



Equis Research

October Tracker

Overview and Methodology

Methodology

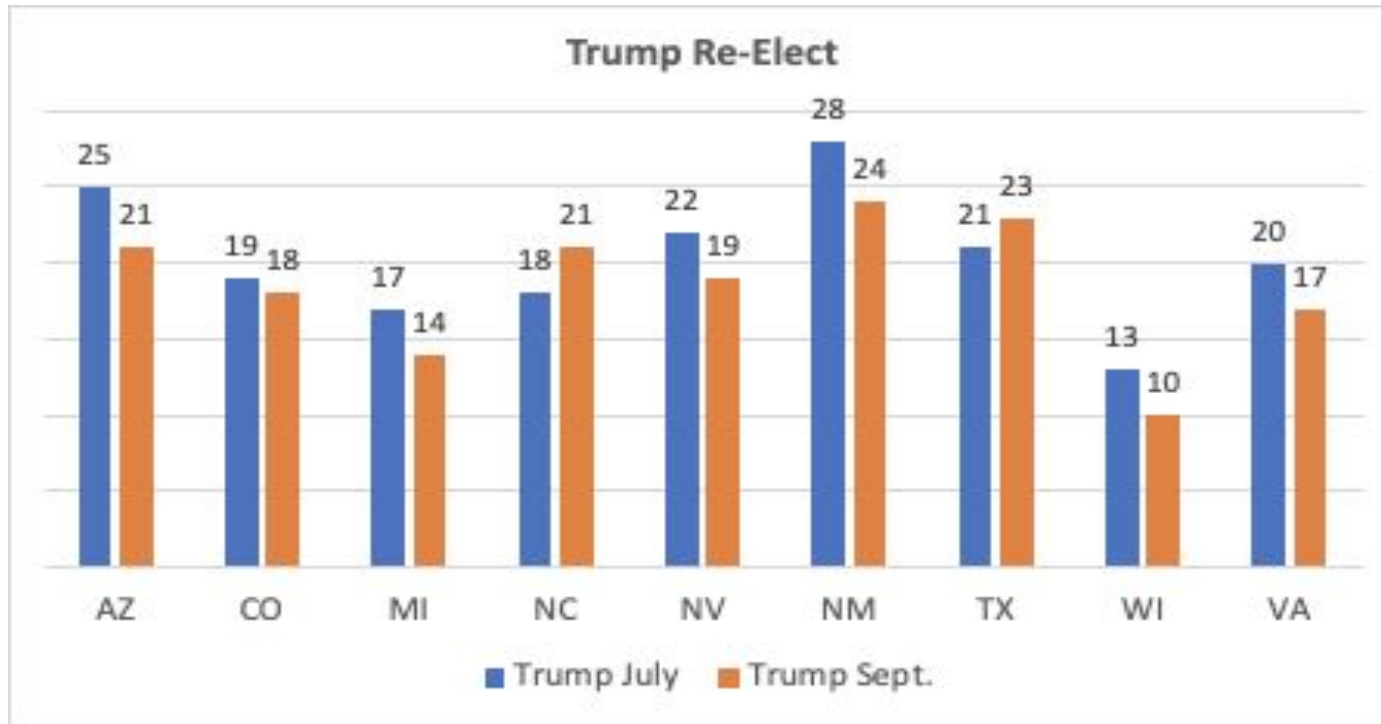
- 6,785 Interviews with Registered Hispanic Voters across 11 States
- Samples Representative of State Population (age, gender, party affiliation)
- Multi-Modal
 - Phone: Cellphones & Landlines
 - Online: Multi-Recruitment Methods
 - Bilingual

State	Sample Size
AZ	600
CA 10, 21, 25	400 (each)
CO	600
FL	600
MI	400
NC	400
NM	600
NV	600
TX	985
VA	400
WI	400

