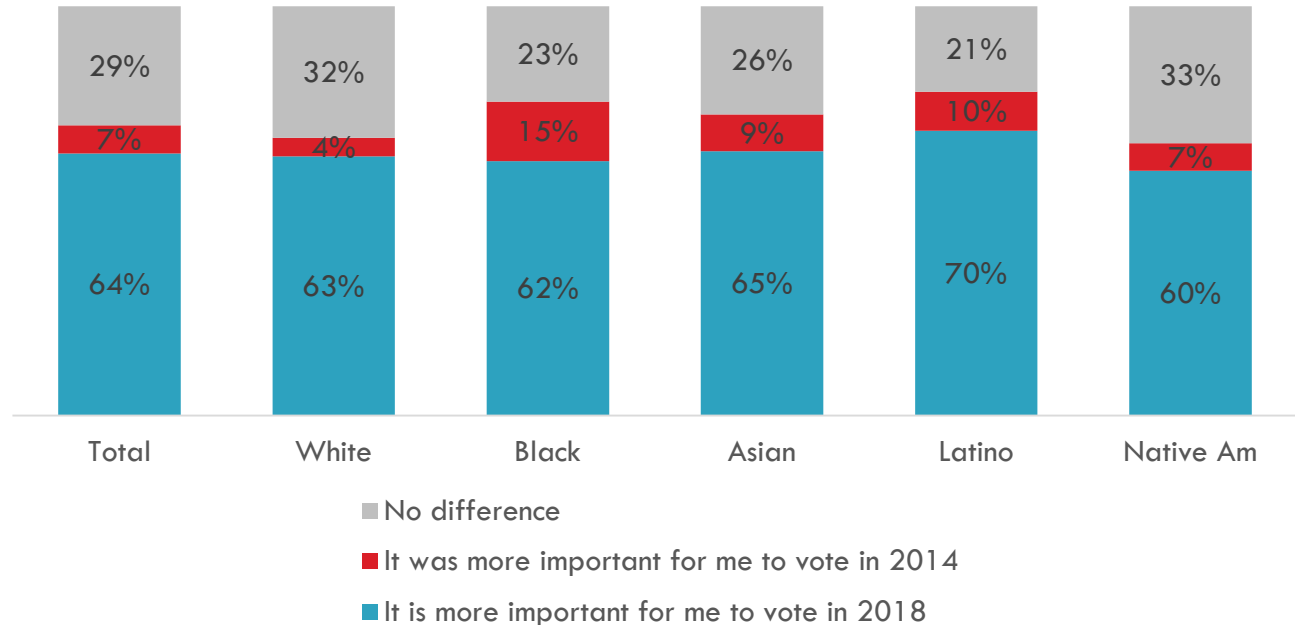■ I want to vote to elect Democrats to Congress who represent my issues

■ I want to vote to elect Republicans to Congress who represent my issues

■ I want to vote to stop Donald Trump and the Republican agenda

■ I want to vote to stop Nancy Pelosi and the Democratic agenda

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Source: July 2018 Midterm Survey (N=2,045 total; n = 400 per racial/ethnic group)

Relative Importance of Voting

Thinking about the upcoming November 2018 mid-term elections for Congress and other state and local offices, do you feel like it is MORE important that you vote in this election compared to the last mid-term election in 2014?

[Bars = % of Rs who believe this statement matches their opinion].

	Total	White	Black	Asian	Latino	Native Am
No difference	29%	32%	23%	26%	21%	33%
It was more important for me to vote in 2014	7%	4%	15%	9%	10%	7%
It is more important for me to vote in 2018	64%	63%	62%	65%	70%	60%

■ No difference
■ It was more important for me to vote in 2014
■ It is more important for me to vote in 2018

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Source: July 2018 Midterm Survey (N=2,045 total; n = 400 per racial/ethnic group)
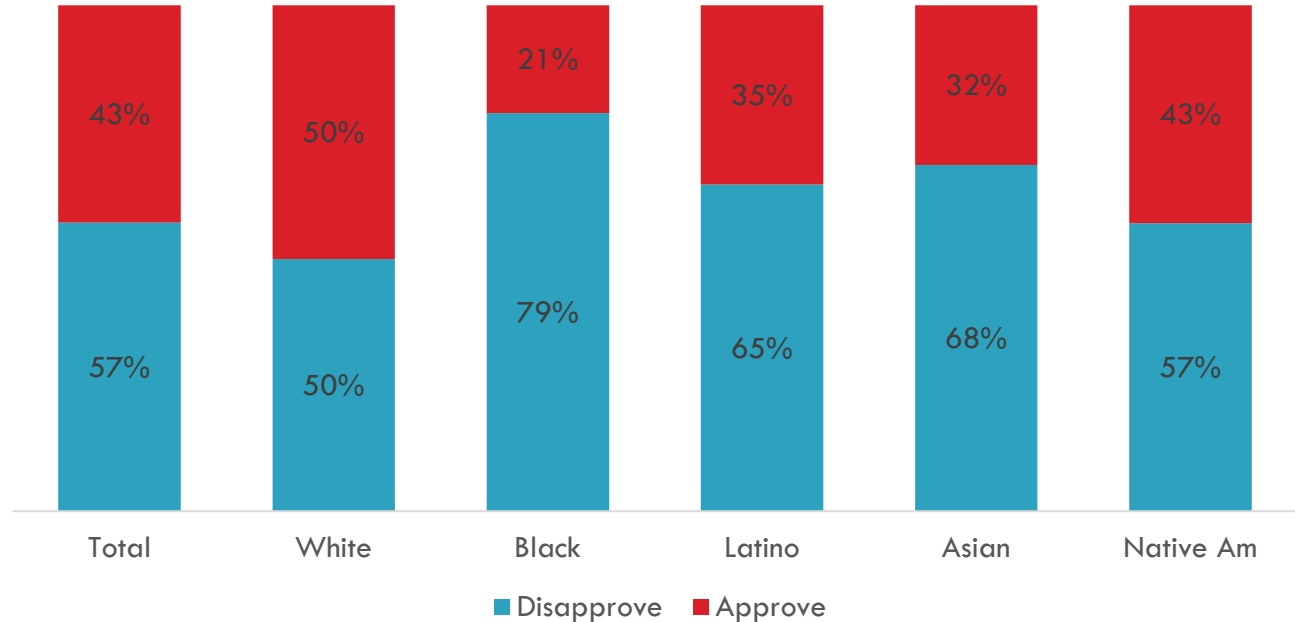
Attitudes about Trump

Trump Approval

Overall, do you approve or disapprove of the job Donald Trump is doing as President?

