



## Latino Donor Collaborative Messaging Poll

February 5th, 2016

WINNING KNOWLEDGE™



# Project Overview



This poll builds on earlier PSB research for LDC in 2014, studying evolving opinions towards Latinos in the United States. There is a specific focus on messaging to understand the communications that can help shape perceptions of Latinos.

# Methodology

PSB conducted 2,511 online interviews from January 13 to January 29, 2016 among Anglo Americans over the age of 18 who have neutral/swing attitudes towards Latinos in the U.S. The sample is nationally representative with an MOE of +/- 1.95% (higher for subgroups). Slight weights were applied to ensure the respondent sample is representative of the U.S. Anglo population.

Key Audiences	Definition	Sample Size	% of Sample	Margin of Error
<b>Anglo Swings</b>	American adults who identify as White non-Hispanic, and are not very favorable or very unfavorable towards all Latinos in the United States and Latinos living legally in the United States.	2,511	100%	± 1.95%
<b>Anglo Elite Swings</b>	Anglo Elite Swings who are over the age of 25, are college educated, and follow news about international affairs closely.	308	12%	± 5.58%
<b>Millennials</b>	Anglos Swings who are 18-34 years old	610	24%	± 3.97%
<b>Generation X</b>	Anglos Swings who are 35-54 years old	989	39%	± 3.11%
<b>Baby Boomers</b>	Anglos Swings who are 55 or older years old	912	36%	± 3.24%
<b>Northeast</b>	Anglos Swings who live in DE, MD, NY, NJ, PA, MA, RI, CT, NH, VT, ME	579	23%	± 4.07%
<b>South</b>	Anglos Swings who live in VA, WV, KY, TN, NC, SC, GA, FL, AL, MS, LA, AR	563	22%	± 4.13%
<b>Midwest</b>	Anglos Swings who live in OH, IL, IN, IA, MI, WI, MN, MO, ND, SD, NE	528	21%	± 4.26%
<b>Frontier</b>	Anglos Swings who live in MT, ID, WY, UT, CO, NM, TX, OK, KS	348	14%	± 5.25%
<b>Pacific</b>	Anglos Swings who live in AK, HI, AZ, NV, CA, OR, WA	493	20%	± 4.41%



## Key Strategic Recommendations

### **1. Make clear that the vast majority of Latinos are legal**

Anglo Swings believe almost one in two Latinos are illegal – this means that the issue of illegal immigration dominates perceptions of Latinos in the US.

### **2. Separate US Latinos from immigration issue**

Communications need to introduce new stories about Latinos, separate from the issue of immigration. Anglo Swings are positive about Latinos living in the US, only when it is explicit they are “legal”.

### **3. Emphasize that Latinos are our neighbors, friends, and coworkers**

Personal relationships with Latinos are the most powerful tool for improving perceptions. Communications should highlight the relationships Anglo Swings have with Latinos, and encourage people to come out in support of their Latino friends.



## Key Strategic Recommendations

### 4. Tell stories of individual Latinos

Personal narratives of Latinos that Anglo Swings can relate to are effective for changing perceptions.

### 5. Stories should focus on contribution not struggle

The Latino narratives that worked most effectively focused on Latinos succeeding and giving back to the US. The less powerful stories are the ones that talk about the challenges faced by immigrants.

### 6. Emphasize that Latinos love their country

There is a pervasive perception that Latinos are not patriotic or share American values. Communications should emphasize Latino pride in the United States.



## Key Strategic Recommendations

### **7. Articulate how Latino values are also American values**

Many Anglo Swings believe that Latinos are family orientated, hardworking, and religious. These are core American values too – but Anglo Swings don't currently put the two together.

### **8. Latinos in the military should be a key part of the message**

Latinos serving in the US military is the most persuasive message, as it was in the 2014 poll. This demonstrates both patriotism and giving back to the US.

### **9. Emphasize that Latino businesspeople create jobs**

The story of Latino entrepreneurs creating jobs for other Americans is very persuasive. This should be expressed in terms of economic impact and also contributing to their country.