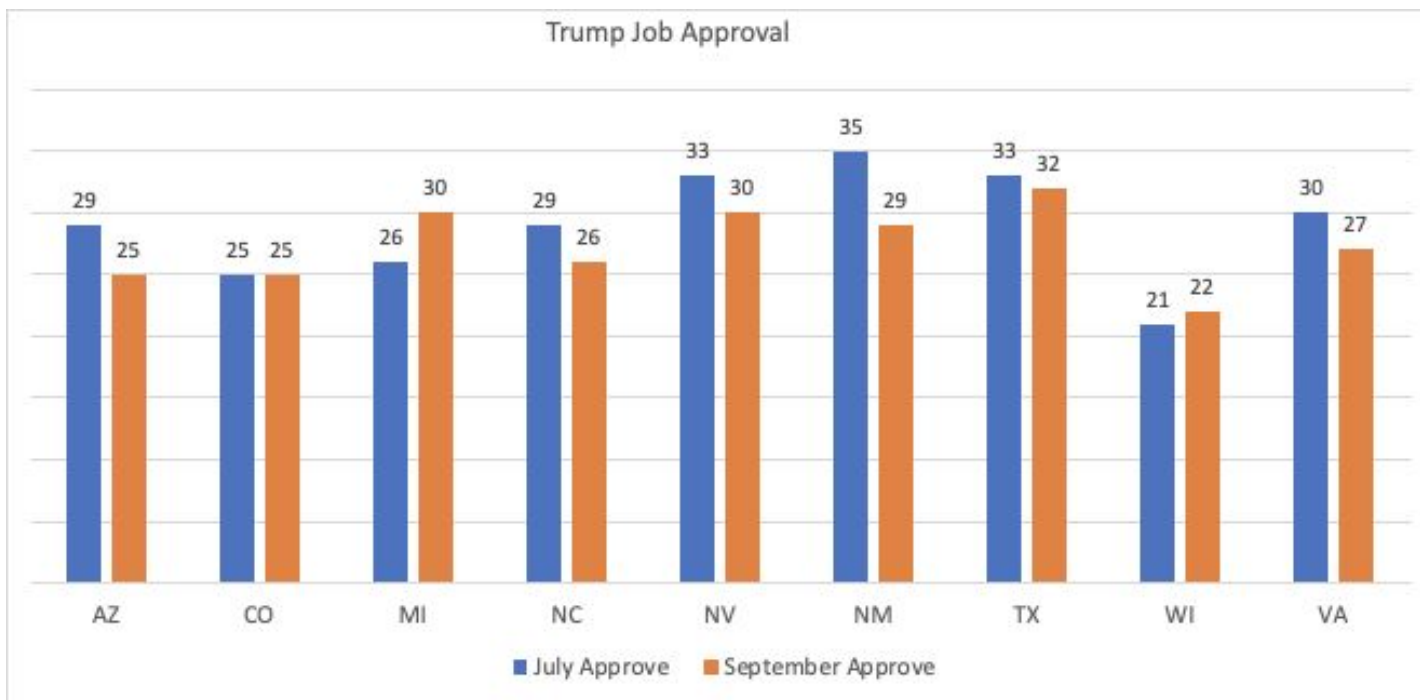
Trump Approval & Re-Elect

Topline: Support for Dems growing as approval for Trump dips

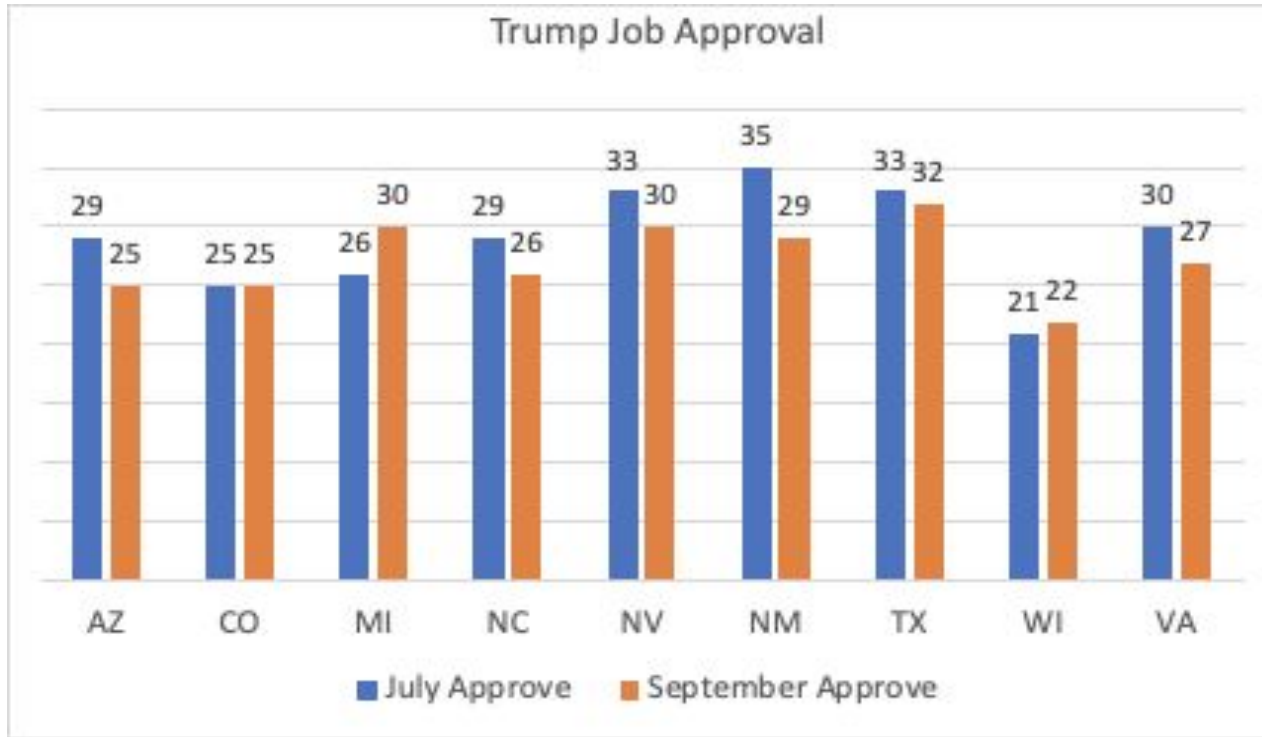
October Re-Elect: Post-Impeachment News, Trump Vote Shows Downward Shift Across all States Except North Carolina and Texas



October Job Approval: Overall Job Approval Dips in Several States



October Job Approval: Economy Job Approval Dips in Most States But Jumps in Michigan



Excitement to Vote Up in Most States

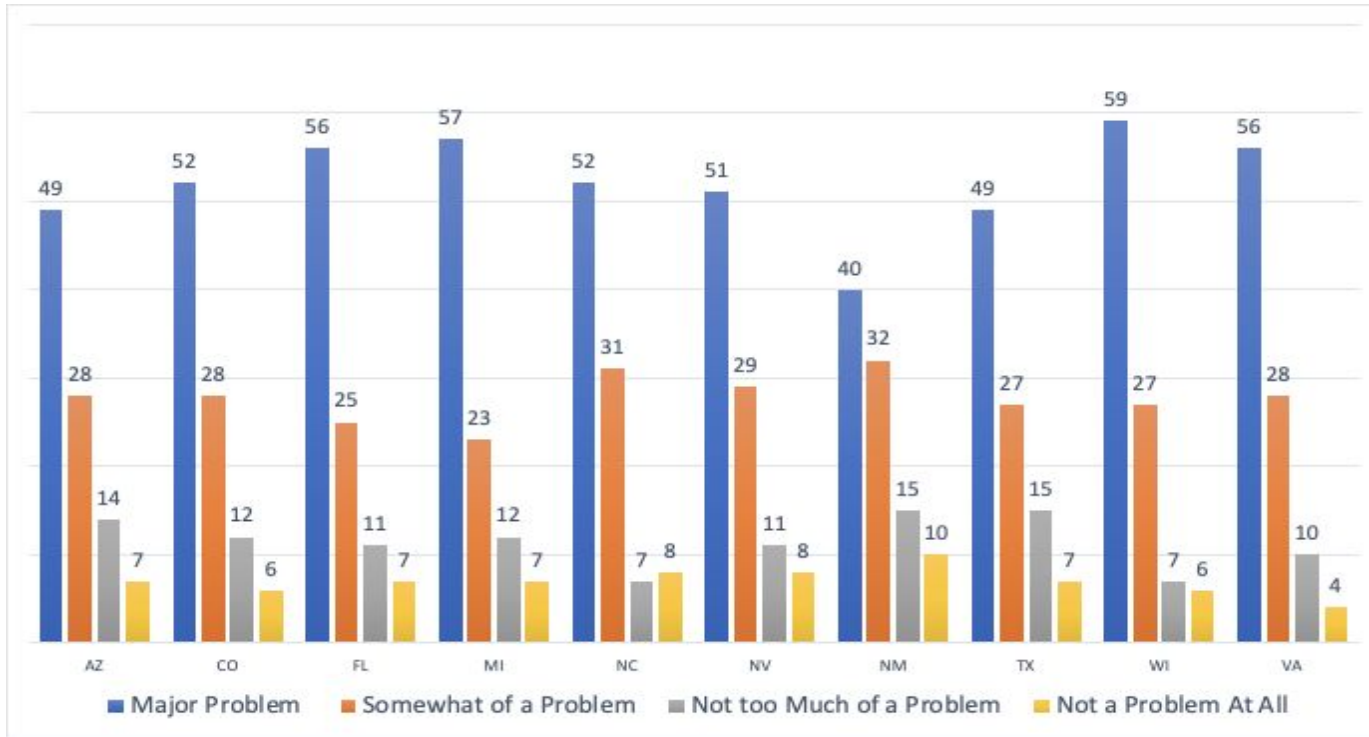
State	AZ	CO	MI	NC	NV	NM	TX	VA	WI
July Very Excited	46	48	52	40	44	47	48	58	46
Sept Very Excited	50	55	53	47	53	55	52	48	49

Q.1 How excited are you to vote in next year's election for U.S. President – not that excited, somewhat excited, or very excited?