[Bars = % "Approve" or "Disapprove"]

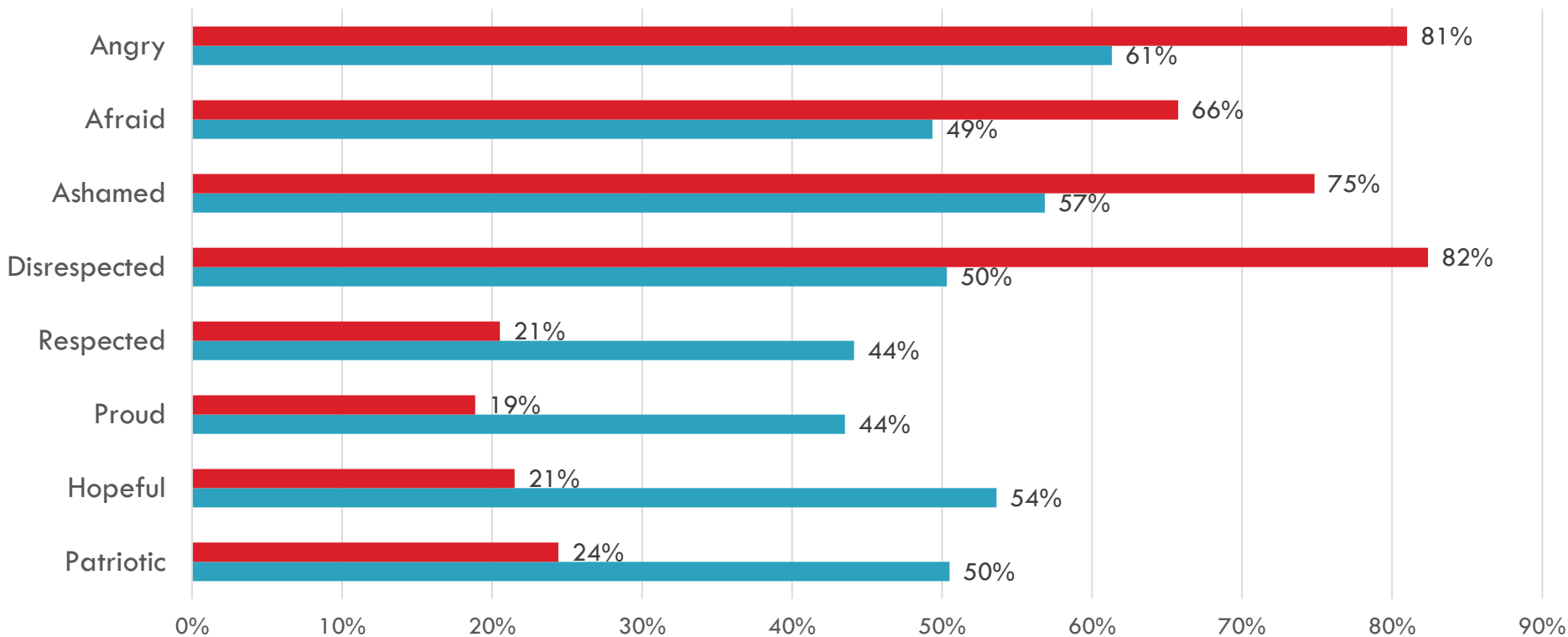|	Total	White	Black	Latino	Asian	Native Am
Approve	43%	50%	21%	35%	32%	43%
Disapprove	57%	50%	79%	65%	68%	57%

■ Disapprove ■ Approve

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Source: July 2018 Midterm Survey (N=2,045 total; n = 400 per racial/ethnic group)

Emotions that Trump Inspires

Emotion	Black	White
Angry	81%	61%
Afraid	66%	49%
Ashamed	75%	57%
Disrespected	82%	50%
Respected	21%	44%
Proud	19%	44%
Hopeful	21%	54%
Patriotic	24%	50%

Has Donald Trump — because of the kind of person he is or because of something he has done or said — ever made you feel? Percentage answering yes to each word.

