

# Latinos in the 2016 Election: Was there a Trump effect?

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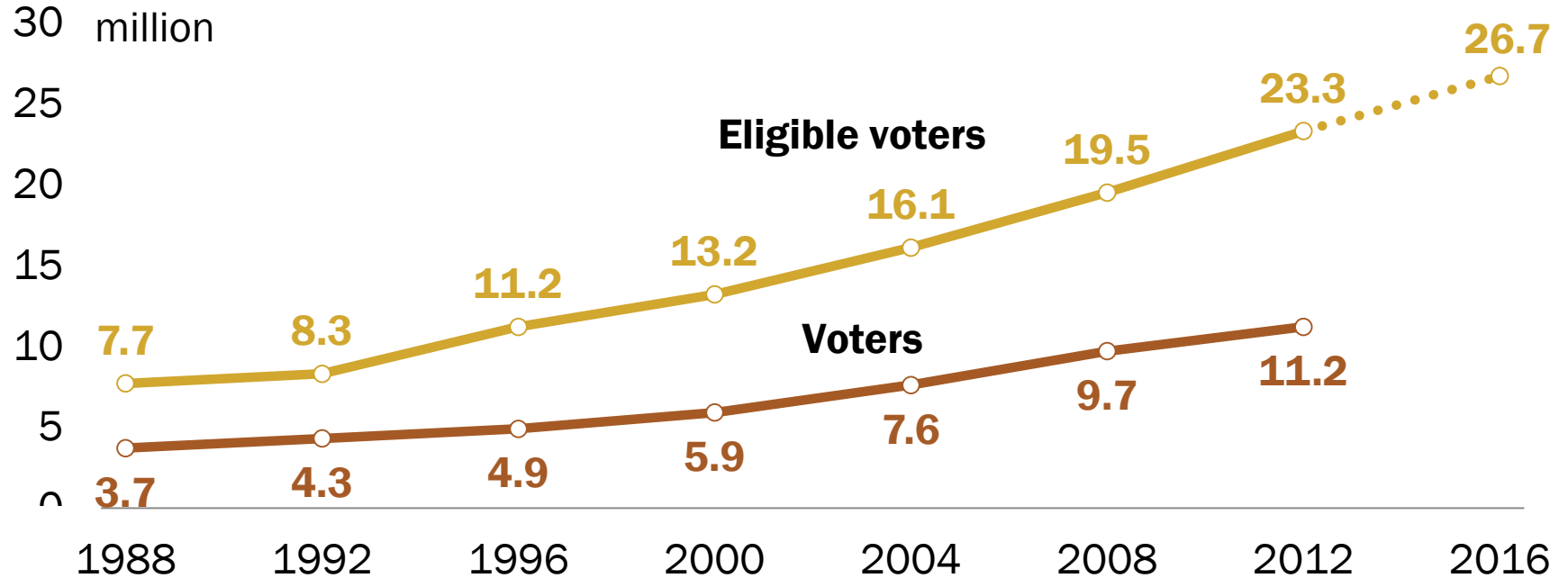
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*Research Assistant*

## Setting the Stage

- Number of Latino eligible voters reaches 26.7m
- Trump's comments about Mexicans and immigrants are widely discussed
- Citizenship drives were launched to vote against Trump
- Registration efforts launched with Latino focus
- View of GOP among Latinos low, but little changed
- Expectations for the Latino vote were high in the weeks/days before the election

# Latino eligible voters before the 2016 election

*In millions*

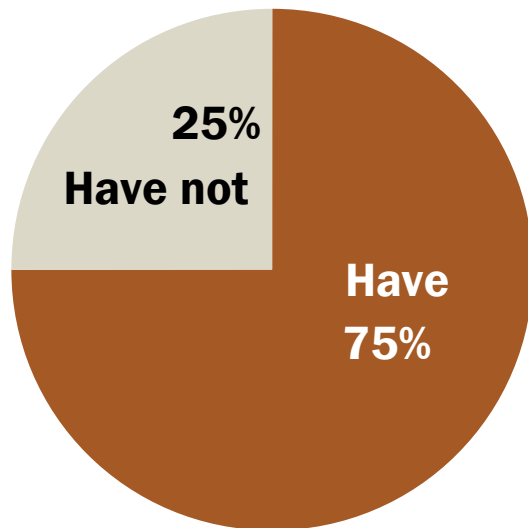


Note: Eligible voters are U.S. citizens ages 18 and older. Voters are persons who say they voted.

Source: Pew Research Center tabulations of the Current Population Survey, November supplements for 1988-2012.

# A majority of Hispanic registered voters talked about Trump in the year preceding the election

*% of registered voters who said 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 ...*

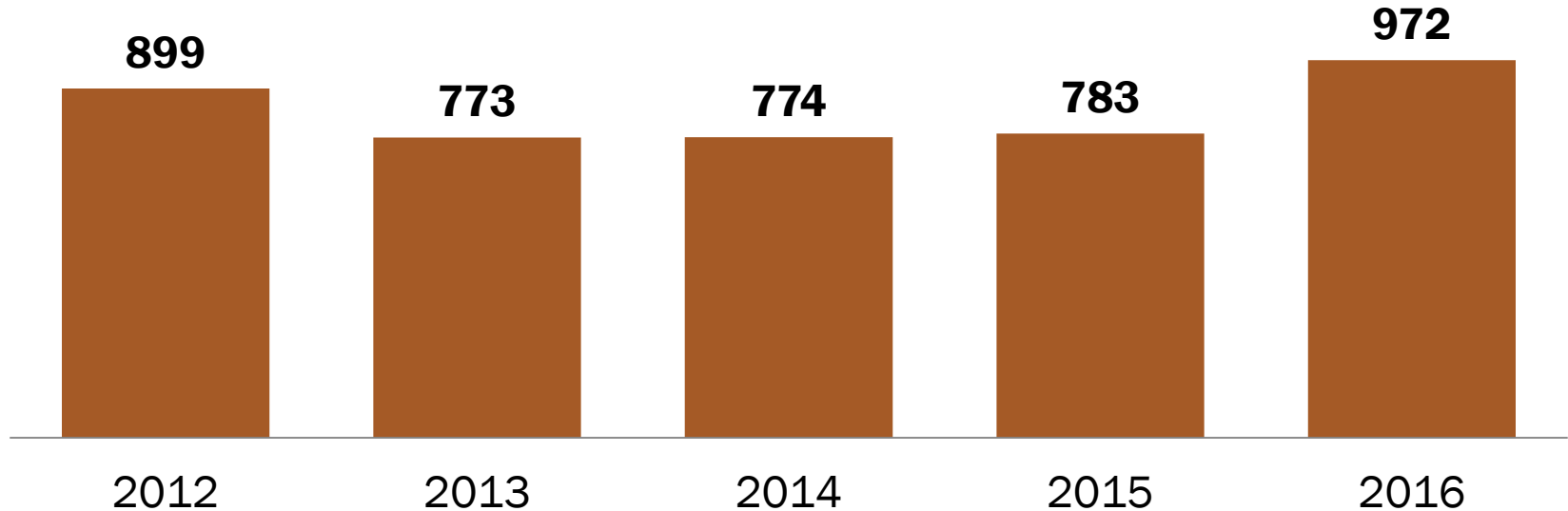


Note: N=804. Don't know/refused responses not shown.

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

# Naturalization applications increased in fiscal 2016 compared to prior years

*Naturalization applications in each fiscal year*

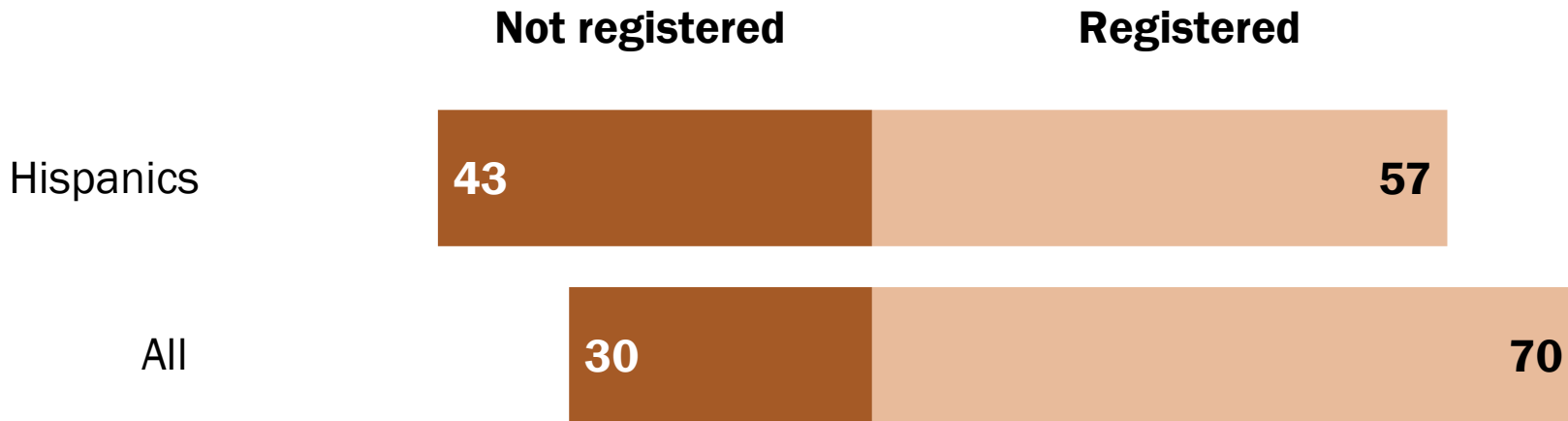


Note: Fiscal year starts in October.

Source: U.S. Citizenship and Immigration Services.

# Voter registration in 2016

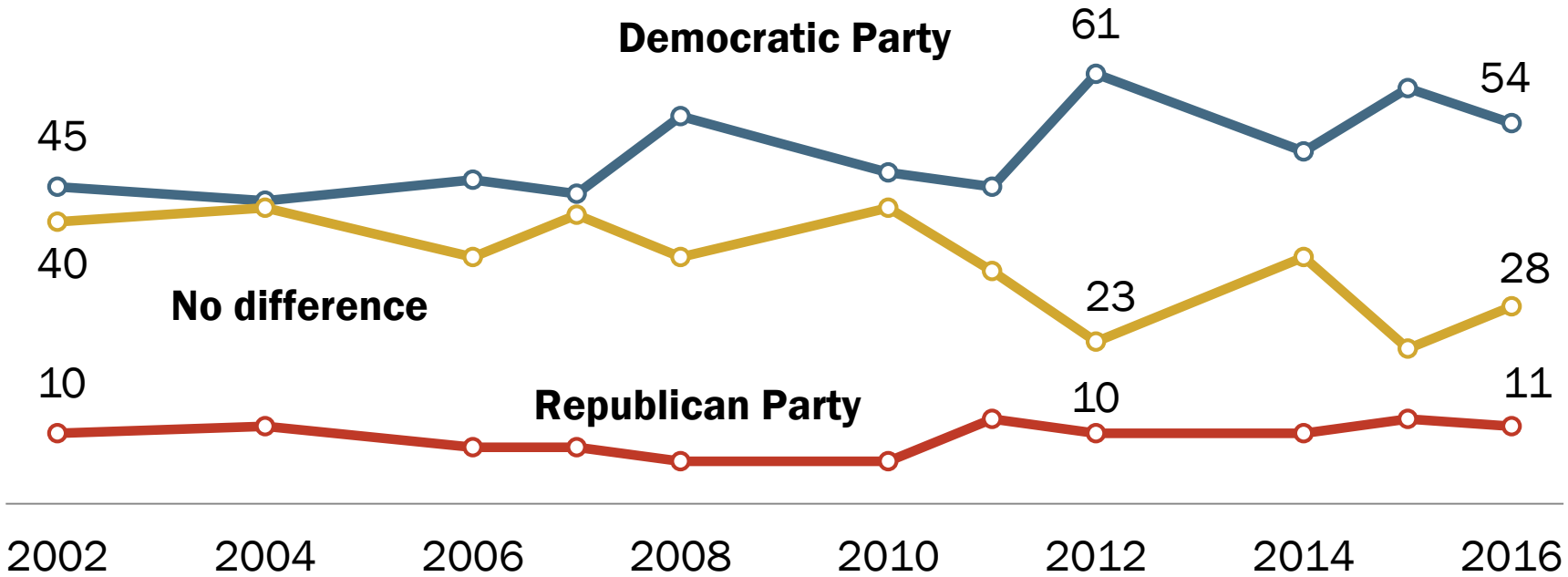
*% of eligible voters registered to vote*



Source: Pew Research Center tabulation of 2016 Current Population Survey, November supplement.