Overall Perceptions

# Illegality and immigration dominate perceptions of Latinos

Front of mind associations are dominated by illegal immigration. The issue has come to define what people think of Latinos living in the United States, and there are very few positive associations that challenge this.

### First Word That Comes to Mind About US Latinos

Anglo Swing



Anglo Elite Swings

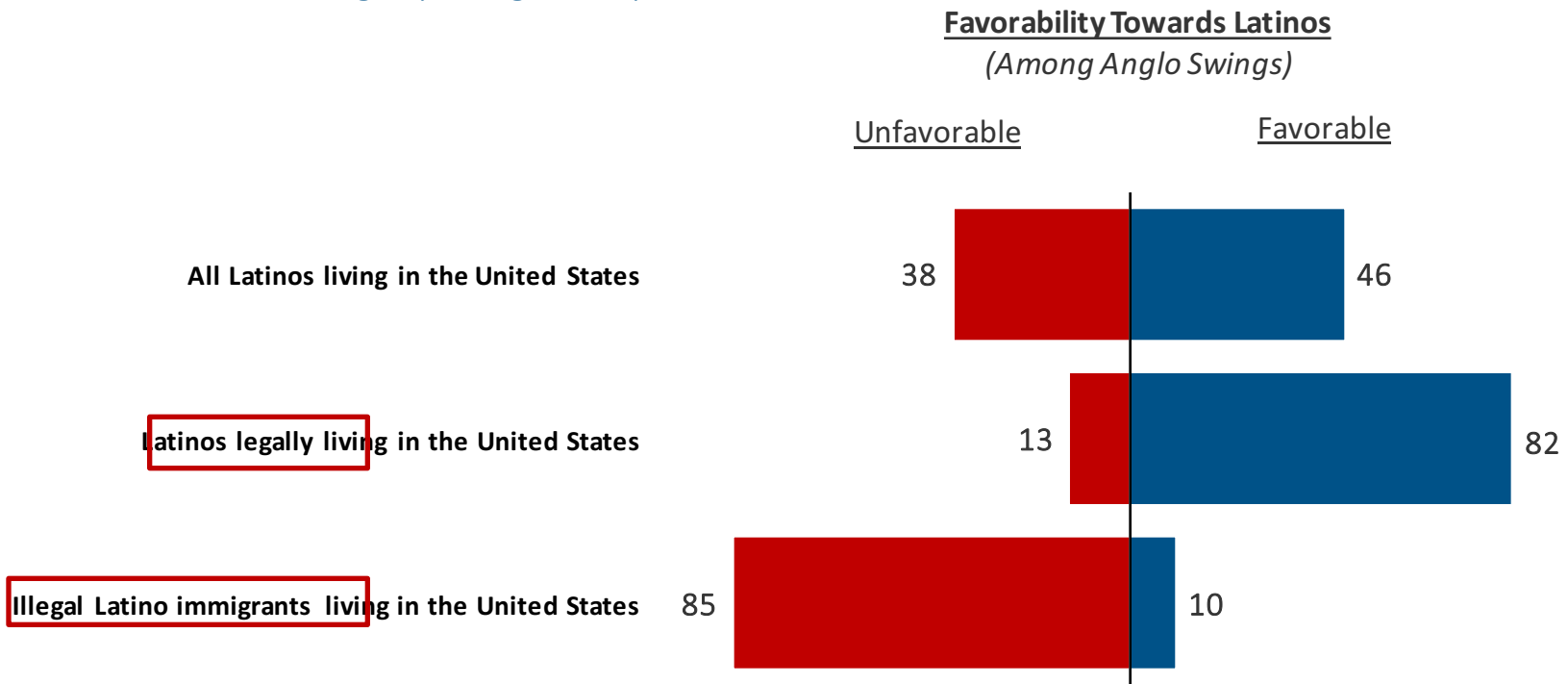


What is the first thing that comes to mind when you think of Latinos in the U.S.?