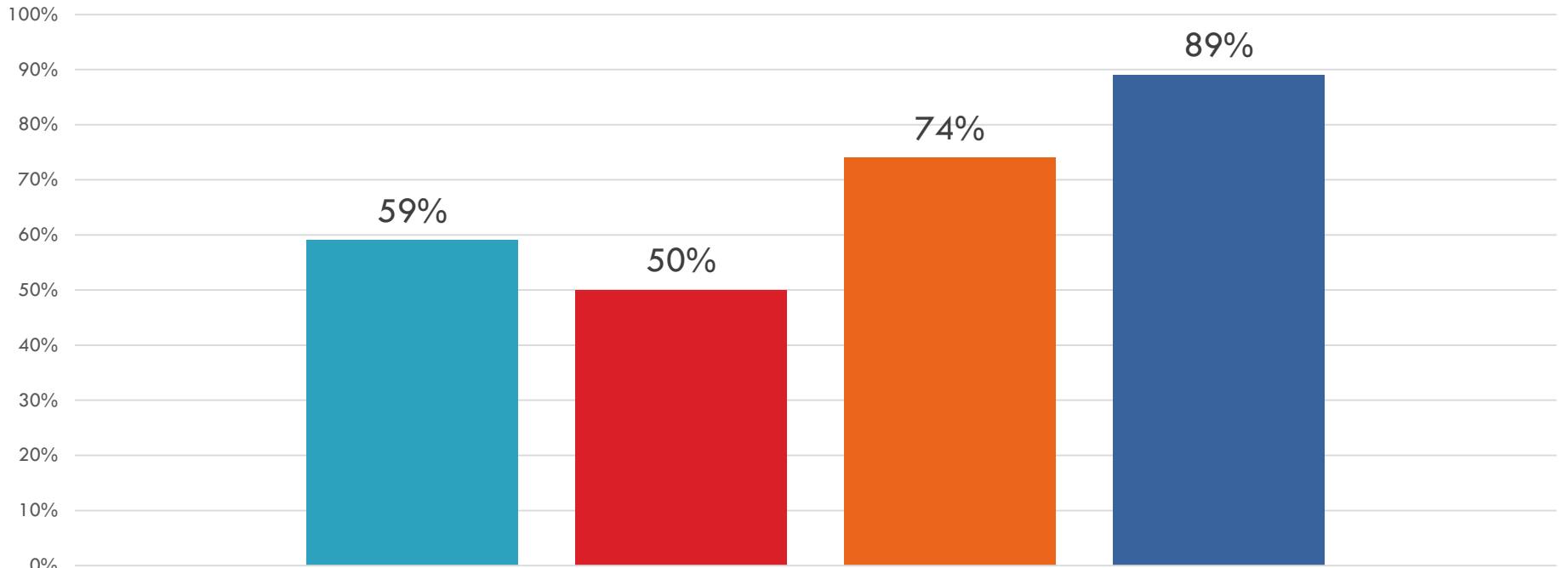Latino Decisions

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■ Black ■ White

Has Trump Made You Feel "Disrespected"?

Percentage of voters answering yes: Has Donald Trump - because of the kind of person he is or because of something he has done or said ever made you feel disrespected?

■ All   ■ White   ■ Black Men   ■ Black Women

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Trump and U.S. Race Relations

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Is Trump Growing Racial Divisions?

Please indicate if you think this statement is definitely true, probably true, probably NOT true, or definitely not true: "Trump and the Republicans are increasing hate and racism against Blacks"

[Bars = % "Definitely True" + % "Probably True"]

Total — 55%
White — 49%
Black — 79%
Latino — 63%
Asian — 60%
Native Am — 62%

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Source: July 2018 Midterm Survey (N=2,045 total; n = 400 per racial/ethnic group)
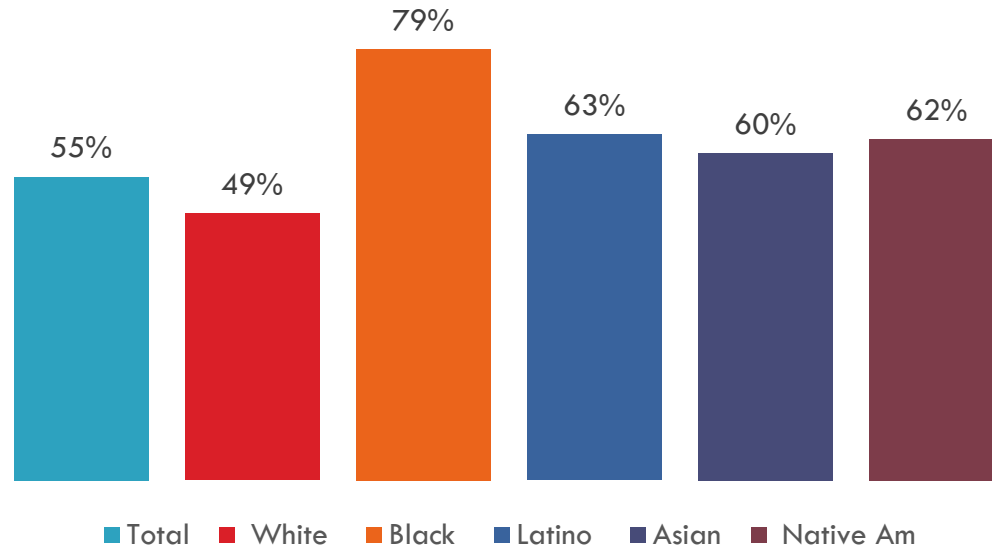
Is Trump Setting Race Relations Back?

Some people have said Donald Trump's racist statements and policies will cause a major setback to the progress made in recent years by communities of color. Do you agree or disagree?

[Bars = % "Somewhat Agree" + % "Strongly Agree"]

59% Total
51% White
77% Black
75% Latino
75% Asian
64% Native Am

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Source: July 2018 Midterm Survey (N=2,045 total; n = 400 per racial/ethnic group)
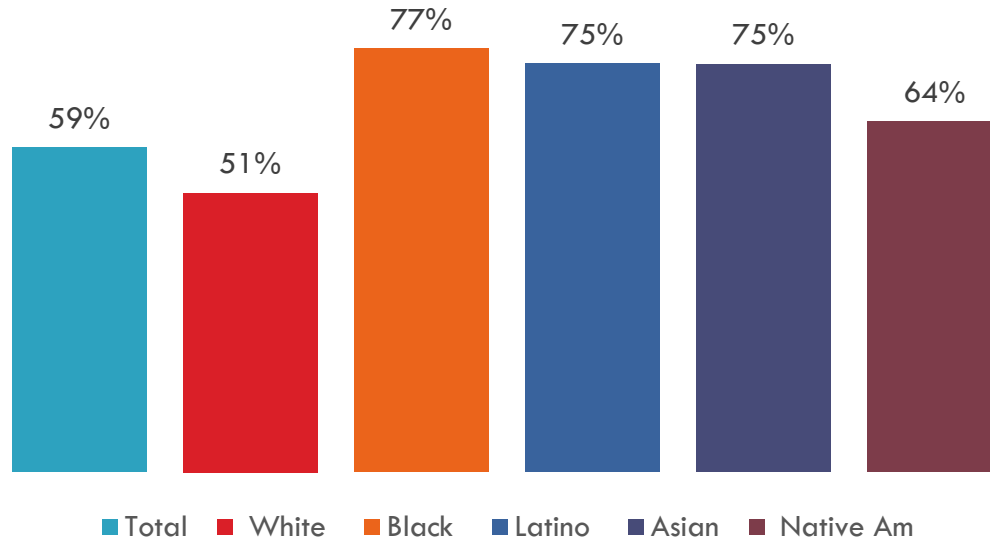
Is Trump Racist & Intentionally So (Blacks Only)?