# By a wide margin, Latino registered voters viewed Democratic Party as 'more concerned' for Latinos than GOP

*% of Latino registered voters saying \_\_\_ has more concern for Hispanics/Latinos*



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.

# A smaller share of Hispanic voters said they would vote in the 2016 election

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

## Among Latino registered voters



## Among all registered voters



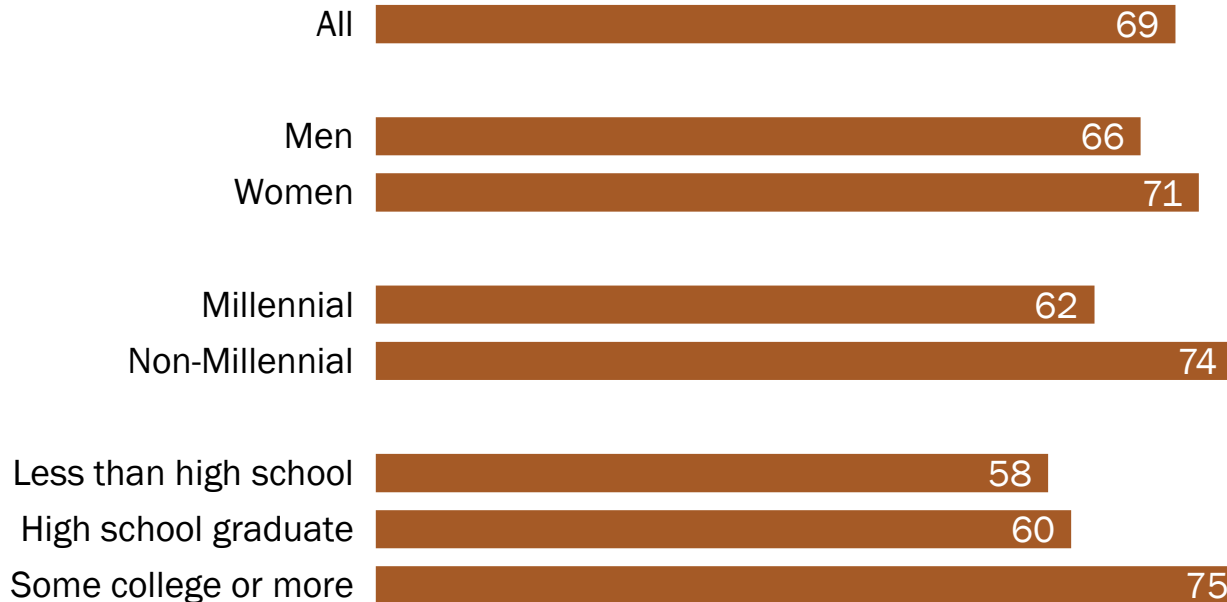
Note: N=804 Hispanic registered voters in 2016.

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



# Who said they were “absolutely certain” to vote in November

*% of Latino registered voters*



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.

# Who said they were “absolutely certain” to vote in November

*% of Latino registered voters*

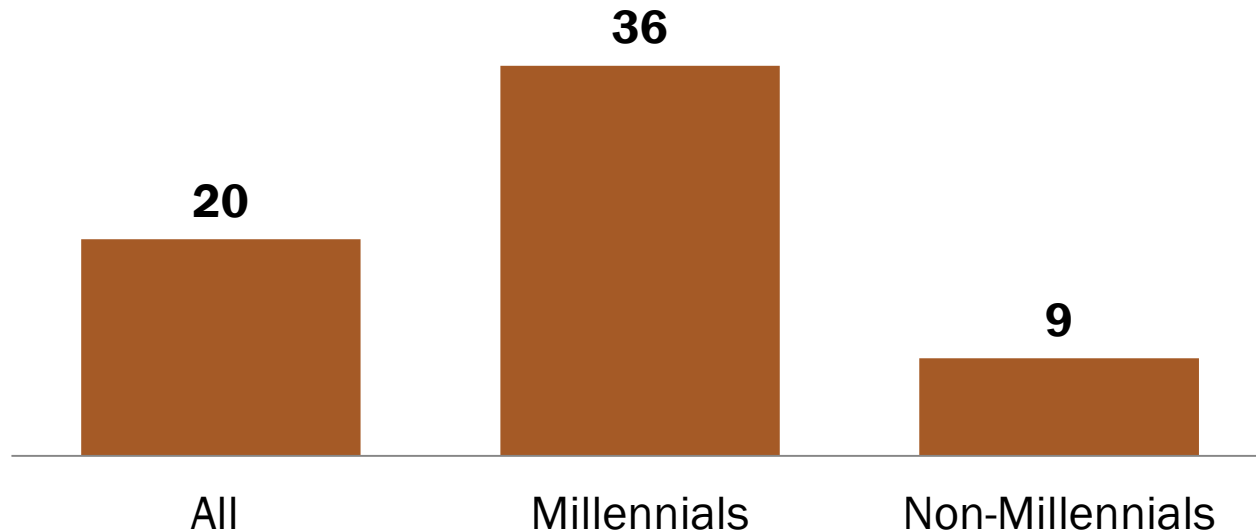


Note: N=804 Hispanic registered voters. Millennial refers to adults ages 18 to 35; non-Millennial refers to those ages 36 and older.

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

# One-in-five Latino voters said they would be voting for the first time in November

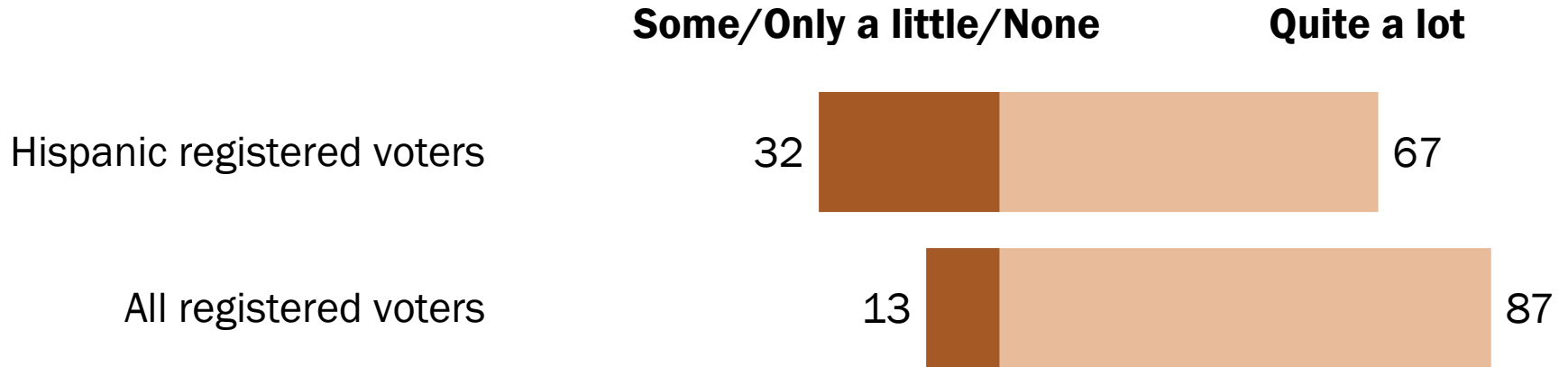
*% who will be first-time voters, among Latino registered voters who say they are “absolutely certain” they will vote in November*



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.

# Among Hispanics, interest in the 2016 election was similar to the 2012 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.

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

## The November election

- According to the National Exit Poll, Clinton won the Latino vote with 66% support; Trump won 28%
- Debate about Exit Poll result; Trump at 18%?
- Latinos were 9.2% of voters, up from 8.4% in 2012
- Turnout hits record 12.7m voters, but turnout still flat
- The economy was the top issue for Latino voters, cited by nearly half on exit polls. Terrorism and immigration followed

# The November election

*Presidential candidate preference among Hispanic voters*

**2016**

**Clinton**



**Trump**



**2012**

**Obama**



**Romney**



**2008**

**Obama**



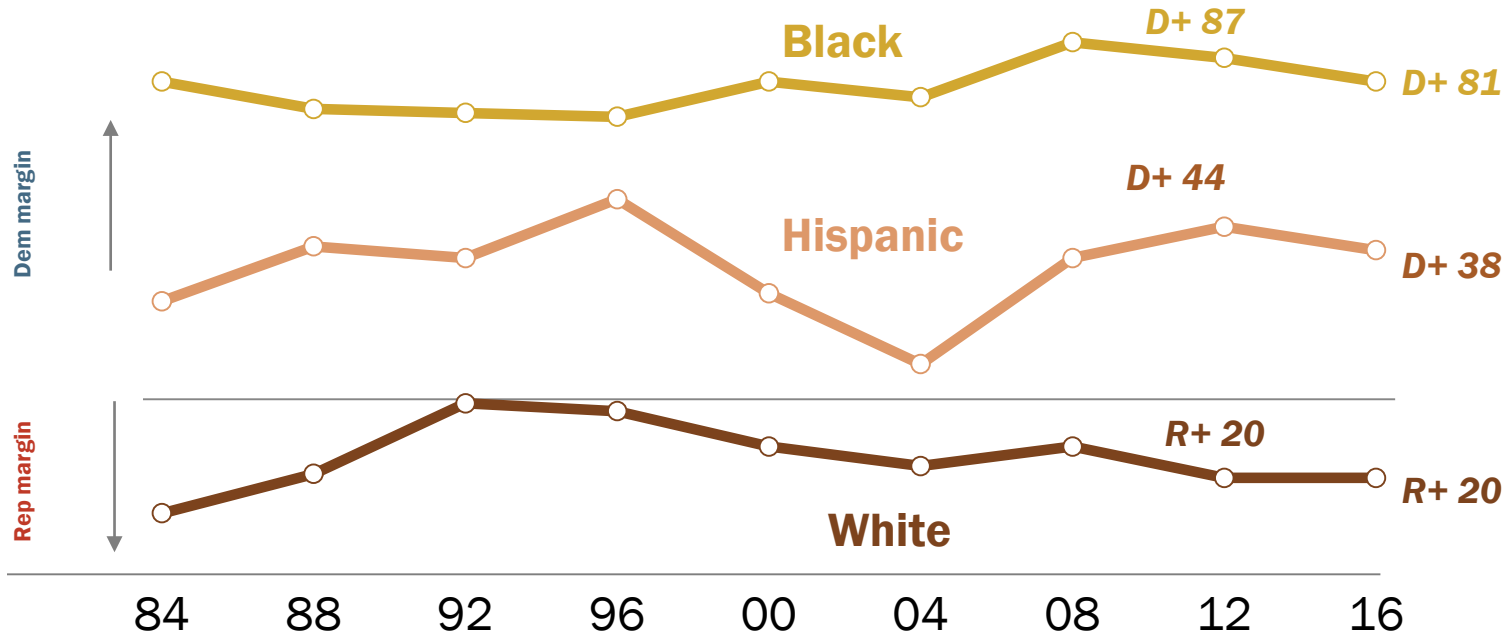
**McCain**



Source: Based on exit polls conducted by Edison Research for the National Election Pool, as reported by CNN. Data from prior years from national exit polls.