# Anglo Swings are ambivalent about Latinos... unless “legal” is specified

Anglo Swings are divided in their favorability towards Latinos – with 38% saying they are unfavorable. This is a direct product of the issue of illegal immigration – with favorability rising to 82% when the words “legally living” are specified.

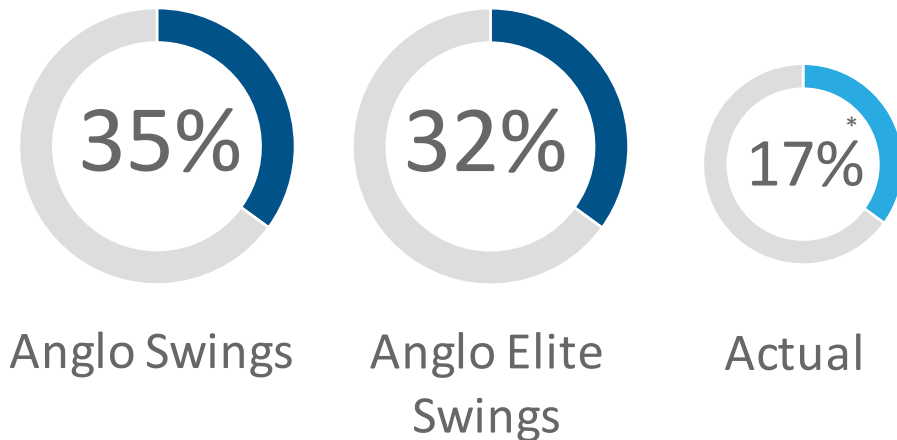


For the following, please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable impression.

## Part of the issue is that people overestimate illegal Latino immigration

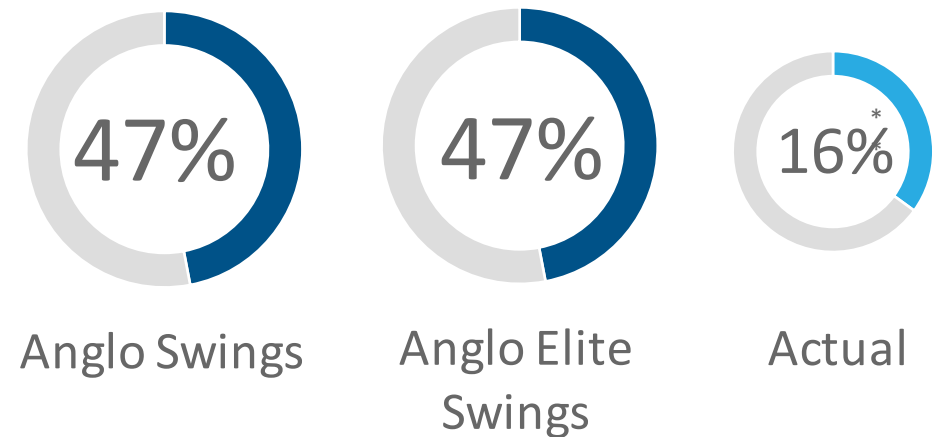
Anglo Swings believe that almost one in two Latinos living in the United States are illegal – this dramatic overestimate helps fuel the sense of there being a big problem. Anglo Elites are no better informed.