People have different opinions about Donald Trump's impact on [Blacks/Latinos/Asian Americans or Pacific Islanders/Native Americans/Minorities]. Which is closest to your opinion:

[Bars = % of Rs who believe this statement matches their opinion].

54%

24%

15%

7%

■ Donald Trump has a positive impact on Blacks

■ Donald Trump has no impact on Blacks

■ Donald Trump has a negative impact on Blacks

■ Donald Trump is a racist who intends to hurt Blacks

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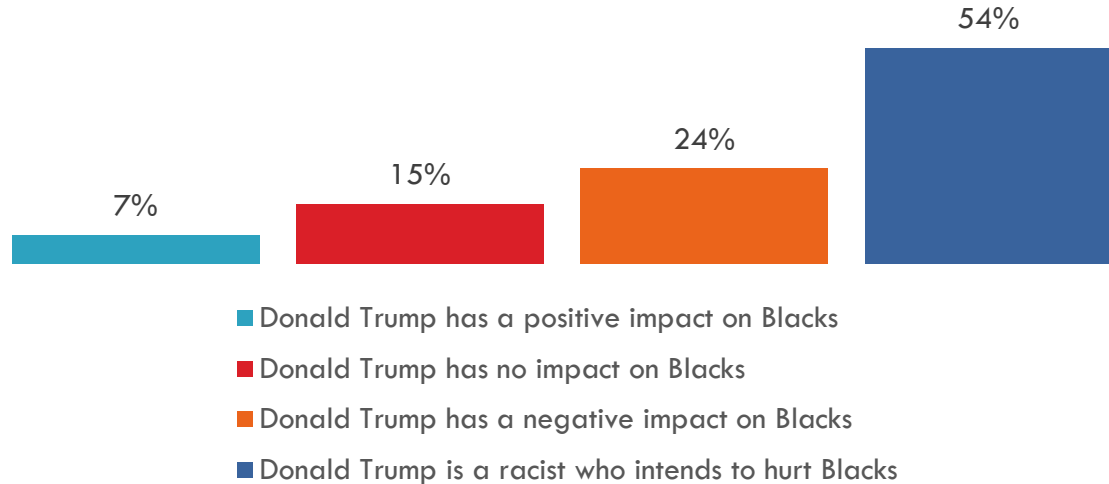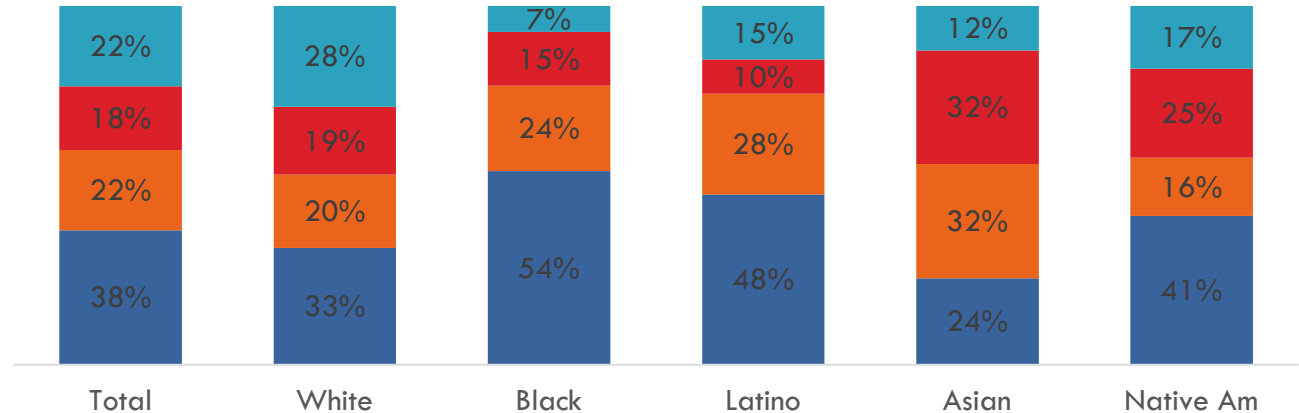*Source: July 2018 Midterm Survey (N=2,045 total; n = 400 per racial/ethnic group)*

Is Trump Racist & Intentionally So (All Groups)?

People have different opinions about Donald Trump's impact on [Blacks/Latinos/Asian Americans or Pacific Islanders/Native Americans/Minorities]. Which is closest to your opinion:

[Bars = % of Rs who believe this statement matches their opinion].

	Total	White	Black	Latino	Asian	Native Am
Positive impact	22%	28%	7%	15%	12%	17%
No impact	18%	19%	15%	10%	32%	25%
Negative impact	22%	20%	24%	28%	32%	16%
Racist whose policies intended to hurt	38%	33%	54%	48%	24%	41%

■ Donald Trump has a positive impact on [GROUP]
■ Donald Trump has no impact on [GROUP]
■ Donald Trump has a negative impact on [GROUP]
■ Donald Trump is a racist whose policies are intended to hurt [GROUP]

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Source: July 2018 Midterm Survey (N=2,045 total; n = 400 per racial/ethnic group)

Black Celebrities who Support Trump

A few black celebrities like rapper Kanye West and former professional basketball player Dennis Rodman have recently supported President Trump.
Does this make you:

[Slices = % of Rs selecting response category]

* Blacks sample only

11%

36%

53%
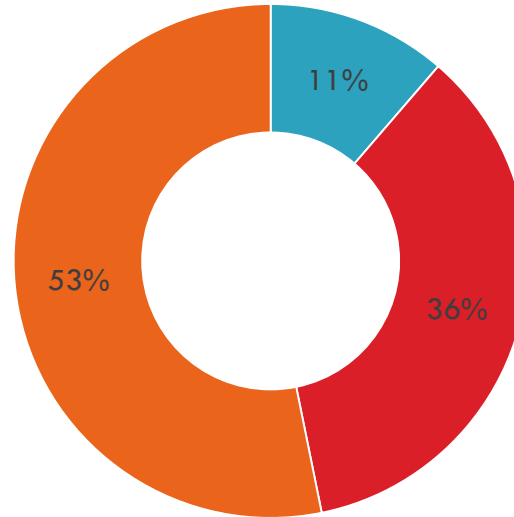
- More open to listening and possibly supporting some of Trump's ideas.
- Less interested in listening or supporting Trump's ideas
- Has no impact on how I think about Trump and his ideas

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Source: July 2018 Midterm Survey (N=2,045 total; n = 400 per racial/ethnic group)

Trump Making Black People 2nd Class Citizens?