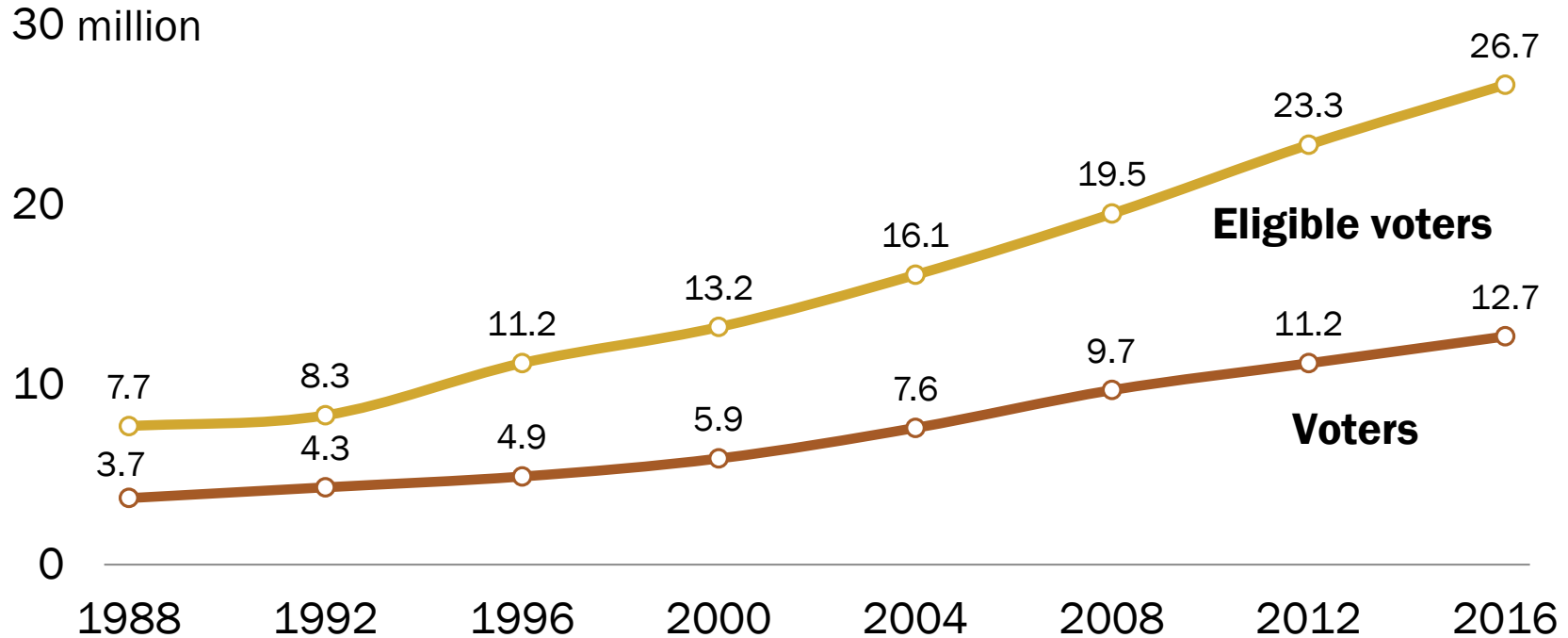
# In victory, Trump won whites by virtually same margin as Romney in 2012

*Presidential candidate preference, by race or ethnicity*



Source: Based on exit polls conducted by Edison Research for the National Election Pool, as reported by CNN. Data from prior years from national exit polls. Data for 1972-1976 not shown due to differences in question wording and administration. In 1980, race was coded by the interviewer instead of being asked of the respondent.

# Number of Latino Eligible Voters & Voters Reached New Record in 2016



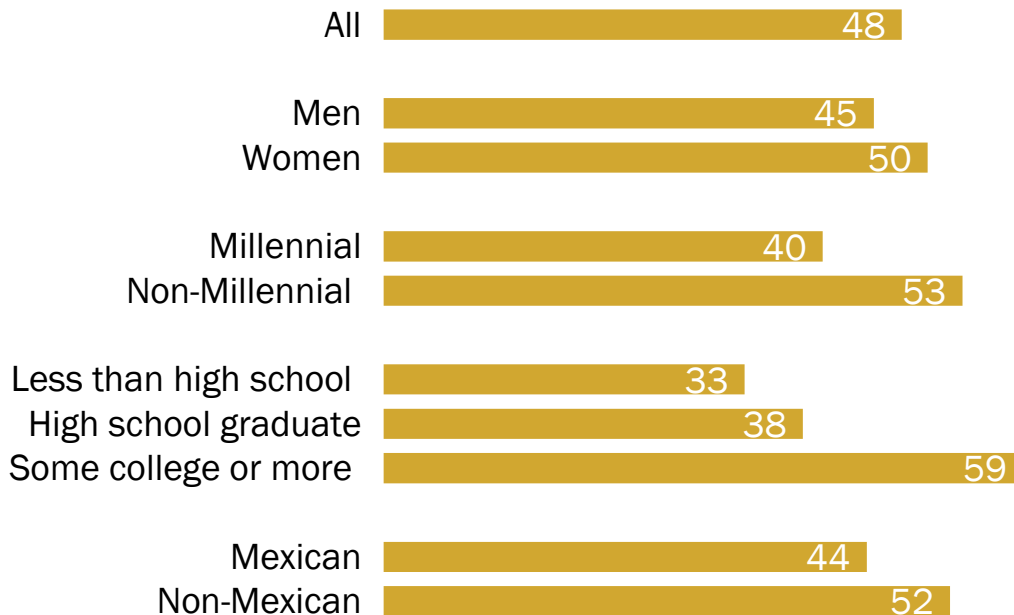
Note: Eligible voters are U.S. citizens ages 18 and older. Voters are persons who say they voted.

Source: Pew Research Center tabulations of the Current Population Survey, November supplements for 1988-2016.



# Hispanic voter turnout in 2016 election

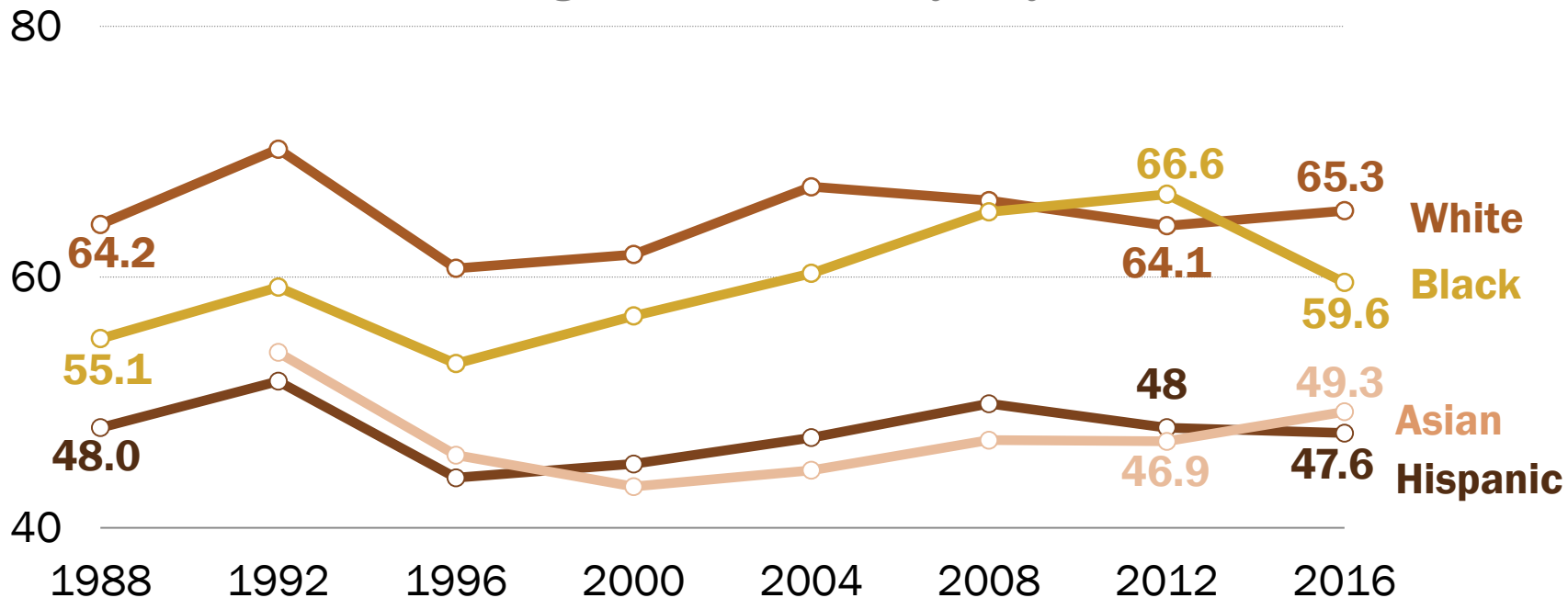
*% of Hispanic eligible voters who say they voted*



Source: Pew Research Center tabulation of 2016 Current Population Survey, November supplement.

# Voter turnout rates in presidential elections, 1988-2016

*% of eligible voters who say they voted*



Note: Eligible voters are U.S. citizens ages 18 and older. Black, white and Asian populations include only non-Hispanics who reported a single race. Hispanics are of any race. Data for non-Hispanic Asians were not available in 1988.  
Source: Pew Research Center analysis of the Current Population Survey, November Supplements for 1988-2016.

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# #NotWithHer?

## What the 2016 Women's Vote Taught Us About Partisanship and Gender

**Hannah Hartig**, Penn Program on Opinion Research and Election Studies **Jennifer Su**,  
Princeton Survey Research Associates International **Stephanie Perry**, NBC News

### **Acknowledgements, Advisers**

**Cary Funk**, Pew Research Center

**Maureen Michaels**, Michaels Opinion Research

NBC News Exit Poll Desk

# Gender Expectations & the 2016 Presidential Election

## Associated Press-NORC Gender Discrimination in the U.S. Survey (August, 2016)

Does the fact that, if elected (in 2016), Hillary Clinton would be the first woman president of the United States make you more likely to vote for her, less likely to vote for her, or does it not affect your vote either way?...A lot more likely, somewhat more likely, somewhat less likely, a lot less likely, doesn't affect vote

### Among all voters:

**11%** A lot more likely  
**8%** Somewhat more likely  
**2%** Somewhat less likely  
**8%** A lot less likely  
**69%** Doesn't affect vote  
**1%** Don't know/Refused

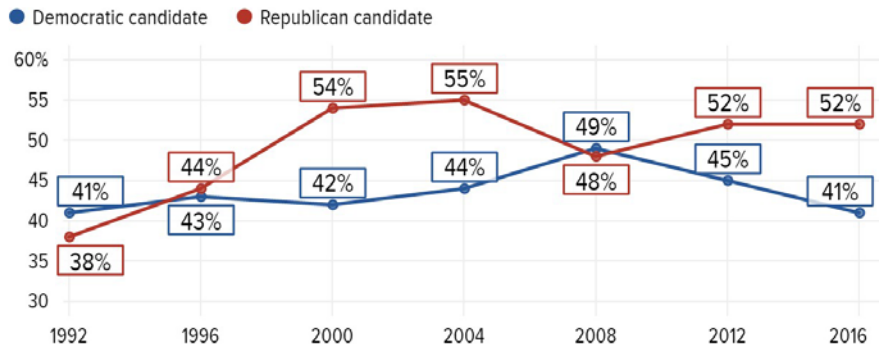
### Among white women:

**8%** A lot more likely  
**8%** Somewhat more likely  
**2%** Somewhat less likely  
**11%** A lot less likely  
**70%** Doesn't affect vote  
**1%** Don't know/Refused

# **The Gender Gap in Presidential Voting**

# Voting Preferences of Men & Women, 1992-2016

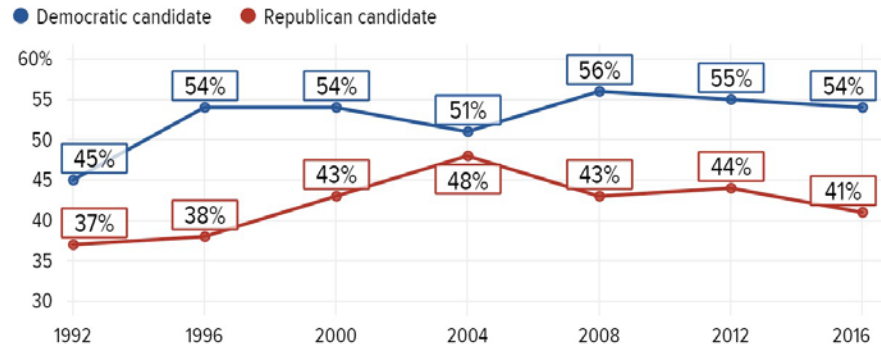
## Men Voters



NBC NEWS | ★ 2016 As of 09:57 AM ET May. 10 2017

NBC News Exit Polls

## Women Voters



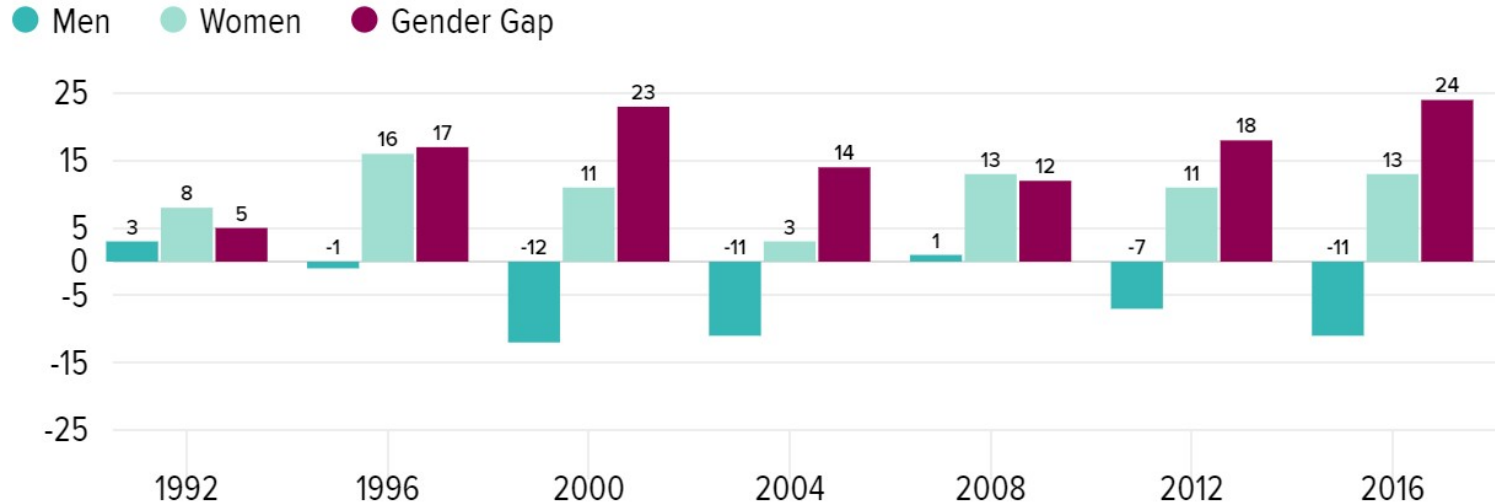
NBC NEWS | ★ 2016 As of 12:15 PM ET Apr. 26 2017