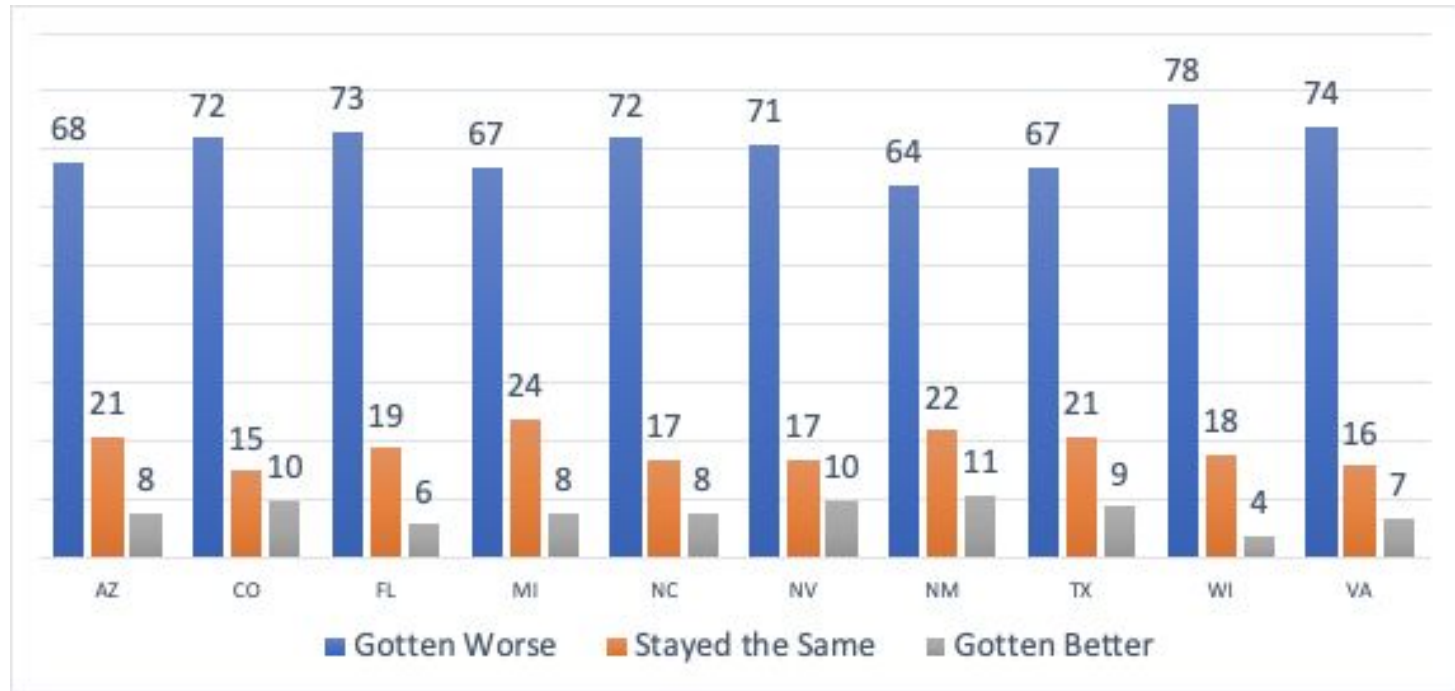
Discrimination

Topline: Hispanics across all states say discrimination has worsened under Trump

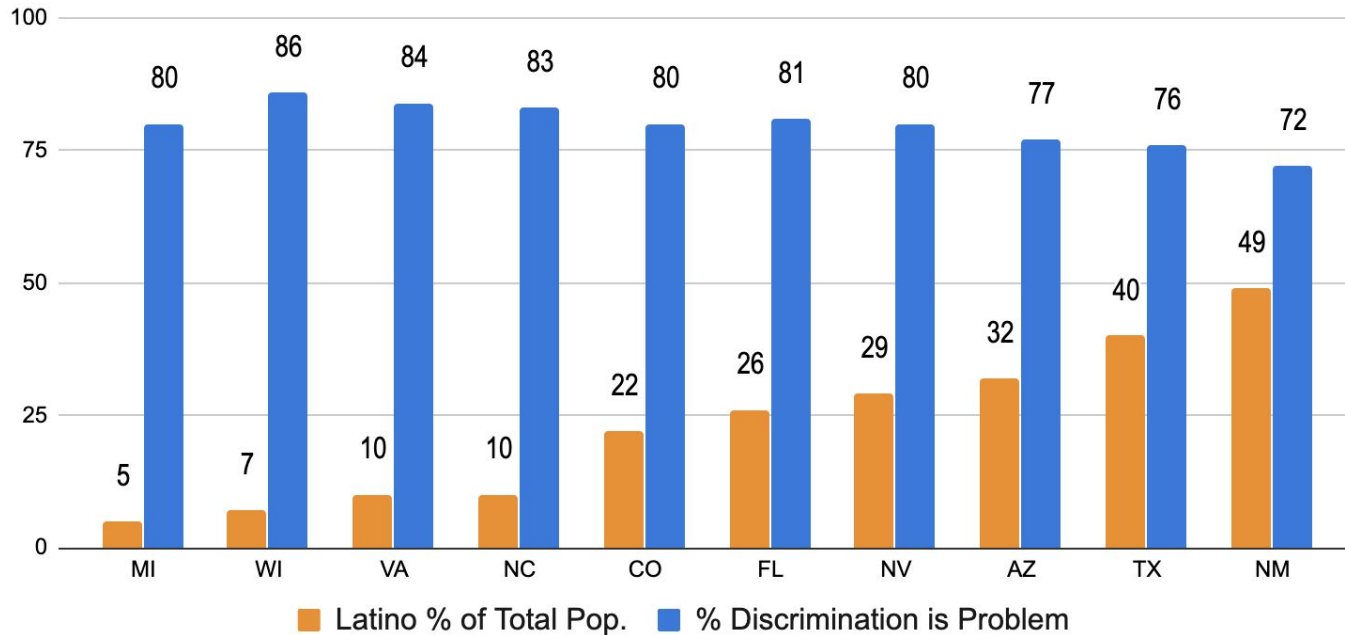
Discrimination: Majority Say It's A Problem