Some people say that Donald Trump wants to return African Americans to second class citizenship status. How concerned are you that it is likely that Trump does want to do this?

[Slices = % of Rs selecting response category]

* Blacks sample only

- Very concerned
- Somewhat concerned
- Not that concerned
- Not at all concerned

50%
23%
14%
13%

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*Source:* July 2018 Midterm Survey (N=2,045 total; n = 400 per racial/ethnic group)

Attitudes about Immigrants and Immigration

Immigration Policy: Family Separation

The Trump admin. policy used to require immigration enforcement officials to detain unauthorized border crossers, or people fleeing violence and seeking asylum, including parents and their young children. The parents were put into the federal criminal court system, which meant they were separated from their children, in some cases they were taken to different states. As a result, at least 2,700 children were split from their parents in 2018 alone. Do you Agree/disagree (with this policy)?

[Bars = % Total Agree vs. % Total Disagree].

	Total	White	Black	Latino	Asian	Native Am
Total Agree	33%	36%	23%	27%	33%	32%
Total Disagree	67%	64%	77%	73%	67%	68%

■ Total Disagree   ■ Total Agree

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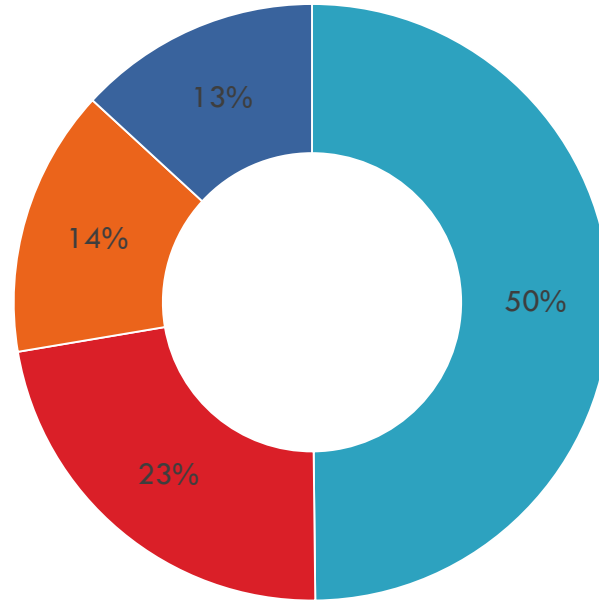*Source:* July 2018 Midterm Survey (N=2,045 total; n = 400 per racial/ethnic group)
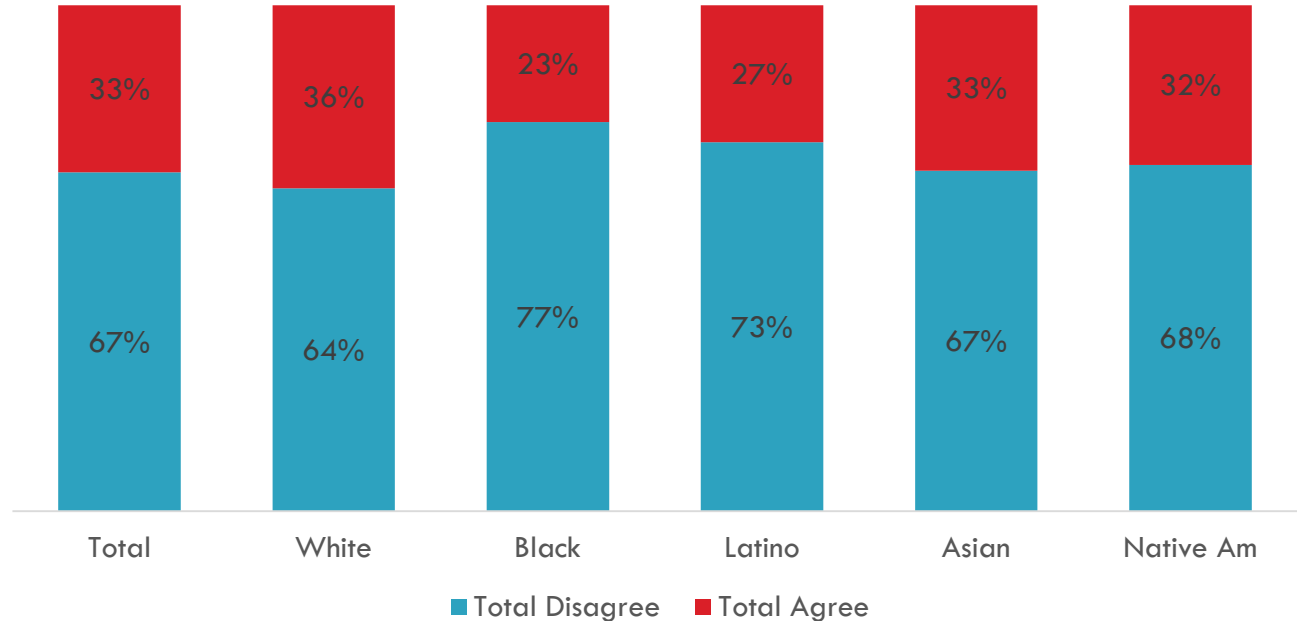
Negative Stereotypes of Immigrants