NBC News Exit Polls

# Largest Gender Gap: 2016

## Exit Poll Gender Gap

(Democratic Candidate Support) - (Republican Candidate Support)



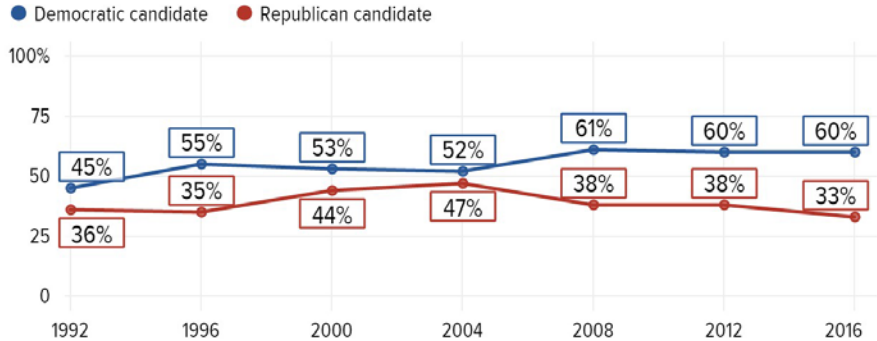


# Women Overall: Demographics

# Women: Age

## Younger Women Favor Democratic Candidate; Older Women More Split

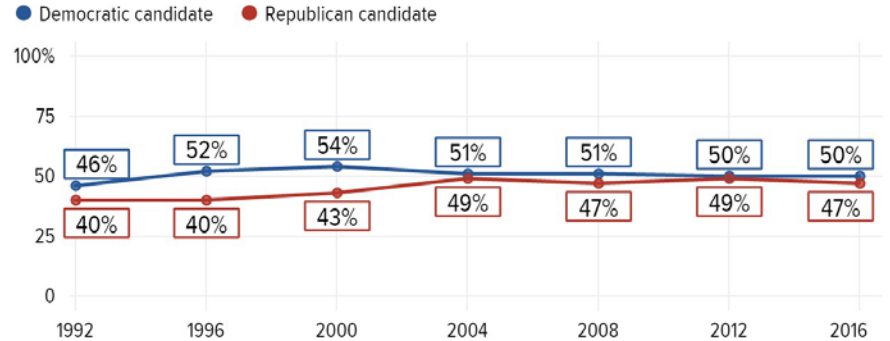
### Women Under 45



NBC NEWS | ★ 2016 As of 03:27 PM ET Apr. 26 2017

NBC News Exit Polls

### Women 45 And Over



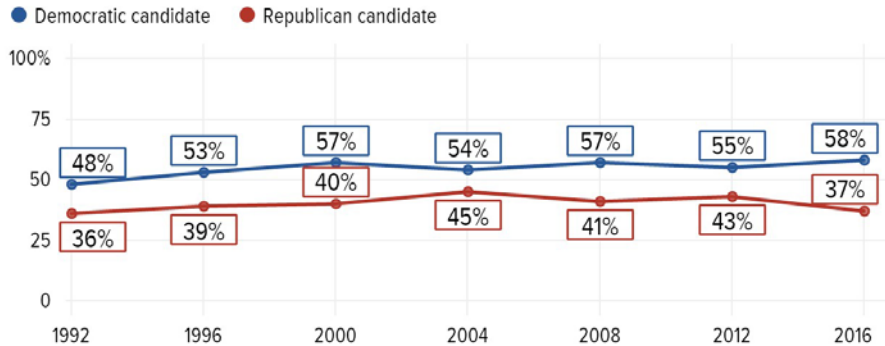
NBC NEWS | ★ 2016 As of 03:28 PM ET Apr. 26 2017

NBC News Exit Polls

# Women: Education

## College Graduates Favor Democratic Candidates; Women Without College Degrees More Divided

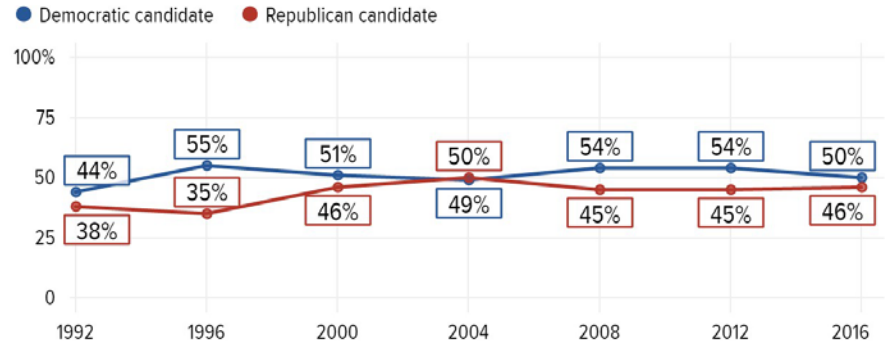
### Women College Graduates



NBC NEWS | ★ 2016 As of 03:16 PM ET Apr. 26 2017

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### Women Without College Degrees



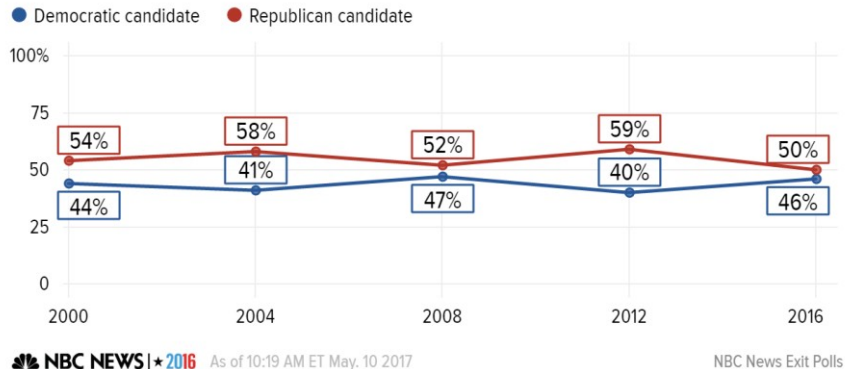
NBC NEWS | ★ 2016 As of 10:12 AM ET May. 10 2017

NBC News Exit Polls

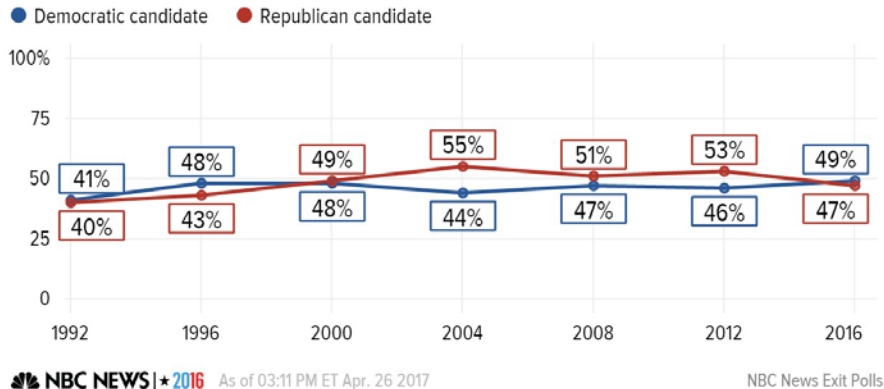
# Women: Religion & Marital Status

## Two Cohorts of Women Tend to Vote More Republican Than Their Counterparts

### Women Who Attend Church At Least Once a Week

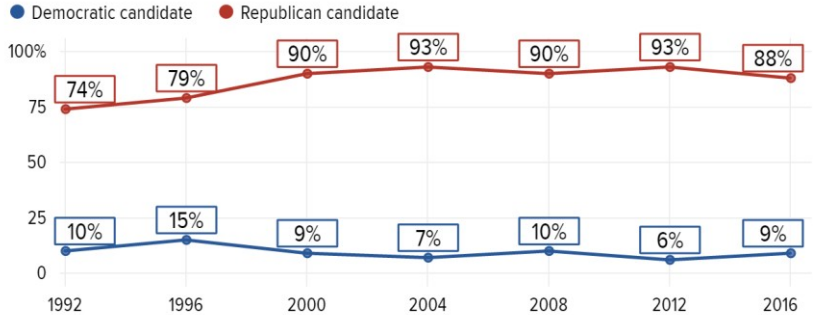


### Married Women



# Women: Party ID by Vote Choice

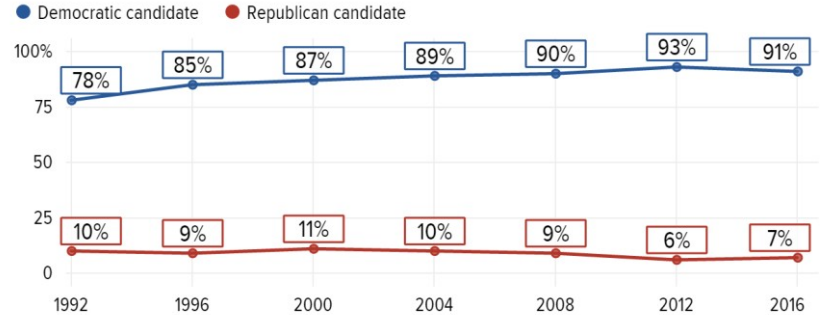
## Republican Women



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NBC News Exit Polls

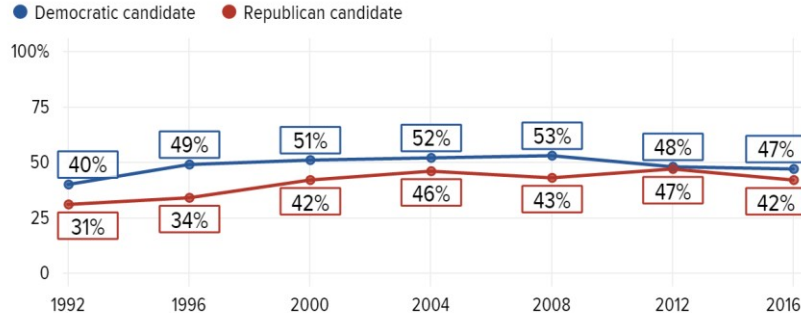
## Democratic Women



NBC NEWS | ★ 2016 As of 03:30 PM ET Apr. 26 2017

NBC News Exit Polls

## Independent Women



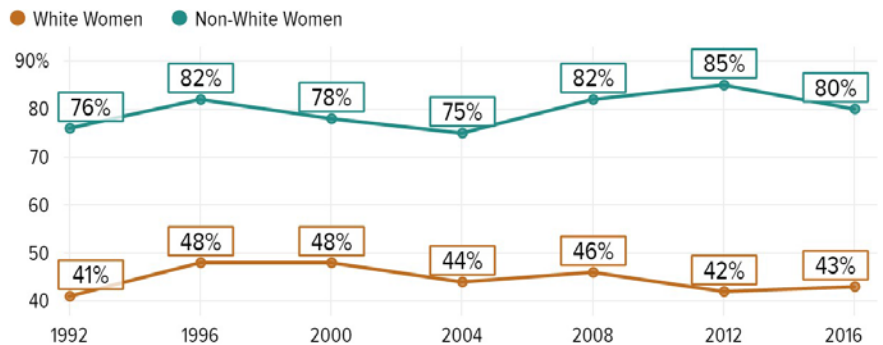
NBC NEWS | ★ 2016 As of 03:33 PM ET Apr. 26 2017