Discrimination Worse Under Trump



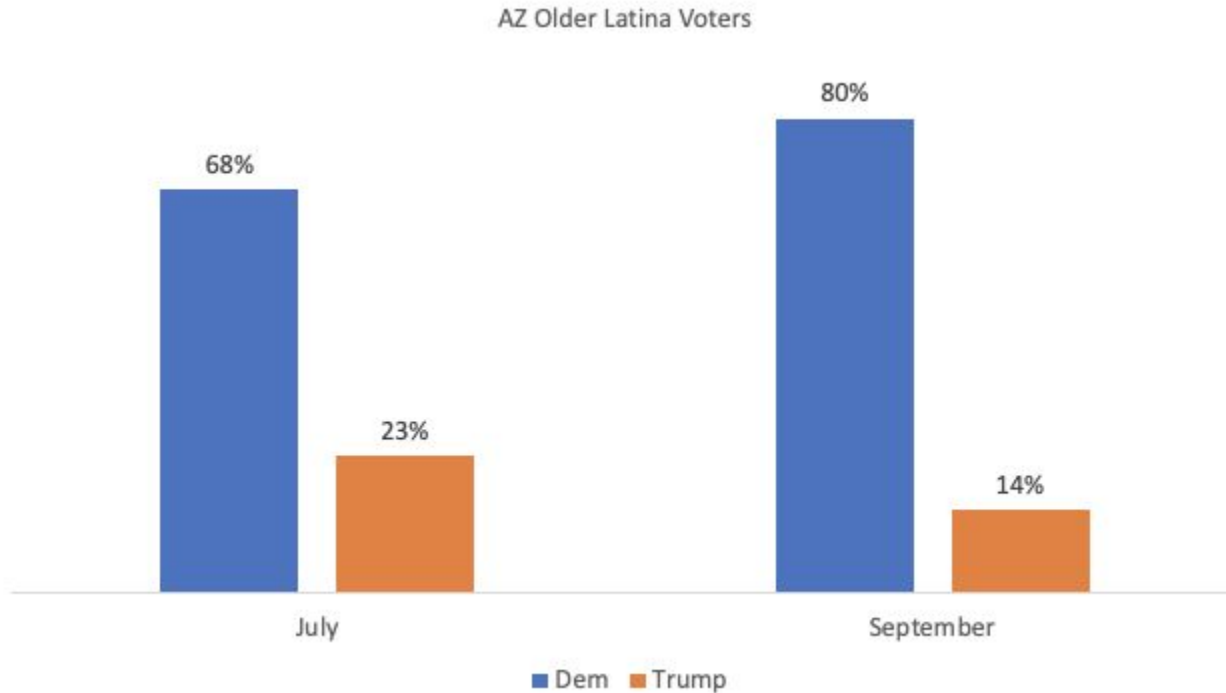
Discrimination Felt Most Where #s Are Small



Latinas Continue to Lead

Stat from the States: A shift among older women in a key battleground...

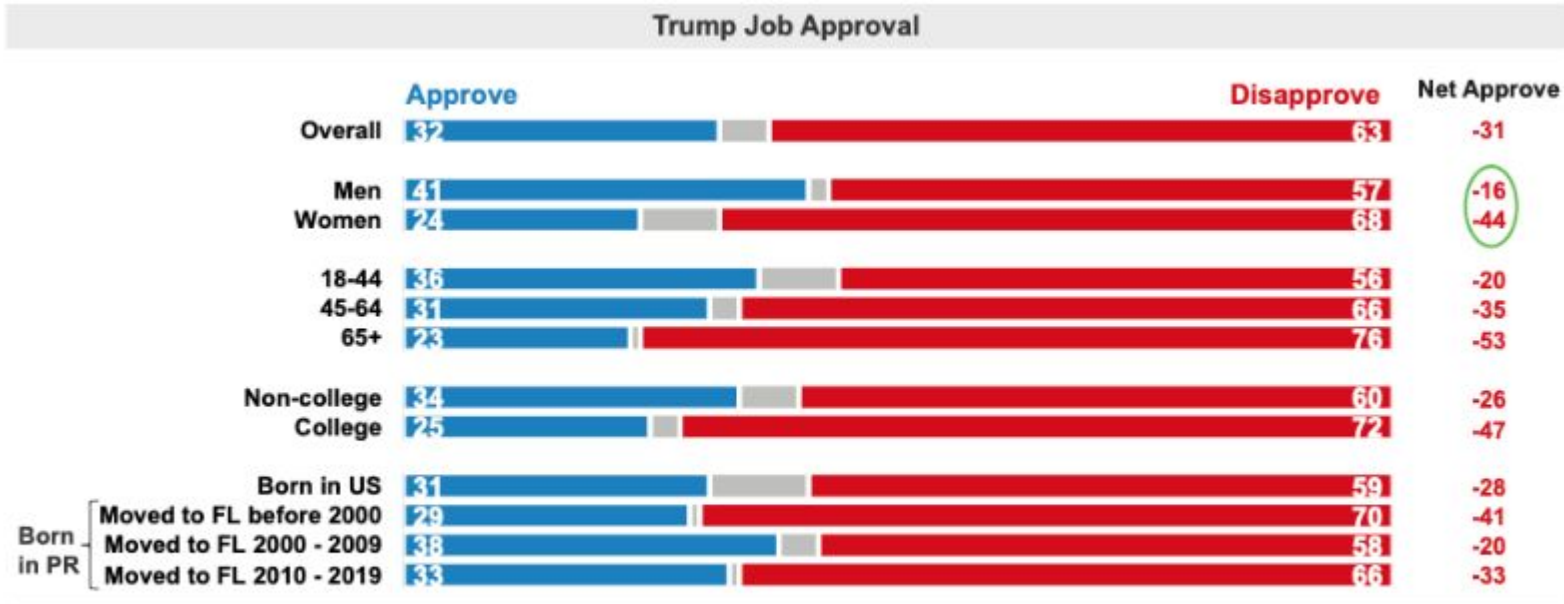
Arizona Latinas >50 Solidify Behind Dem for President



FL Puerto Rican Voters

Topline: Nearly $\frac{2}{3}$ of Puerto Rican registered voters in FL disapprove of Trump, but enthusiasm lags

Nearly Two-Thirds of Puerto Rican Registered Voters in Florida Disapprove of Donald Trump