**% of US Population that is Latino**



\* US Census Bureau 2014

**% of US Latinos here illegally**

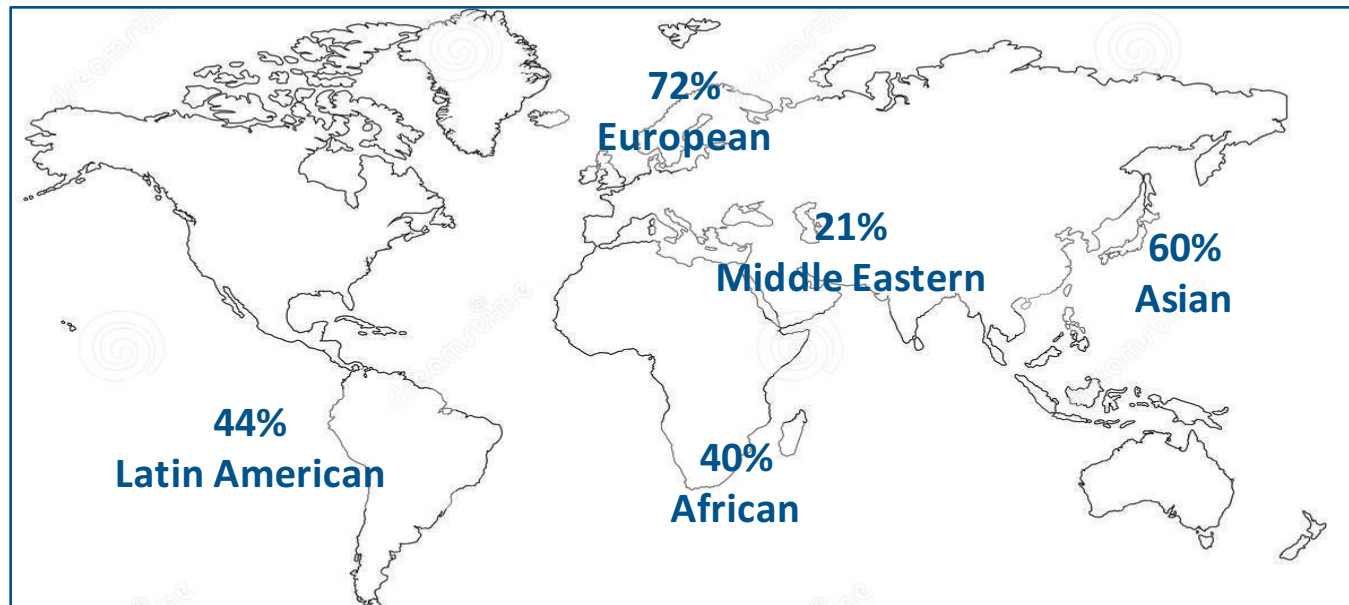


\*\* Pew Research Center 2012

# Latin immigration is less accepted than immigration from Asia or Europe

Immigration from Latin America is seen as favorably as immigration from Africa. Immigrants from regions traditionally associated with higher skilled work, especially Europe, is much more popular.

**Favorability Towards Different Types of Immigration**  
*(Anglo Swings)*



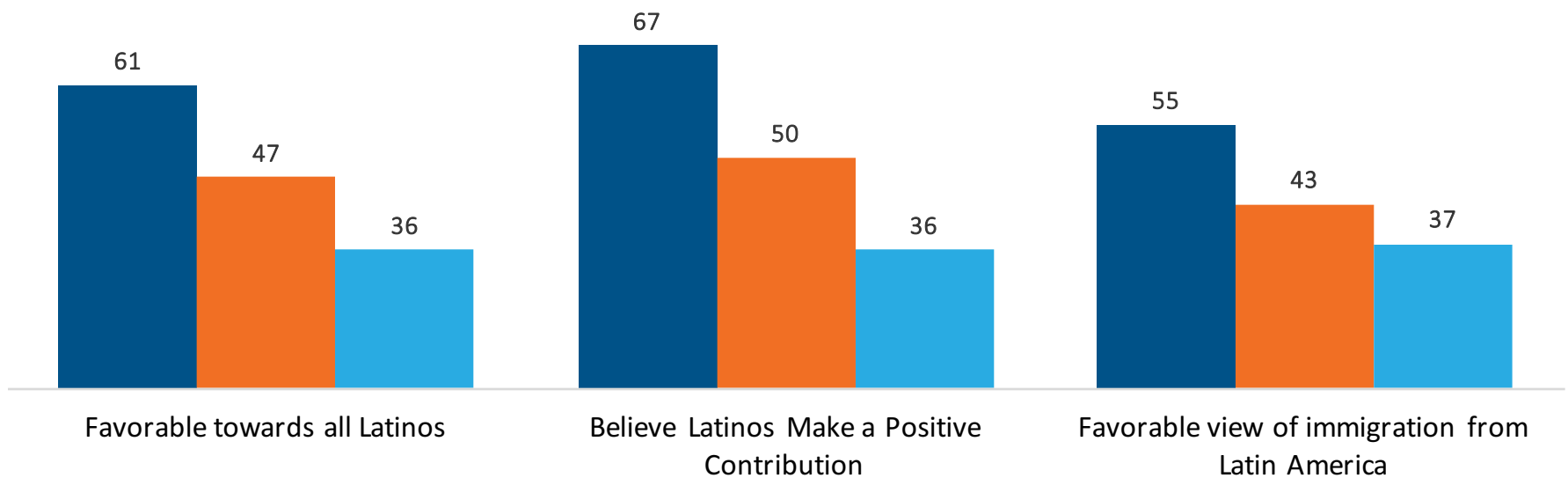
In general, do you have a favorable or unfavorable view of immigration into the United States from the following regions?