NBC News Exit Polls

# Women: Race

## Non-White Women Consistently Vote Democrat; White Women Are Toss Ups

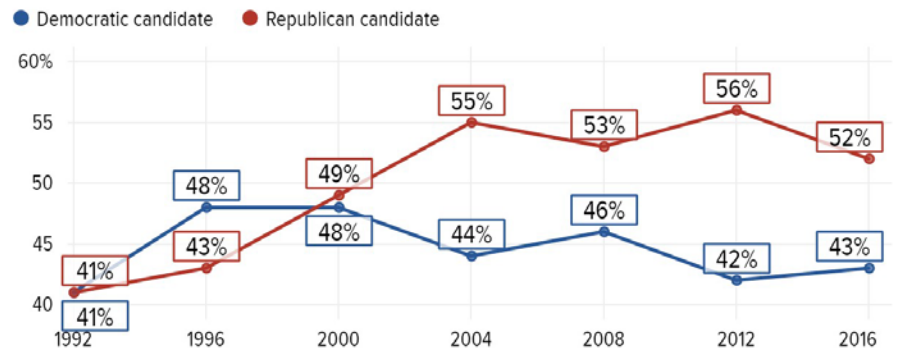
### Democratic Candidate Support



NBC NEWS | ★ 2016 As of 11:30 AM ET May. 10 2017

NBC News Exit Polls

### White Women Vote Choice



NBC NEWS | ★ 2016 As of 11:11 AM ET May. 04 2017

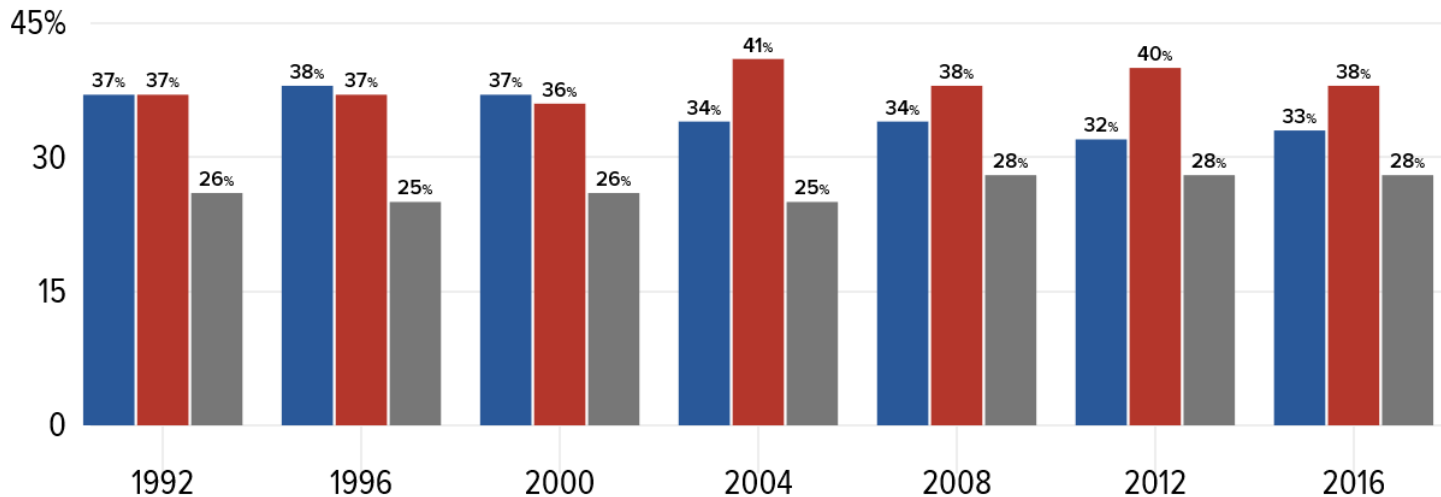
NBC News Exit Polls

# **White Women: Party Identification**

# White Women: Shifts in Party Identification

## White Women Party Identification

● Democrat ● Republican ● Independent

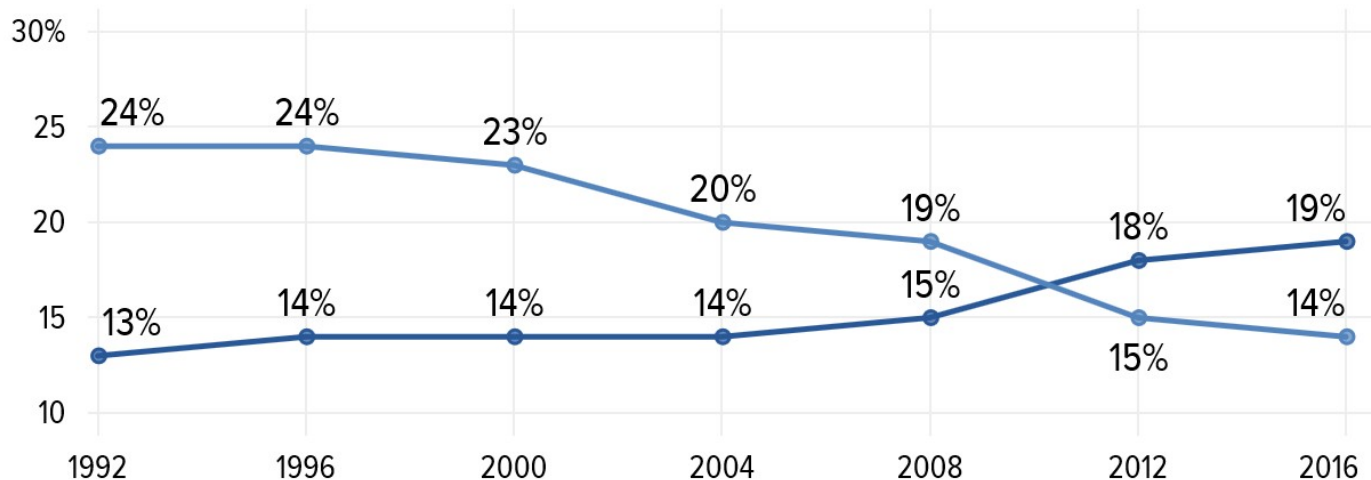




# White Democratic Women Are Becoming More Liberal

## White Democratic Women by Ideology

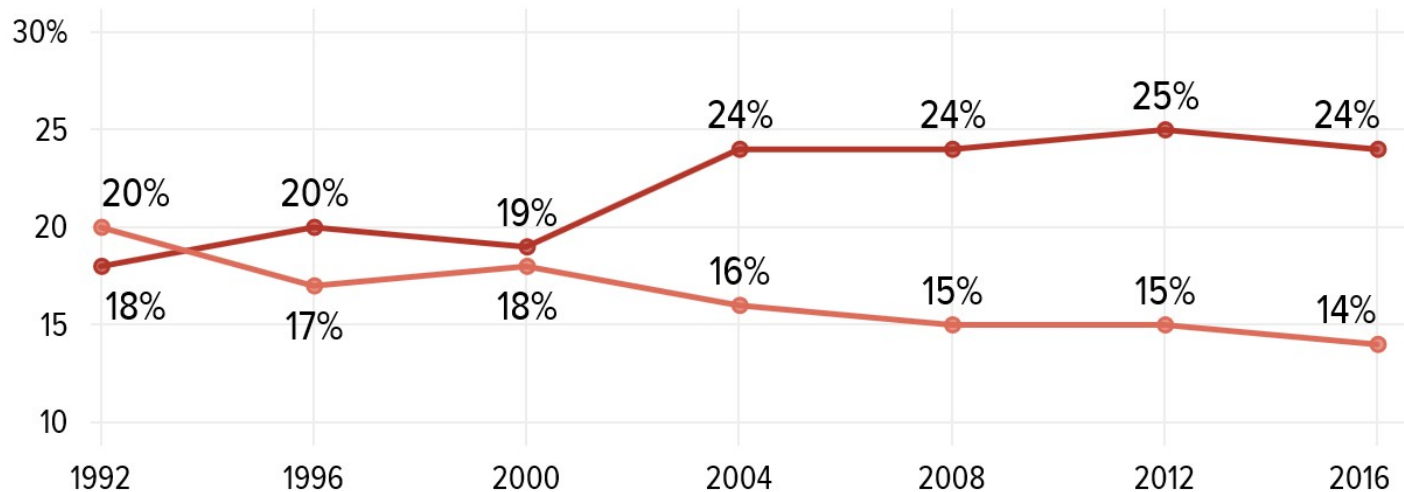
● Liberal Democrats ● Moderate/Conservative Democrats



# White Republican Women Are Becoming More Conservative

## White Republican Women by Ideology

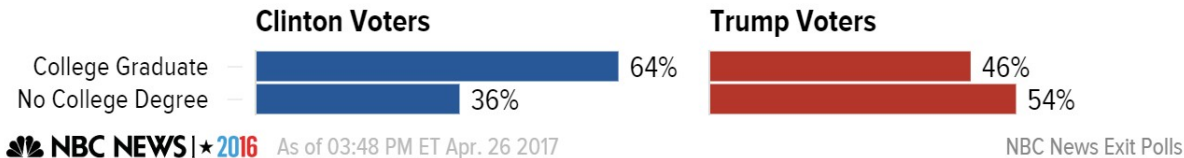
● Conservative Republicans ● Moderate/Liberal Republicans



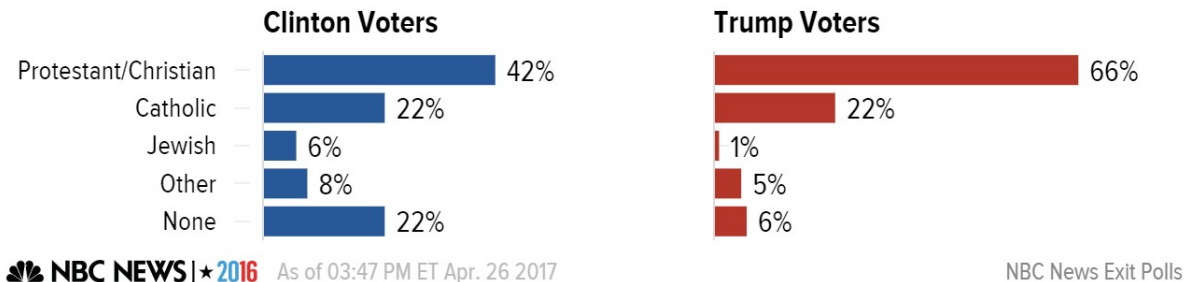
# **White Women: Demographic Differences Between Clinton and Trump Voters**