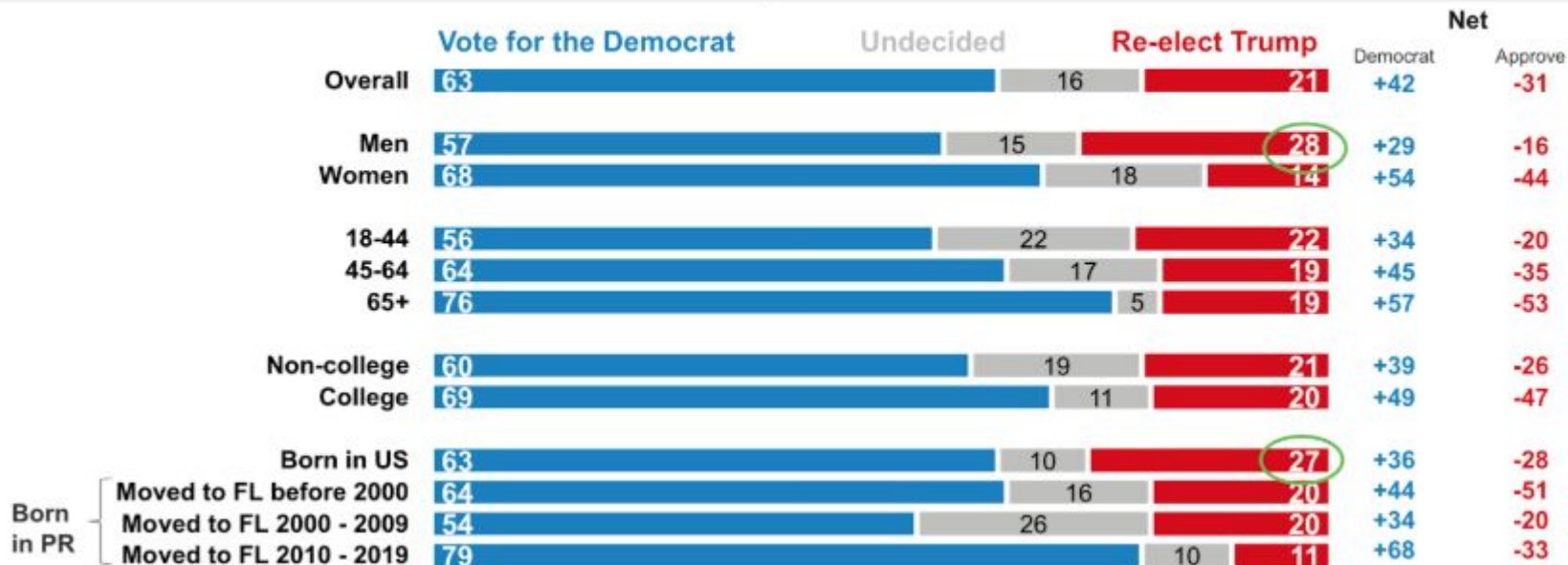


Men under 55 are more likely to approve of Trump's performance (-3 approve) than men 55 and over (-41 approve).

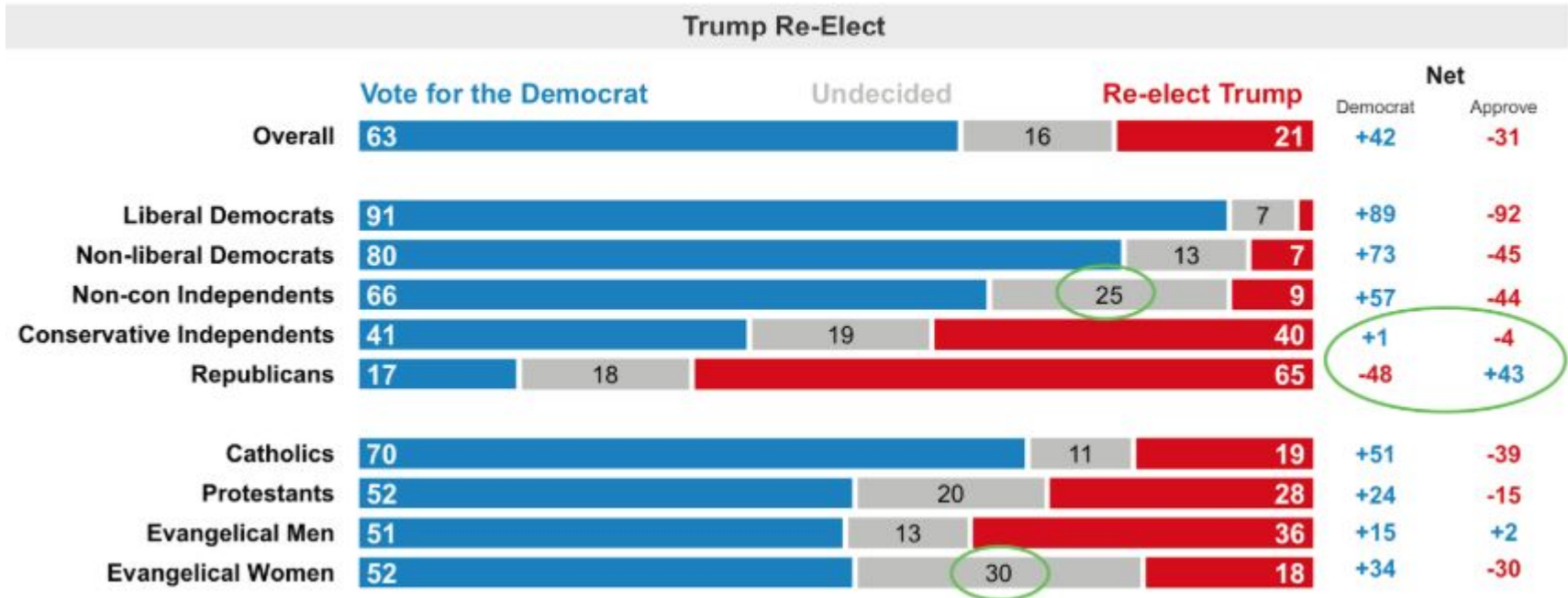


Small % of PR voters intend to vote for Trump; men and those born on the mainland have greater tendency to support him.

Trump Re-Elect



Only the most conservative segments of the PR electorate intend to vote for Trump; some moderates still holding out