## Personal relationships with Latinos are key to changing perceptions

The closer relationships that people have with Latinos, the more positive they are. Even having a Latino acquaintance makes a significant difference.

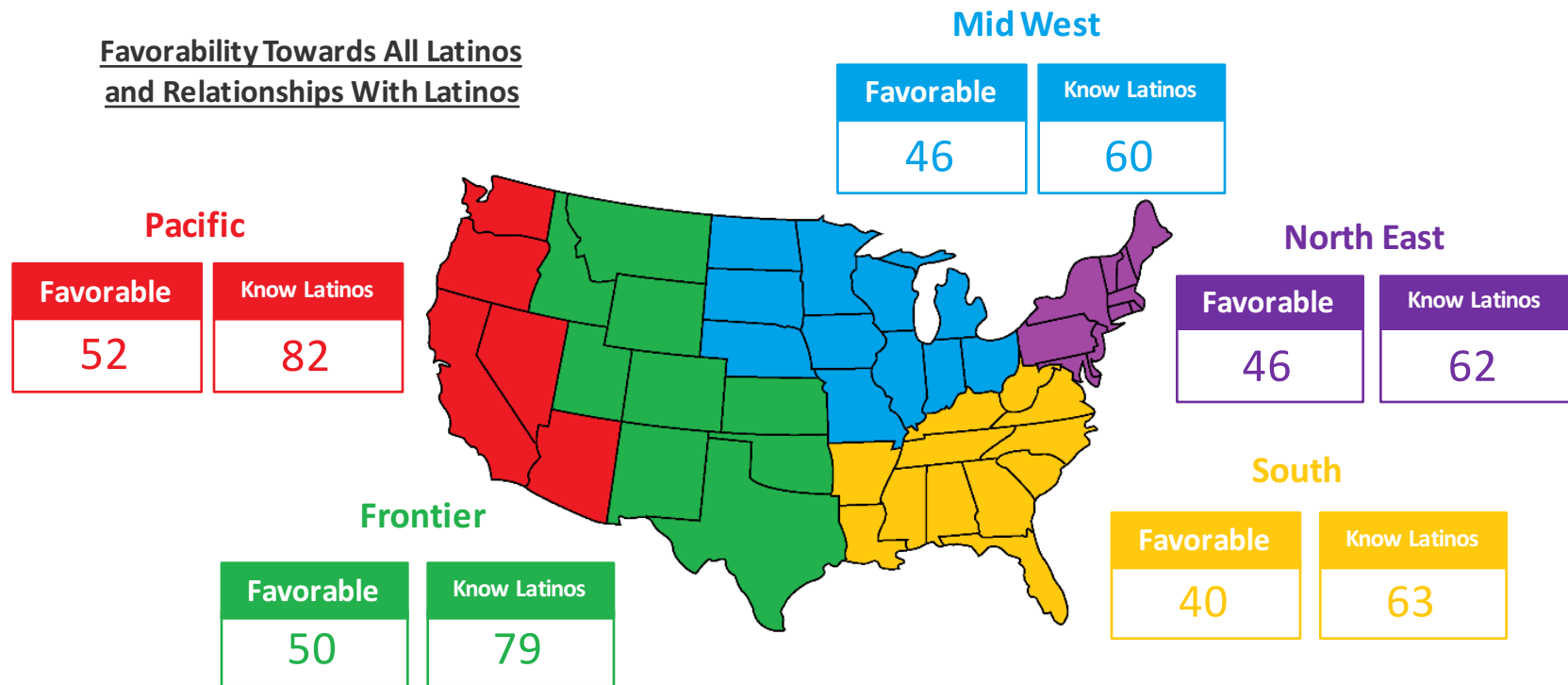
### How Relationships with Latinos affect views