# White Women: Clinton vs. Trump Voters

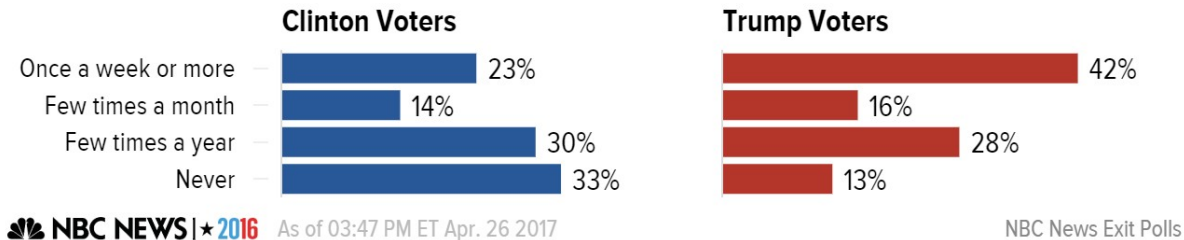
## White Women Education 2016



## White Women Religion 2016



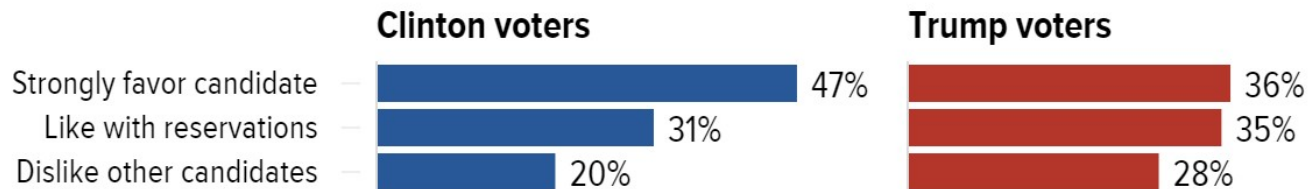
## White Women Church Attendance 2016



# **White Women: Dislike Other Candidates**

# White Women: Which Best Describes Your Vote for President Today?

## White Women: Best Describes Vote



**NBC NEWS** | ★ 2016 As of 01:34 PM ET May. 01 2017

NBC News Exit Polls

# **White Women: The “Neithers”**

# Who Are The “Neithers”?

**Do you have a favorable opinion of...**

Both  
Only Clinton  
Only Trump  
**Neither**

**Do you think the presidential candidates are qualified to serve as president?**

Both  
Only Clinton  
Only Trump  
**Neither**

**Do you think the presidential candidates have the temperament to serve effectively as president?**

Both  
Only Clinton  
Only Trump  
**Neither**

**Do you think the presidential candidates are honest and trustworthy?**

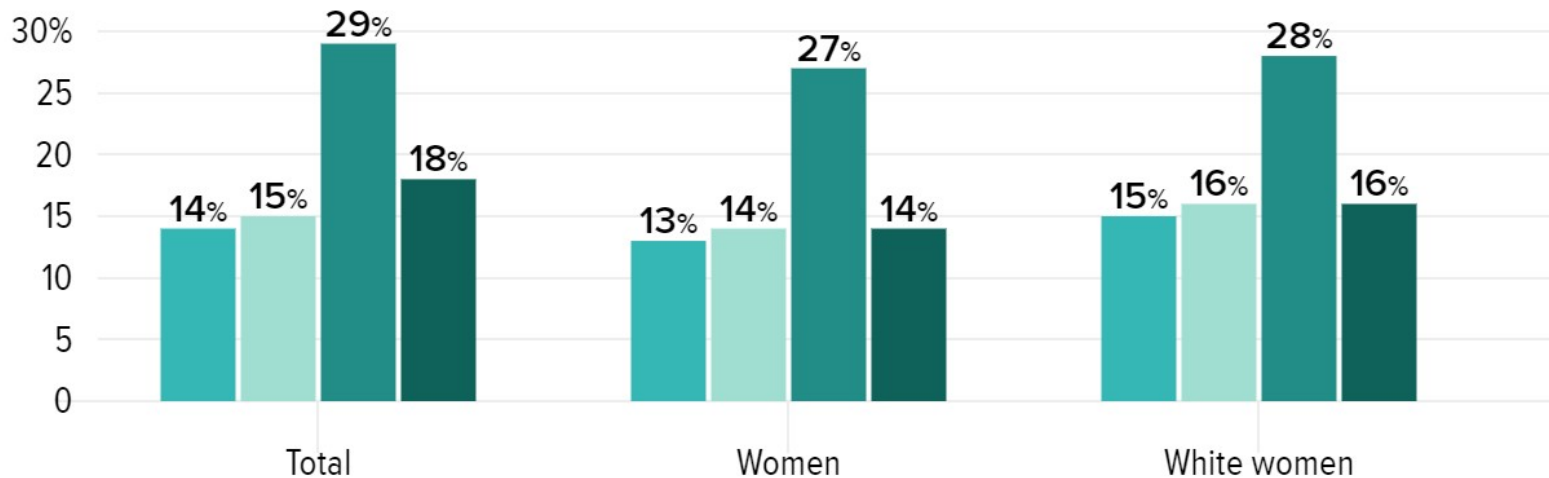
Both  
Only Clinton  
Only Trump  
**Neither**



# “Neithers” Across Groups

## Clinton and Trump Unpopular Across Groups

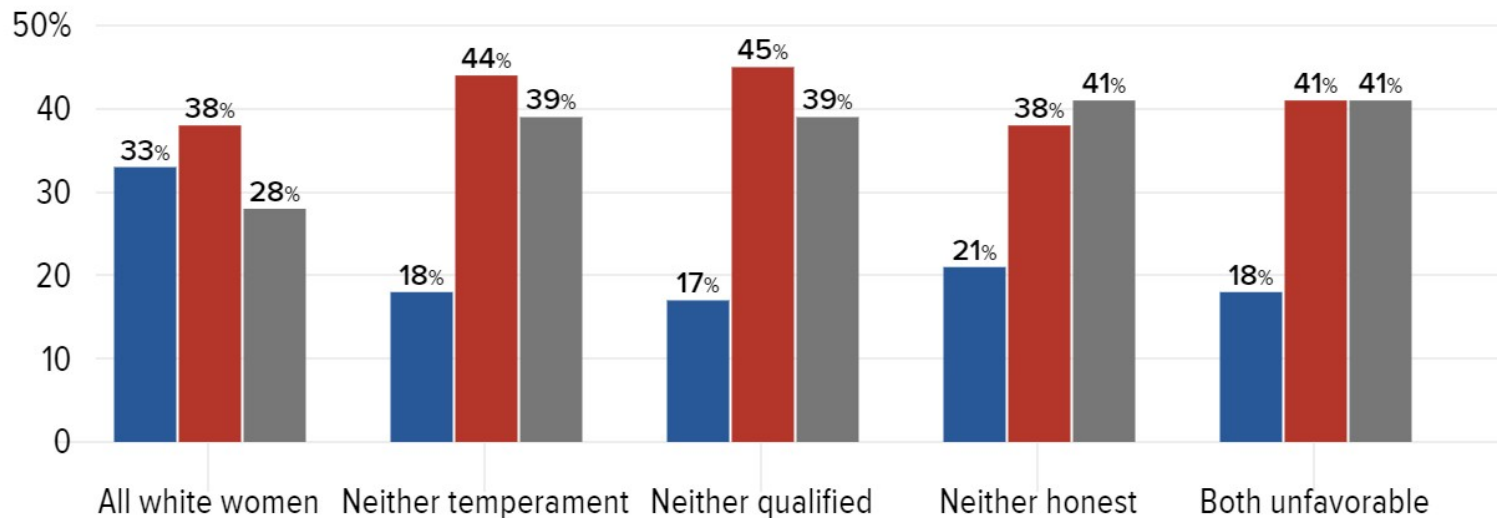
- Neither has temperament to serve as president
- Neither is qualified to serve as president
- Neither is honest and trustworthy
- Unfavorable opinion of both



# White Women: "Neithers"

## Party Identification Among White Women "Neithers"

● Democrat ● Republican ● Independent



**NBC NEWS** | ★ 2016 As of 02:24 PM ET May. 04 2017

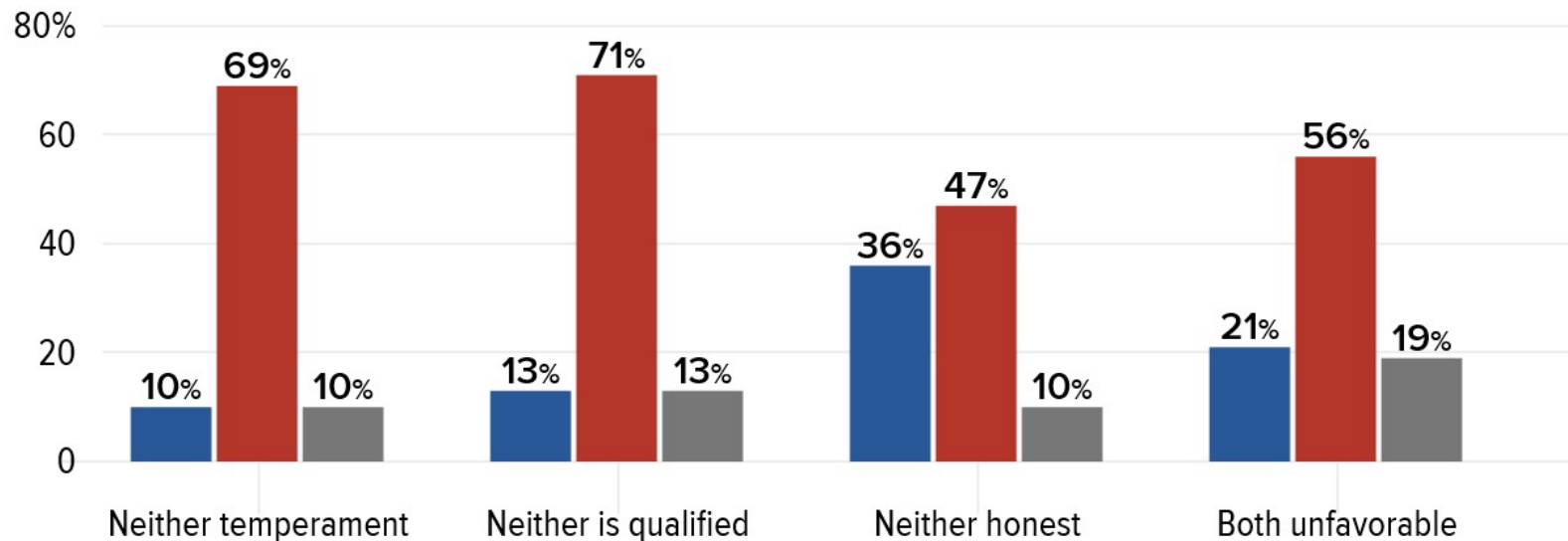
NBC News Exit Polls

Pew Research Center 

# White Women: "Neithers"

## White Women "Neithers" Voted Trump

● Clinton ● Trump ● Other





More questions? Contact us:

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Stephanie Perry: [stephanie.perry@nbcuni.com](mailto:stephanie.perry@nbcuni.com)

# **Emasculation and 2016: Gender Role Threat, Attitudes and the Vote**

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**DAN CASSINO, FAIRLEIGH DICKINSON UNIVERSITY'S PUBLICMIND  
PETER WOOLLEY, FAIRLEIGH DICKINSON UNIVERSITY'S  
PUBLICMIND**

# Men do weird stuff

*Known responses to decreases in relative household income: Decreased housework, divorce, infidelity, use of erectile dysfunction medication.*

*Gender role threat plays a significant role in men's psyche: masculinity, unlike femininity, must be established and reinforced.*

*Potential links to social dominance orientation and authoritarianism – but men can respond to threats differently.*

# Study 1: Statewide RDD

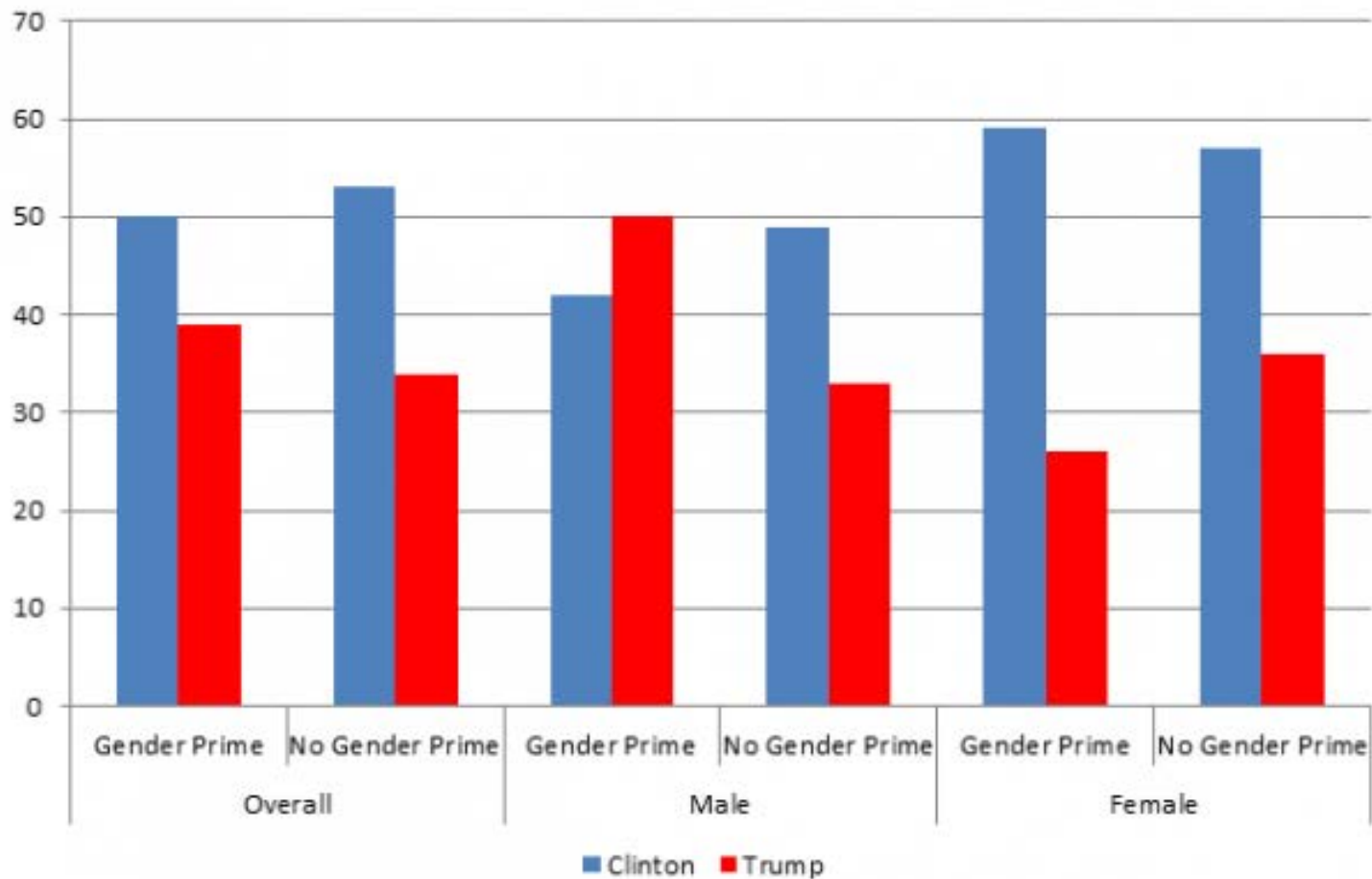
*New Jersey RDD Sample, March 11<sup>rd</sup>- March 16<sup>th</sup>, 2016*