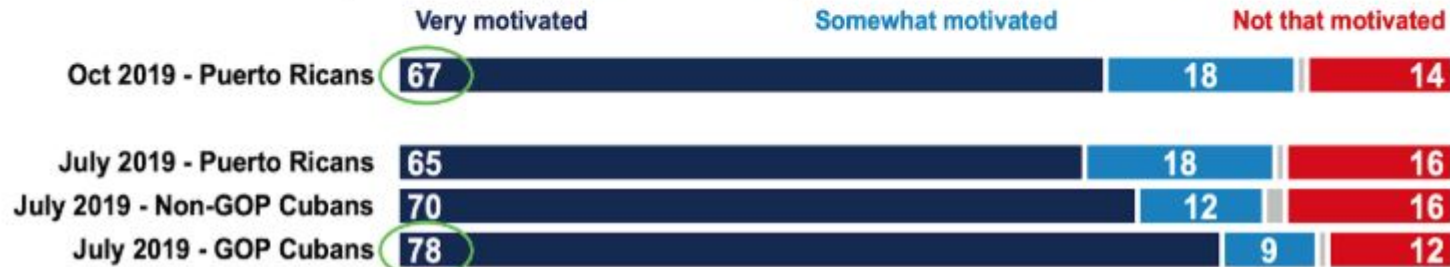


...But PR Voters Are Less Enthusiastic About Voting Than Other Hispanics

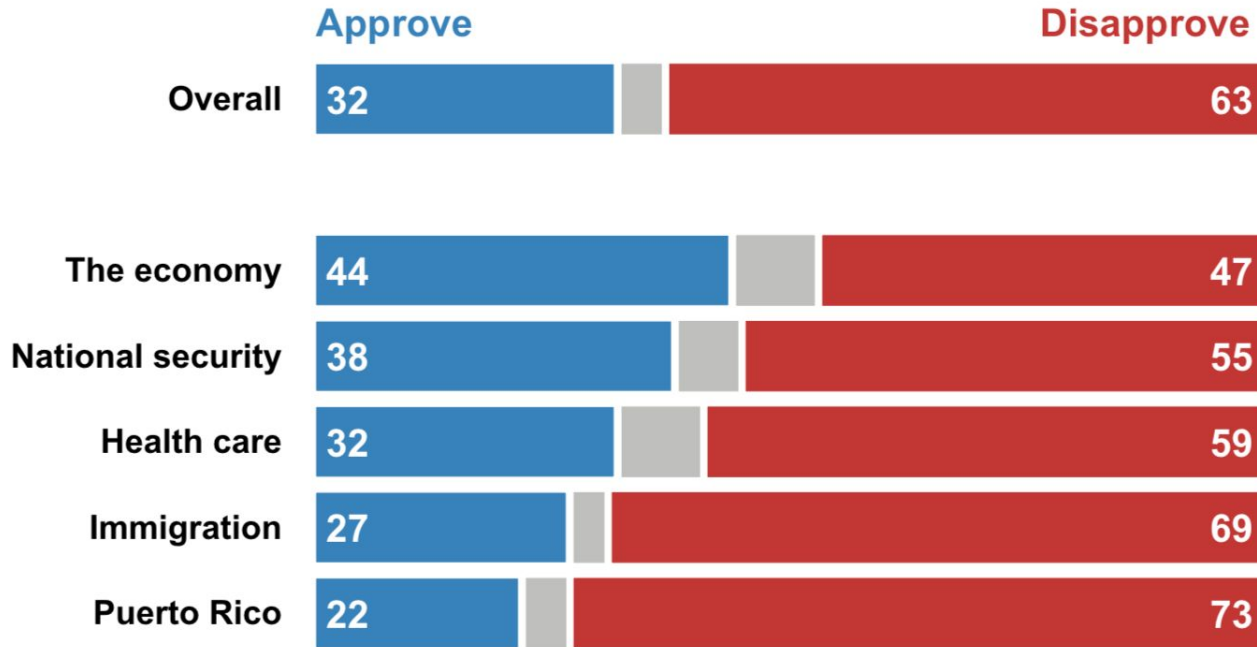
How excited are you to vote in next year's election for U.S. President?



How motivated are you to vote in next year's election for U.S. President?

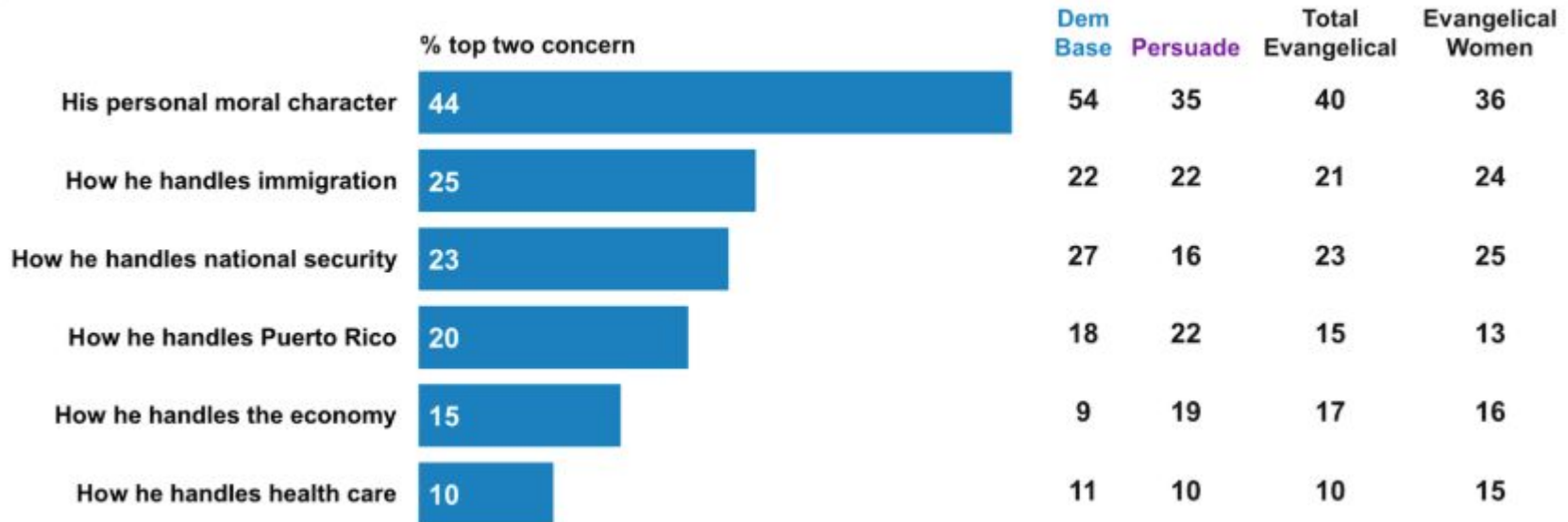


Trump Gets Low Job Approval Overall; Especially on Handling of Issues Related to Puerto Rico