Trump recently said: "you wouldn't believe how bad these people are. These aren't people. These are animals. And we're taking them out of the country." When you hear the president say that do you think that:

[Bars = % of Rs who believe this statement matches their opinion].
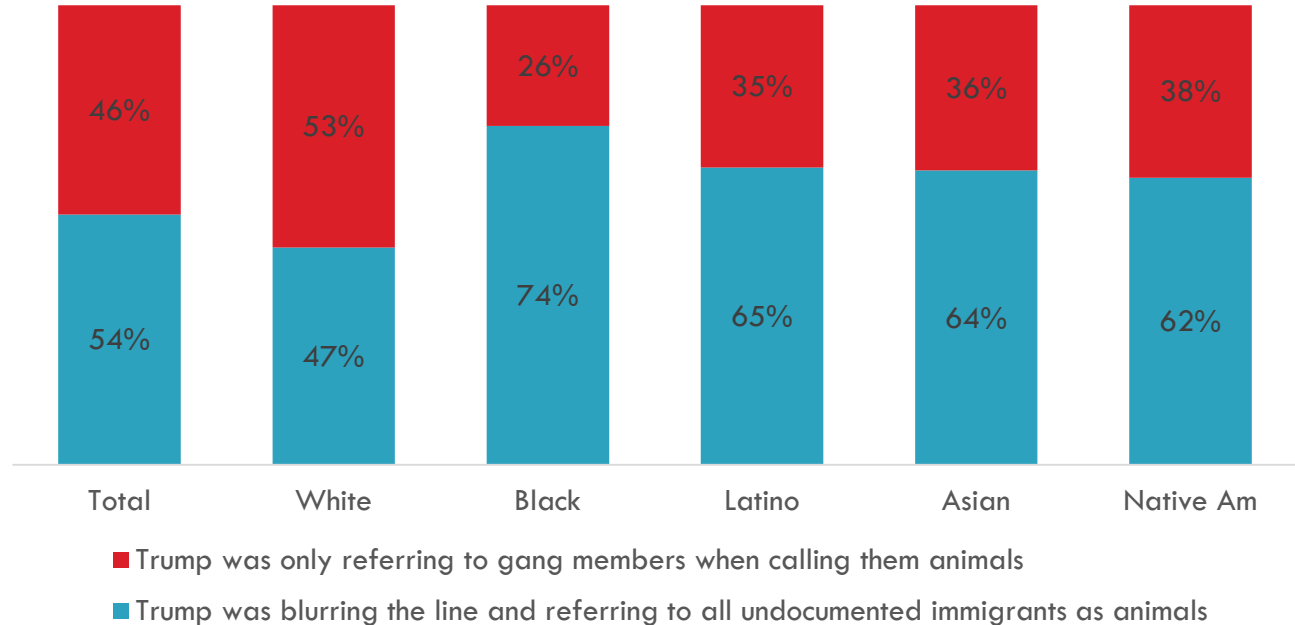
	Total	White	Black	Latino	Asian	Native Am
Trump was only referring to gang members when calling them animals	46%	53%	26%	35%	36%	38%
Trump was blurring the line and referring to all undocumented immigrants as animals	54%	47%	74%	65%	64%	62%

■ Trump was only referring to gang members when calling them animals
■ Trump was blurring the line and referring to all undocumented immigrants as animals

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Source: July 2018 Midterm Survey (N=2,045 total; n = 400 per racial/ethnic group)

Responses to Popular Immigration Messages

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What If A Candidate Said…

Below are two statements from candidates running for Congress – which candidate are you more likely to support?

[Bars = % of Rs who believe this statement matches their opinion].

	Total	White	Black	Latino	Asian	Native Am
Red	45%	53%	25%	31%	36%	42%
Blue	55%	47%	75%	69%	64%	58%

■ America has too many illegal immigrants, they hurt the economy, bring crime, violence and gang violence to our cities. We have to crack down on illegal immigration.

■ Attacks on immigrants have gone too far. The immigrants I know are hard-working and contribute to America. They are not criminals or gang members. Enough already.