*Total Sample of 859 Respondents*

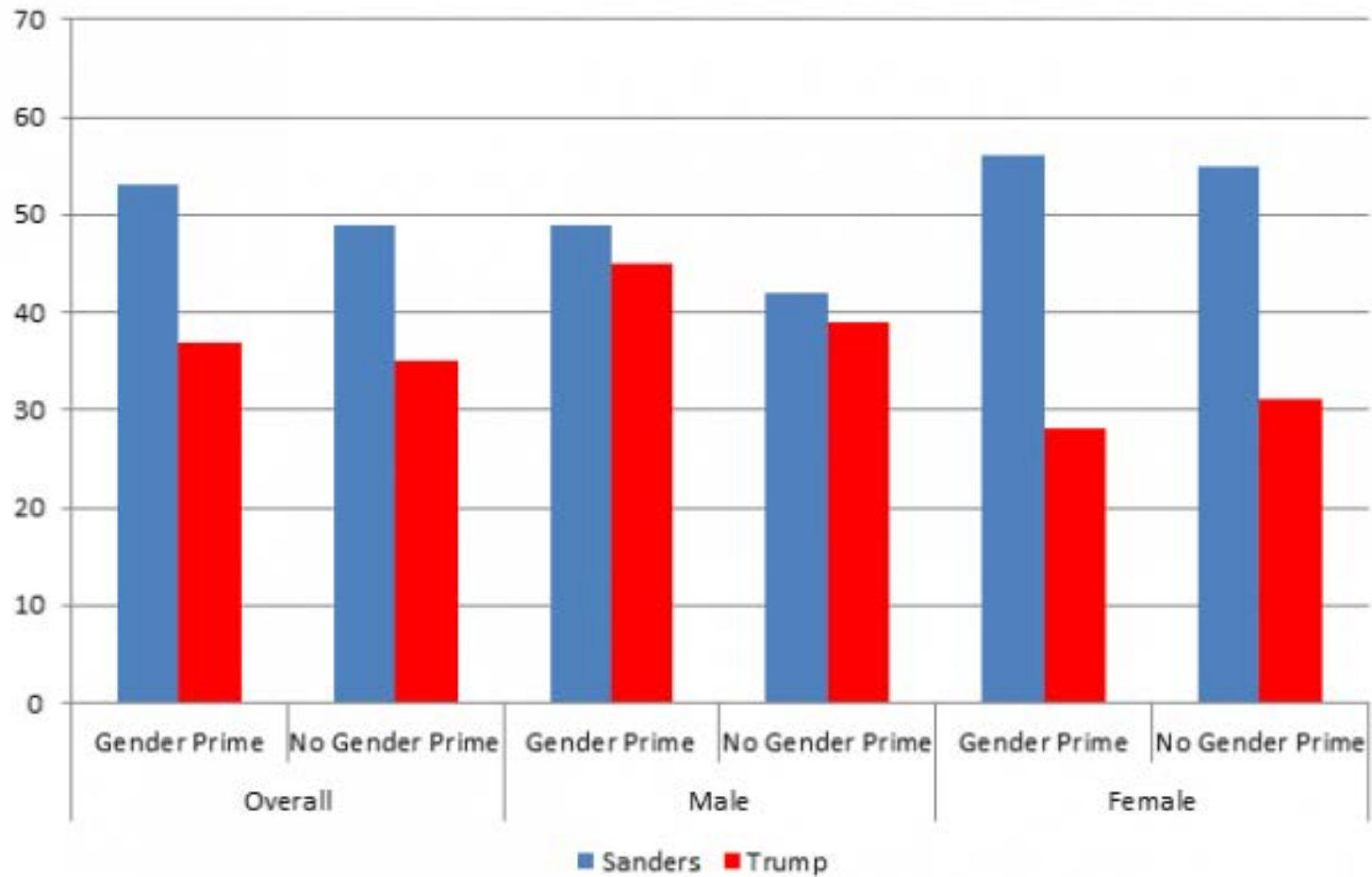
*Respondents were told that there are an increasing number of households in which women make more money than men, and asked about their situation*

*And a series of match-ups between potential Republican and Democratic nominees*

*Respondents were experimentally assigned to either get the match-ups first, or the gender prime first*







# Study 2: National RDD

*National RDD Sample, April 3<sup>rd</sup>-April 18, 2016*

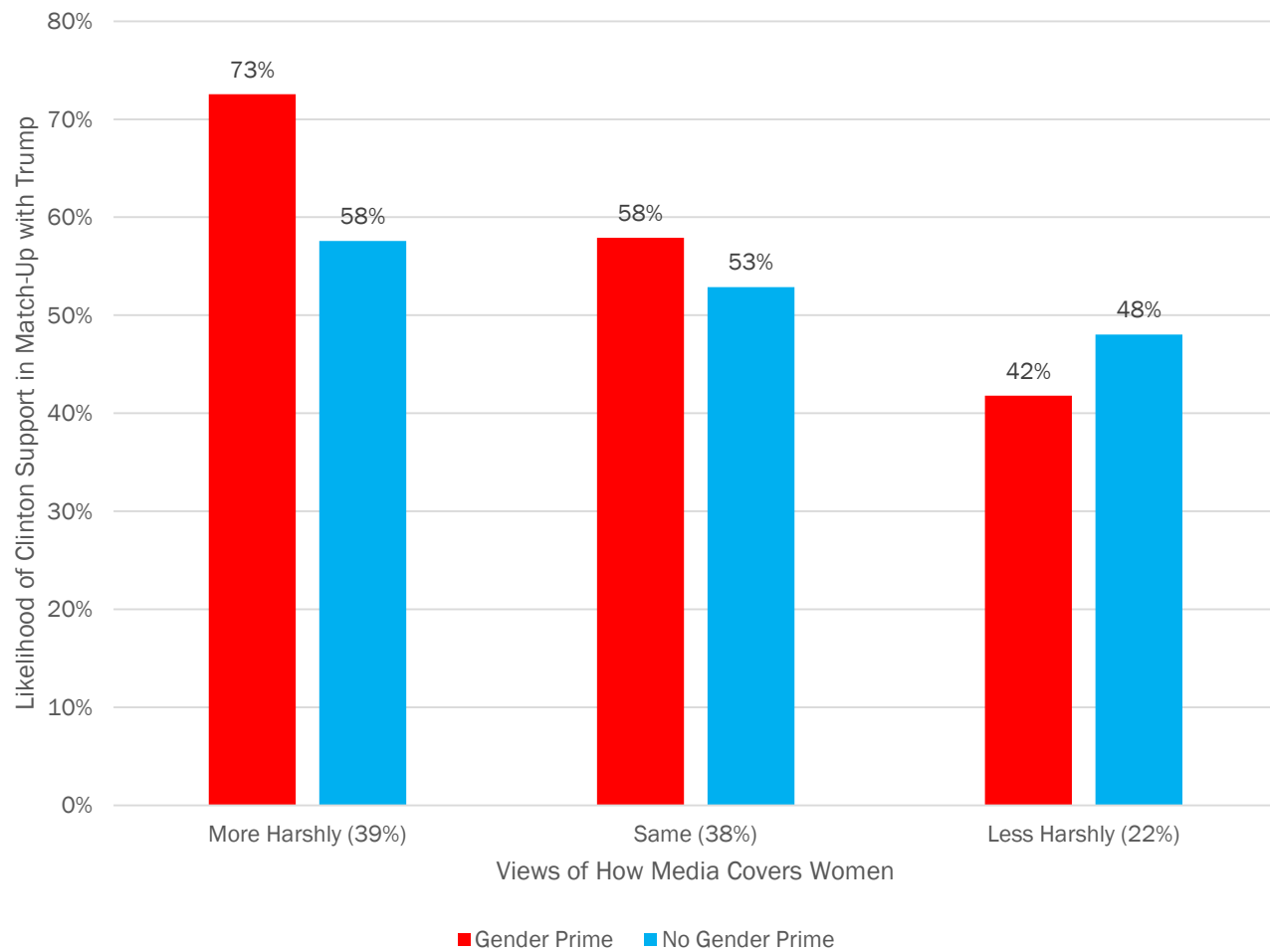
*Total Sample of 1,009 Respondents*

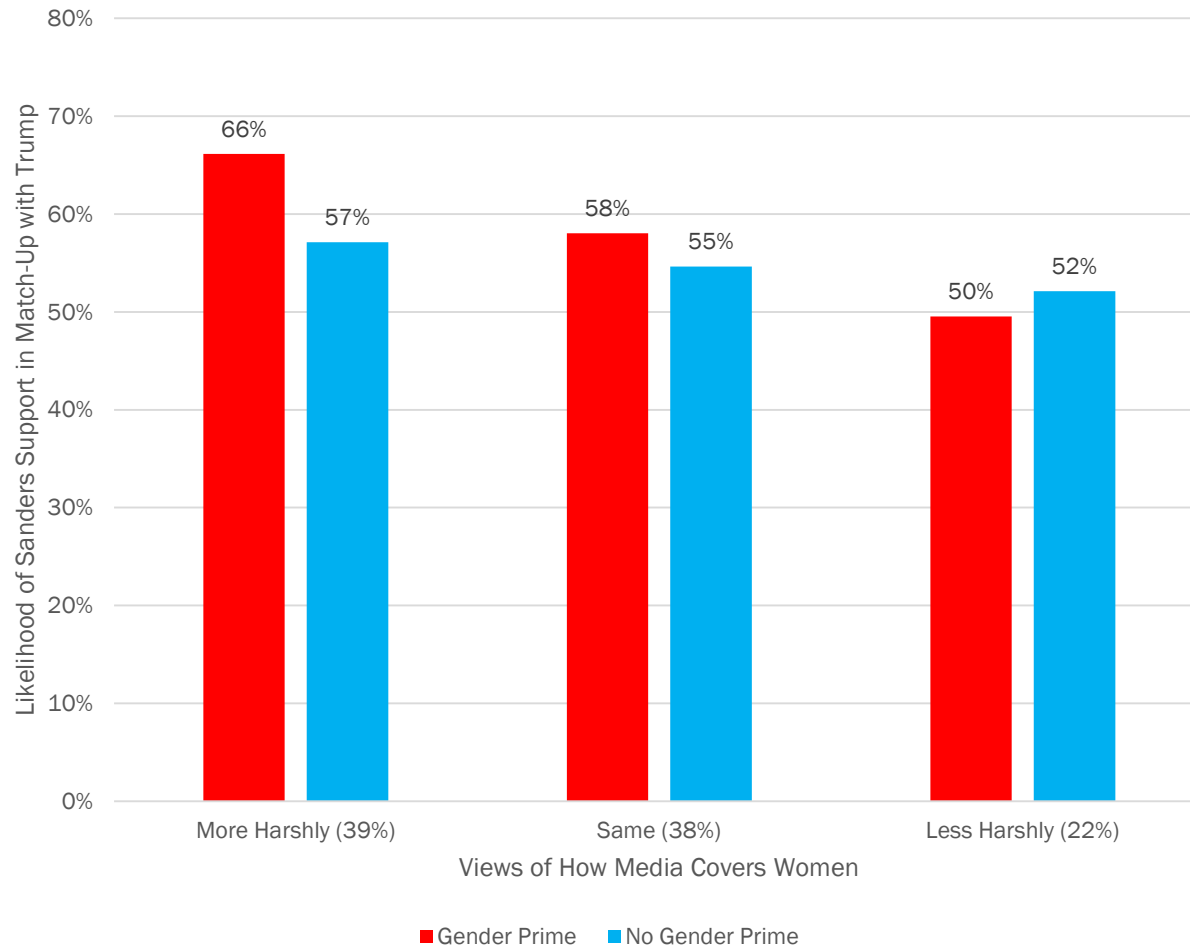
*Partial replication of NJ study, with ambient, rather than personal threat*