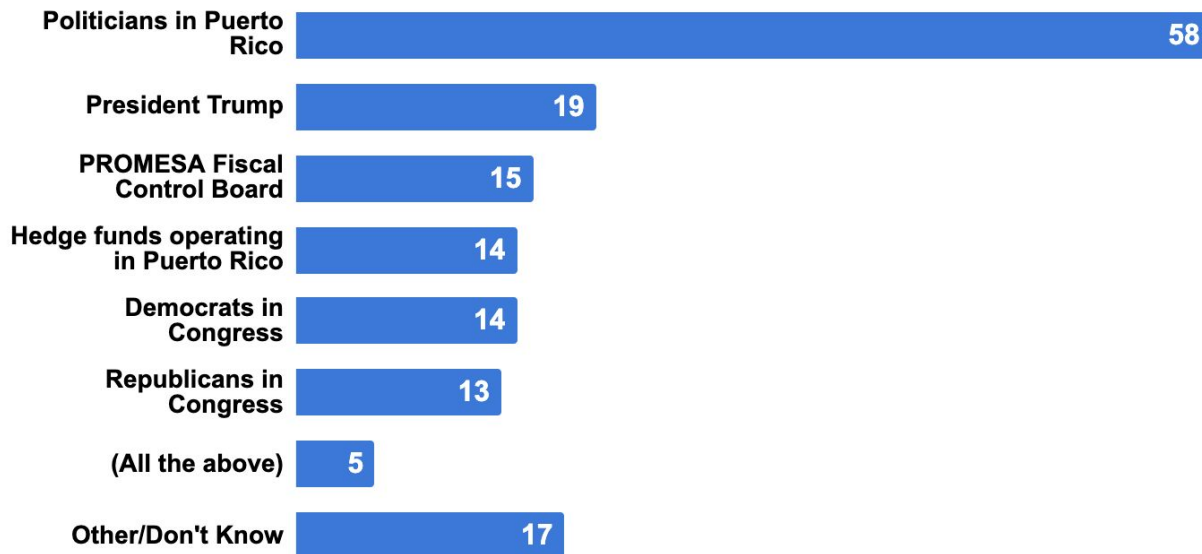


Key PR voters, especially evangelicals, most concerned about Trump's personal conduct; pressure points on issues too

What Concerns You Most about Trump?

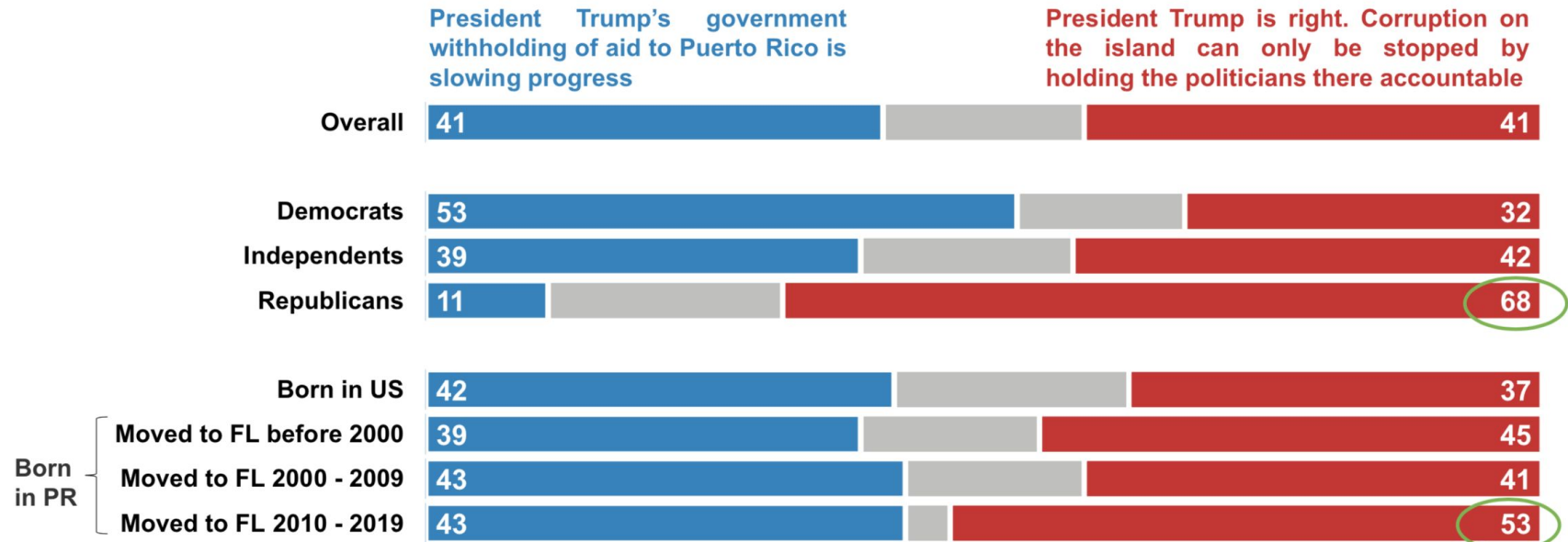


And although majority of voters don't approve of Trump's handling on PR, they blame politicians in Puerto Rico for instability there...

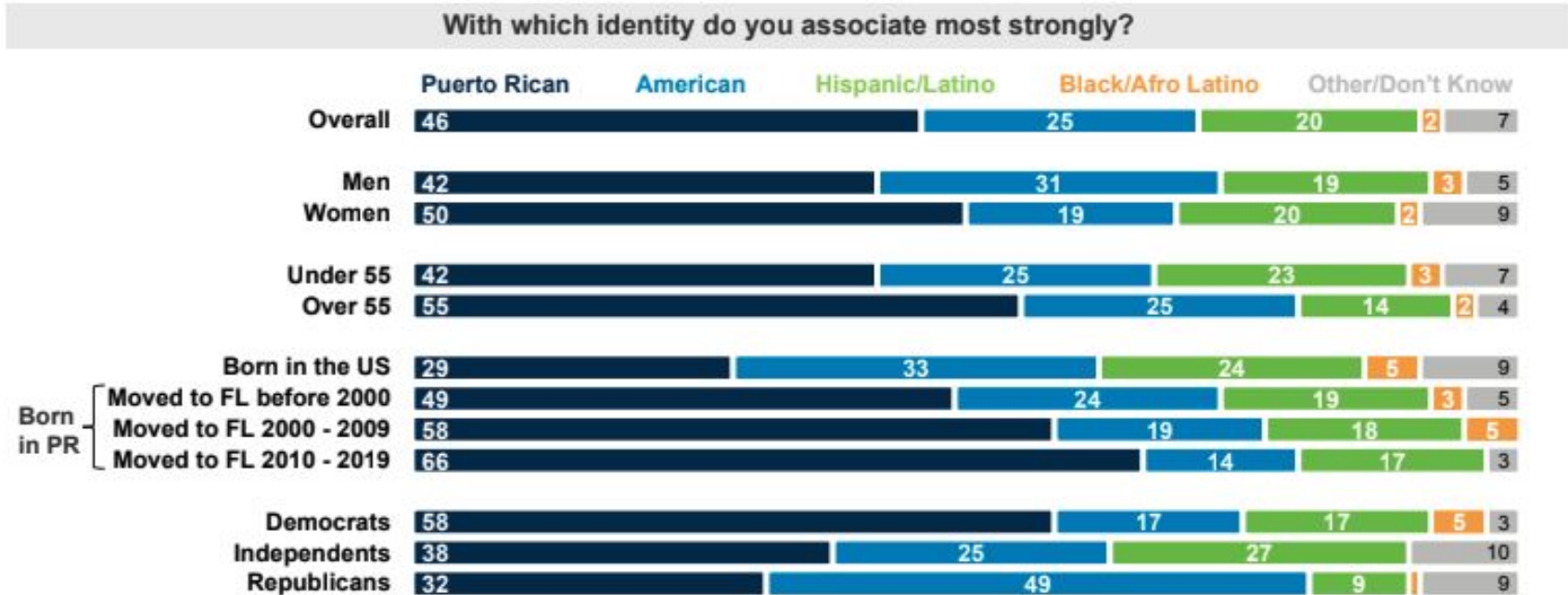


Voters Split on Withholding of Aid to the Island

Attitude toward Trump and Puerto Rico



PR identity is particularly strong among Democrats, older voters, and those with the most recent ties to the island