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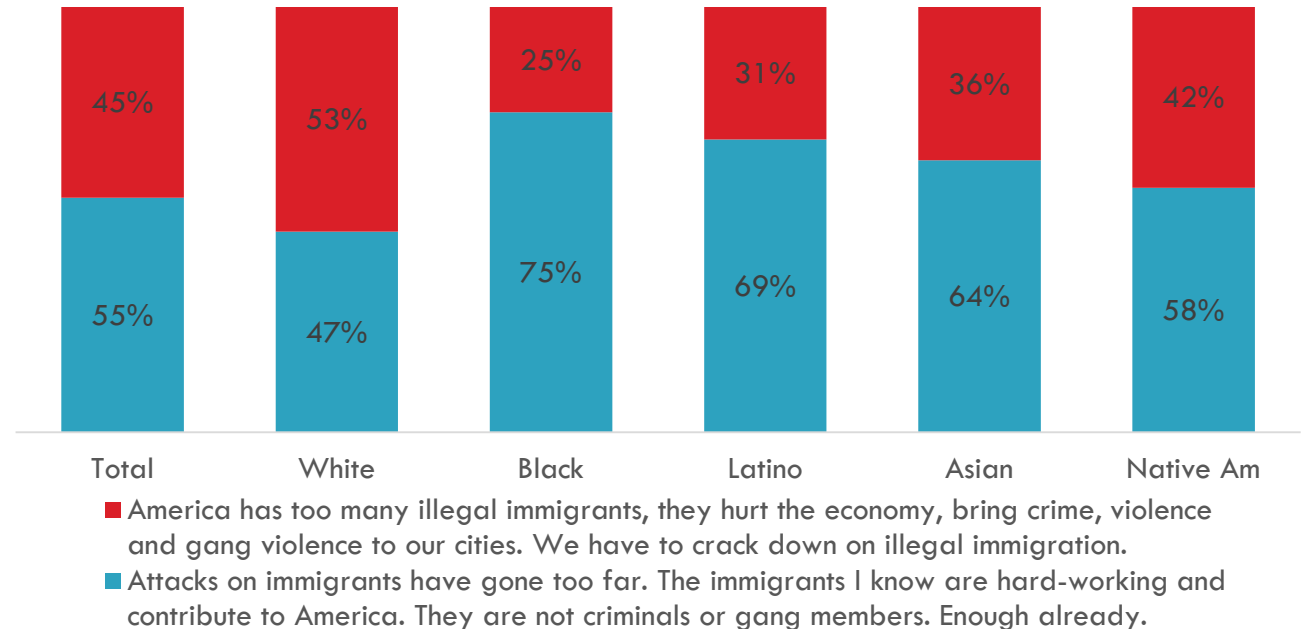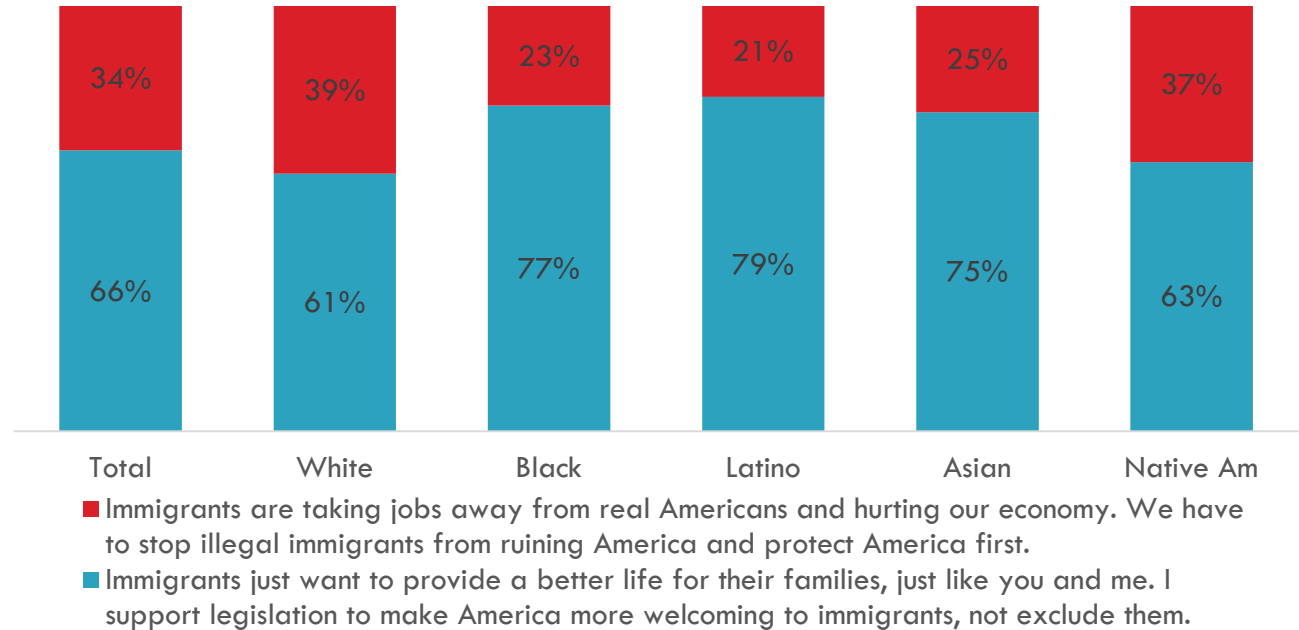*Source:* July 2018 Midterm Survey (N=2,045 total; n = 400 per racial/ethnic group)

What If A Candidate Said...

Below are two statements from candidates running for Congress – which candidate are you more likely to support?

[Bars = % of Rs who believe this statement matches their opinion].

	Total	White	Black	Latino	Asian	Native Am
Red	34%	39%	23%	21%	25%	37%
Blue	66%	61%	77%	79%	75%	63%

■ Immigrants are taking jobs away from real Americans and hurting our economy. We have to stop illegal immigrants from ruining America and protect America first.

■ Immigrants just want to provide a better life for their families, just like you and me. I support legislation to make America more welcoming to immigrants, not exclude them.

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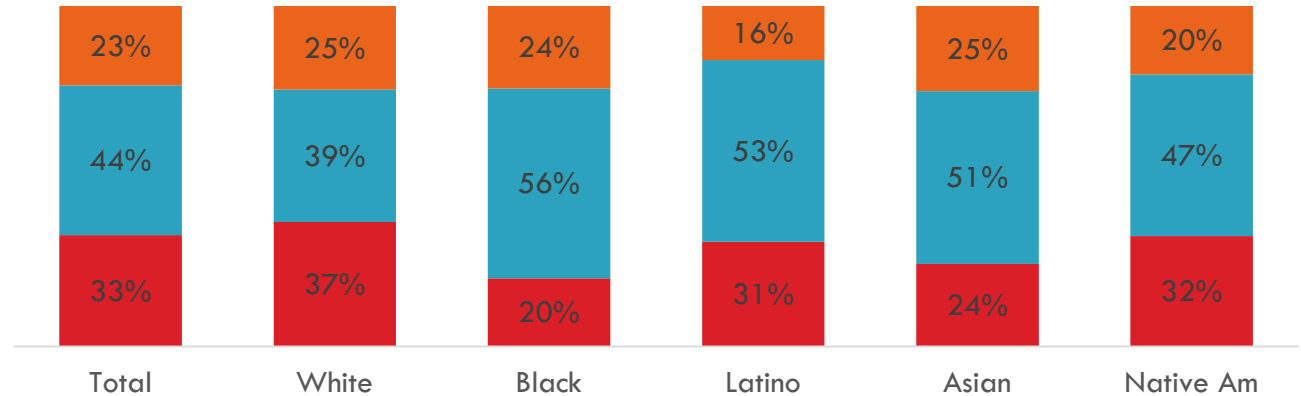**African American Research Collaborative**

Source: July 2018 Midterm Survey (N=2,045 total; n = 400 per racial/ethnic group)

A Candidate Recently Said…

A candidate for office recently said, "Many of the Central American immigrants coming to the United States are violent gang members that rape or murder innocent Americans, we must have zero-tolerance for any illegal immigration."