*Respondents were asked a series of four items about gender and politics, including one asking whether the media treated women more harshly or less harshly than men*

*And a series of match-ups between potential Republican and Democratic nominees*

*Respondents were experimentally assigned to either get the match-ups first, or the gender items first*





# Study 3: GSS Panel

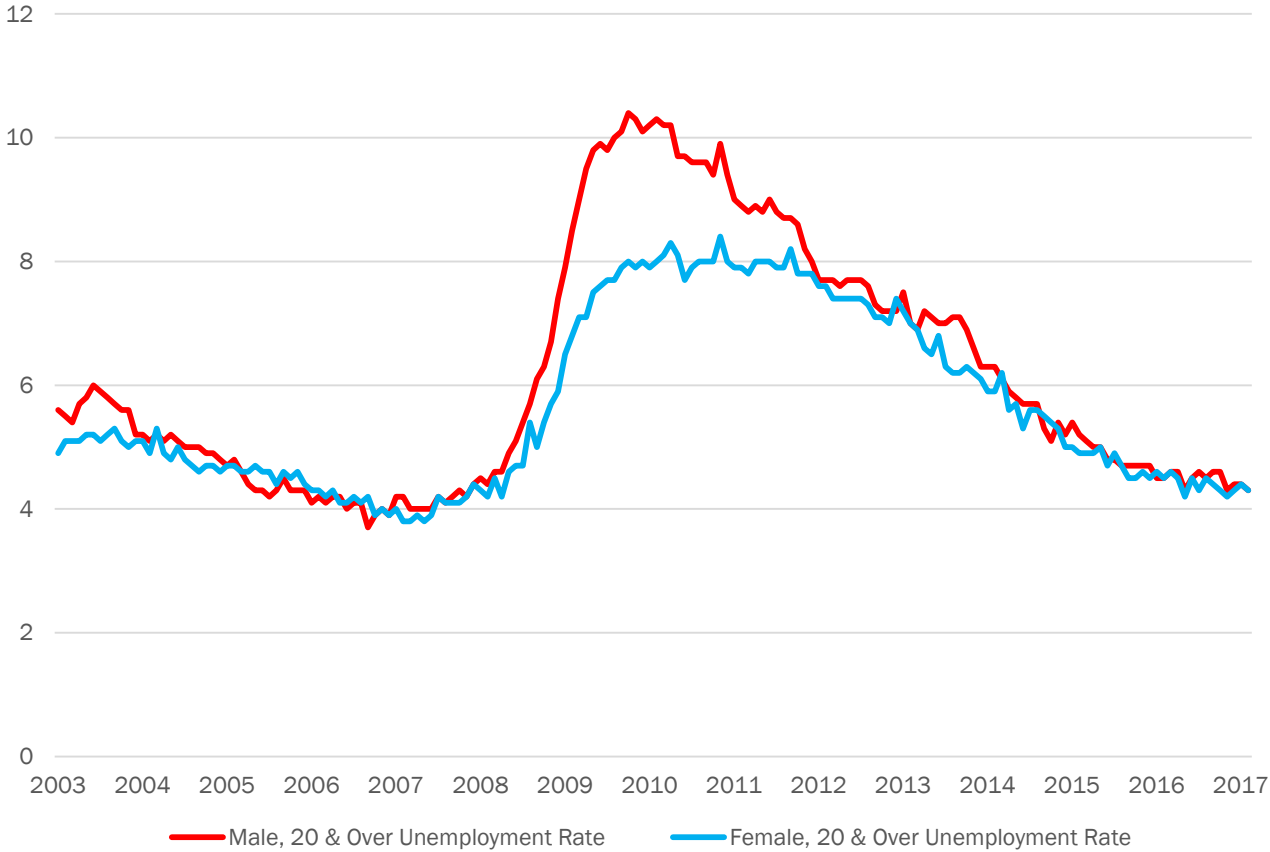
*National Probability Sample Panel, with waves in 2006, 2008 & 2010*

*859 men with responses in at least 2 waves*

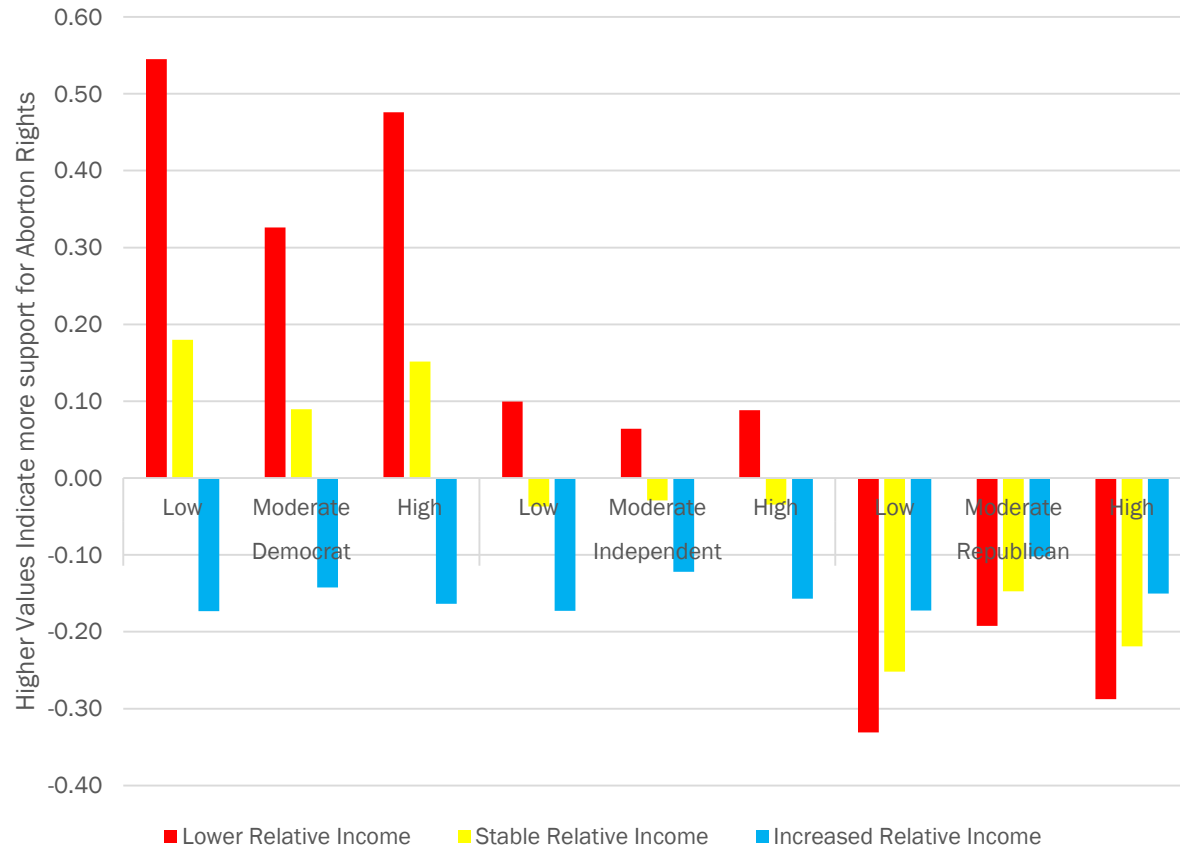
*Analysis looks at changes in relative spousal income and changes in views on political/social issues*

*Good for variance, bad for the world: there was lots of variance in relative spousal income linked with the 2008-2010 recession*

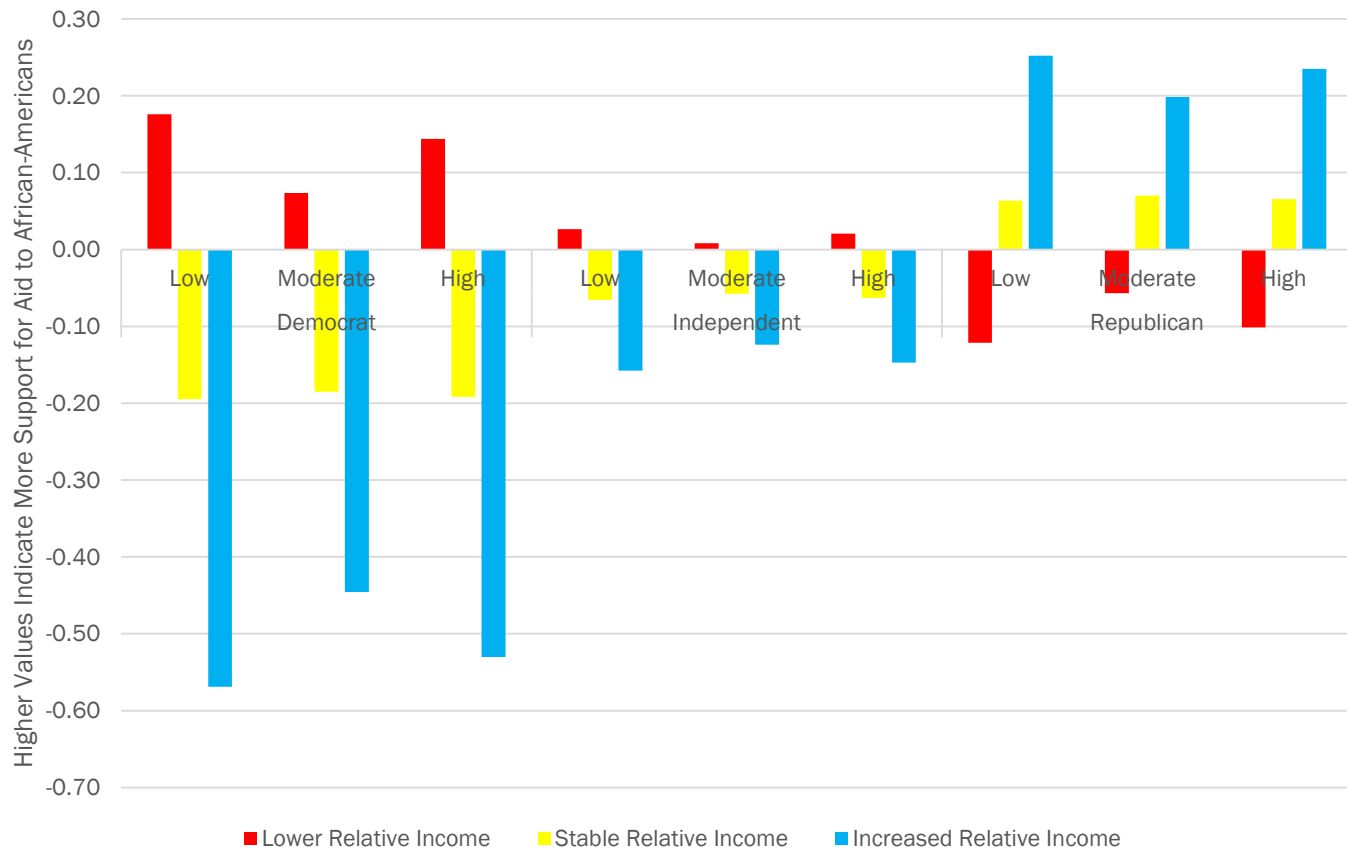
# Male vs. Female Unemployment, 2003-2017



# Effect of Income Threat on Men's Abortion Views, by HH Income and Party ID



## Effect of Income Threat on Men's Support for Aid to African-Americans, by HH Income and Party ID





# What to make of it?

*On the whole, gender role threat does lead to increases in SDO and politically conservative attitudes, but there are signs that gender role threat is leading to polarization among men.*

*Individual gender role threat seems to have a much greater impact on men than beliefs about societal gender role threat, though the two seem to be related.*

*The 2008-09 recession seems to have been a major shift in spousal income distributions, and the changes are only just beginning.*