Arizona

Arizona Toplines

- **Trump (23%) vs. Democrat (67%)**
- **Dem vs. Trump Favorability:** There was a significant, nine (9) point positive shift in Latinx voters' favorability views of the Democratic party since July. Conversely, Trump favorability has fallen seven (7) points.
- **Trump Job Approval:** Trump Job approval is down six (6) points overall.
- **Motivation & Excitement:** Half (50%) of Arizona Latinx registered voters now say they are "very excited" to vote and a majority (51%) say they will "definitely vote" for the Democratic presidential nominee. In July, "very excited" was at 46% and "definitely vote" Democratic was 44%.
- **US Senate Race:** The Arizona Senate race remains unchanged with Mark Kelly (D) receiving 62% of the support from Latino registered voters and Sen. Martha McSally (R) at 27%, with 10% still undecided. But anti-Trump sentiment hasn't fully translated into Kelly support: 11% of Latino voters who'd choose a Democrat for president are currently either with McSally or undecided (largely women and voters in the non-Phoenix markets).

California

California Toplines

- In three competitive congressional districts, immigration and discrimination appear to be driving opposition to Trump, with huge disapproval that outperforms self-reported partisanship.
- In the three congressional races, head-to-heads results are as follows:
 - **CD-10:** Josh Harder 56% vs. GOP Candidate 20% (Undecided 17%)
 - **CD-21:** TJ Cox 49% vs. GOP Candidate 19% (Undecided 25%)
 - **CD-25:** Katie Hill 49% vs. GOP Candidate 26% (Undecided 18%)

Colorado

Colorado Toplines

- **Trump (18%) vs. Democrat (72%)**
- **Dem vs. GOP Favorability:** There is a six (6) point positive shift in voters view of the Democratic Party, but views of the Republican Party remain unchanged.
- **Trump Favorability:** Trump favorability declined slightly, falling three points.
- **Motivation and Excitement:** Over half (55%) of Colorado's Latinx registered voters now say they are very excited to vote, up dramatically from the 47% who said the same in the summer.
- **US Senate Race:** John Hickenlooper holds an advantage of 69% to Cory Gardner's 23% among registered Latinx voters.

Michigan

Michigan Toplines

- **Trump (14%) vs. Democrat (68%)**
- **Michigan holds Steady:** Results are largely unchanged from the last survey. 68% of the Latino electorate in Michigan disapproves of Donald Trump's job performance as President, which equates to the number of voters who intend to vote for the Democratic candidate.
- **US Senate Race:** Gary Peters has the support of 55% of Latino registered voters, with 19% undecided and 18% supporting a generic Republican candidate.

North Carolina

North Carolina Toplines

- **Trump (21%) vs. Democrat (63%)**
- **Gender Gap:** The huge gender gap in North Carolina remains, with 34% of Latino men approving of Trump's job performance, with only 18% of Latina women agreeing, and the President is underwater on his handling of National Security by a factor of almost 2 to 1, 62% disapprove to 32% approve.
- **Trump Favorability Drops with Key Group:** Older Latina women have moved dramatically away from Trump, a 29 point drop.
- **Governor's Race:** Roy Cooper receives support from 69% of Latino registered voters against an unnamed Republican candidate at 22%.

New Mexico

New Mexico Toplines

- **Trump (24%) vs. Democrat (62%)**
- **Dem vs. GOP Favorability:** There is a significant thirteen (13) point positive shift in voters view of the Democratic Party, but their view of the Republican Party shows little change.
- **Favorability Falls Post Trump Rally In-State:** The president's recent trip to the state, touted as an effort to court Hispanics, did not improve his numbers. In fact, Trump's favorability declined, falling four points.
- **Drop in Trump Job Approval:** Trump job approval is down four points overall. His job approval on the economy dropped three points and his job approval on national security is down four points.
- **Voter Enthusiasm Rises:** Enthusiasm is growing as now over half (55%) say they are very excited to vote. That figure was 47% in July.
- **US Senate Race:** Ben Ray Lujan has the support of 62% of registered Latinx voters, while 24% support an unnamed Republican candidate.

Nevada

Nevada Toplines

- **Trump (19%) vs. Democrat (68%)**
- **Dem vs. GOP Favorability:** Nevada shows a significant positive shift (10 points) in registered voters' view of the Democratic party and a seven (7) point decrease in favorability for the GOP.
- **Trump Favorability Drops:** Trump favorability has fallen twelve (12) points, with job approval dropping three (3) points overall and across issue areas: economy, national security, healthcare, and immigration.
- **Motivation & Excitement;** Nevada's Hispanic registered voters remain more "motivated" than "excited" to vote, but enthusiasm is growing as now over half (53%) say they are very excited to vote, compared to 44% in summer.

Texas

Texas Toplines

- **Trump (23%) vs. Democrat (60%):** Two (2) point increase for Trump vs. July Poll.
- **Drop in Approval on Trump Job Economy:** Trump's job approval on the economy has softened with 47% approval in July vs. 40% now.
- **US Senate Race:** A generic Democrat would receive the support of 58% of Latino registered voters, while John Cornyn gets 27% in the Lone Star State's U.S. Senate race.

Wisconsin

Wisconsin Toplines

- **Trump (10%) vs. Democrat (74%):** Three (3) point drop for Trump vs. July.
- **Job Approval:** 76% of the Latino electorate in Wisconsin disapproves of the job Donald Trump is doing as President.
- **Motivation and Excitement:** Excitement is up (3 Points) but Motivation is down (5 Points) since July.

Virginia

Virginia Toplines

- **Trump (17%) vs. Democrat (67%):** Three (3) point drop for Trump and a four (4) point bump for the Democrat since July.
- **Older Women Moving Away From Trump:** Older Latina women have moved away from Trump, an 11 point drop (22% saying they would vote for Trump in July vs. only 11% in September). Trump's approval on the economy and national security has also softened.
- **US Senate Race:** Mark Warner holds 70% of the support from Latinx registered voters in Virginia in his reelection bid to the U.S. Senate, with an unnamed Republican candidate getting 20%.