Would this statement affect how you vote?

[Bars = % of Rs who believe this statement matches their opinion].

	Total	White	Black	Latino	Asian	Native Am
That statement doesn't really affect how I would vote	23%	25%	24%	16%	25%	20%
That's untrue and it's racist against Central Americans and Latinos, I would never vote for that candidate	44%	39%	56%	53%	51%	47%
It may not be politically correct, but it's true - I would consider voting for that candidate	33%	37%	20%	31%	24%	32%

■ That statement doesn't really affect how I would vote

■ That's untrue and it's racist against Central Americans and Latinos, I would never vote for that candidate

■ It may not be politically correct, but it's true - I would consider voting for that candidate

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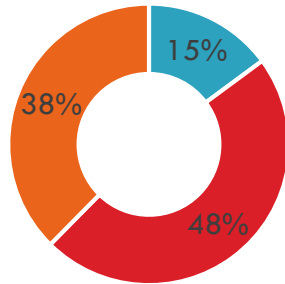*Source: July 2018 Midterm Survey (N=2,045 total; n = 400 per racial/ethnic group)*

Mobilization and Issues

Race and Partisanship (Blacks Only)

The Inclusivity of the Republican Party	The Inclusivity of the Democratic Party
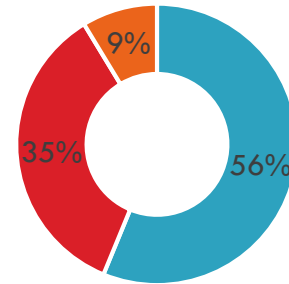
Republican Party chart: 15%, 48%, 38%

Democratic Party chart: 9%, 56%, 35%

- Party is doing a good job of reaching out to Blacks
- Party doesn't care too much about Blacks
- Party is being hostile towards Blacks

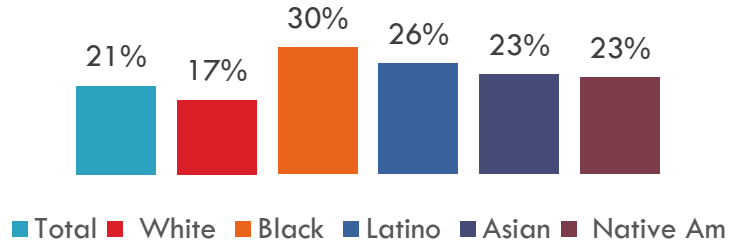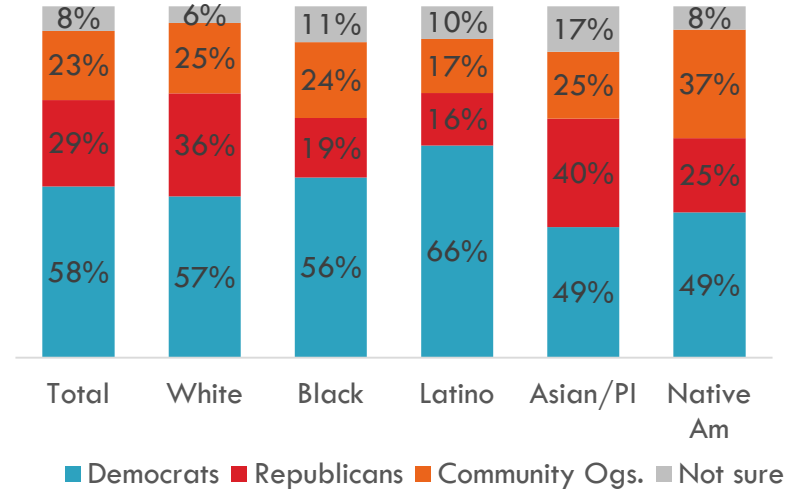- Party is doing a good job of reaching out to Blacks
- Party doesn't care too much about Blacks
- Party is being hostile towards Blacks

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Voter Mobilization Experiences

Over the past few months, did anyone from a campaign, political party, or community organization ask you to vote, or register to vote? [Bars = % yes]

If yes, were you contacted by the Democrats, Republicans, or by representatives of community organizations?

Total 21% White 17% Black 30% Latino 26% Asian 23% Native Am 23%

■ Total ■ White ■ Black ■ Latino ■ Asian ■ Native Am

	Total	White	Black	Latino	Asian/PI	Native Am
Not sure	8%	6%	11%	10%	17%	8%
Community Ogs.	23%	25%	24%	17%	25%	37%
Republicans	29%	36%	19%	16%	40%	25%
Democrats	58%	57%	56%	66%	49%	49%

■ Democrats ■ Republicans ■ Community Ogs. ■ Not sure

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Would You Support A Candidate Who Takes This Stand?

Stand	White	Black
Ban all military-style assault rifles	67%	75%
Appoint a Supreme Court justice that will strike down Roe v. Wade	33%	33%
Supports a law to legalize medical marijuana nationwide	67%	69%
Ensure gays & lesbians have same legal right to marry	65%	64%
Don't appoint new Supreme Court justice until after election	46%	68%
Stop huge tax breaks for millionaires and corporations	78%	78%
Raise the minimum wage to $15 per hour nationally	58%	81%
Expand access to health care and improve/protect Obamacare	54%	83%
Expand mental health services to address drug and opioid addiction	85%	84%
Raise legal threshold for when police can use deadly force	56%	80%
Arm teachers so they can carry guns during school hours	42%	29%
Universal background checks to buy guns, with no loopholes	89%	84%

Legend: ■ White ■ Black

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Thanks to our Contributors

☐ **Derrick Johnson**, President & CEO, NAACP

☐ **Jamal R. Watkins**, VP of Civic Engagement, NAACP

☐ **Henry Fernandez**, African American Research Collaborative

☐ **Ray Block**, African American Research Collaborative & University of Kentucky

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Q & A

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