■ Close Latino friend ■ Latino Acquaintance ■ None



# Regions where people know more Latinos are most positive

Around one in two people in Pacific and Frontier are favorable towards Latinos: these are the two regions where the most people know Latinos personally.



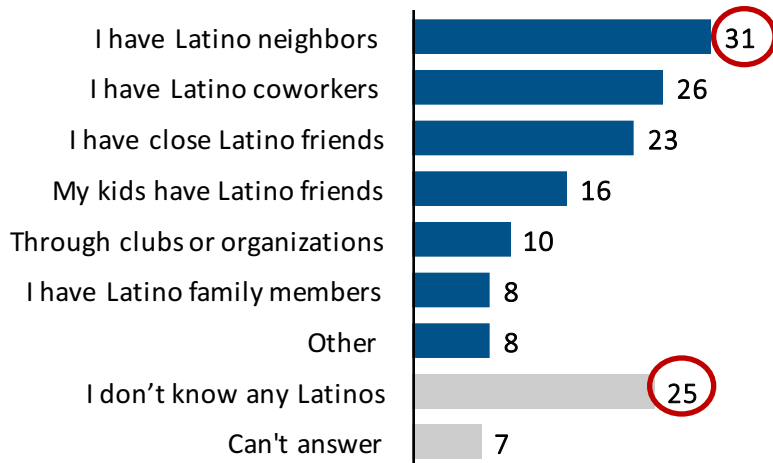
Now for the following, please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable impression.

# Elites are more likely to know Latinos – especially at work

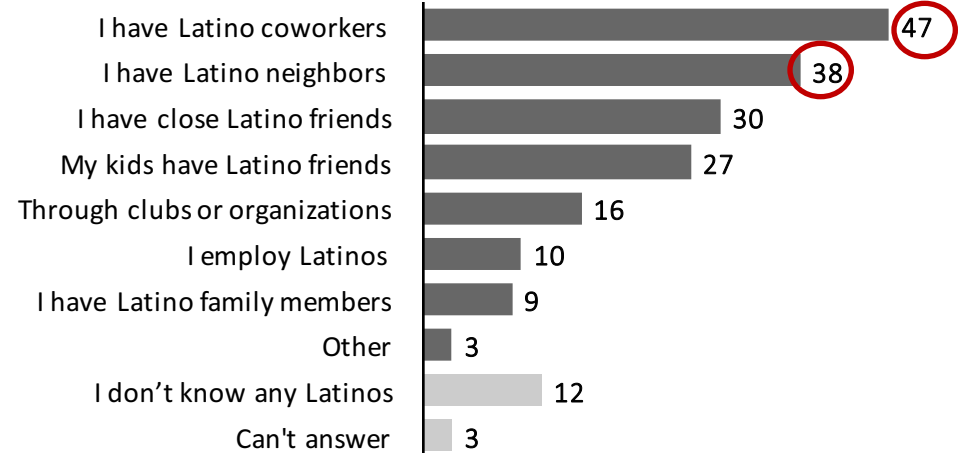
Almost one in two Anglo Elite Swings work alongside Latinos. Being neighbors is the most common relationship that Anglo Swings have with Latinos. However one in four Anglo Swings know no Latinos at all.

**Types of relationships with Latinos**

Anglo Swing



Anglo Elite Swings

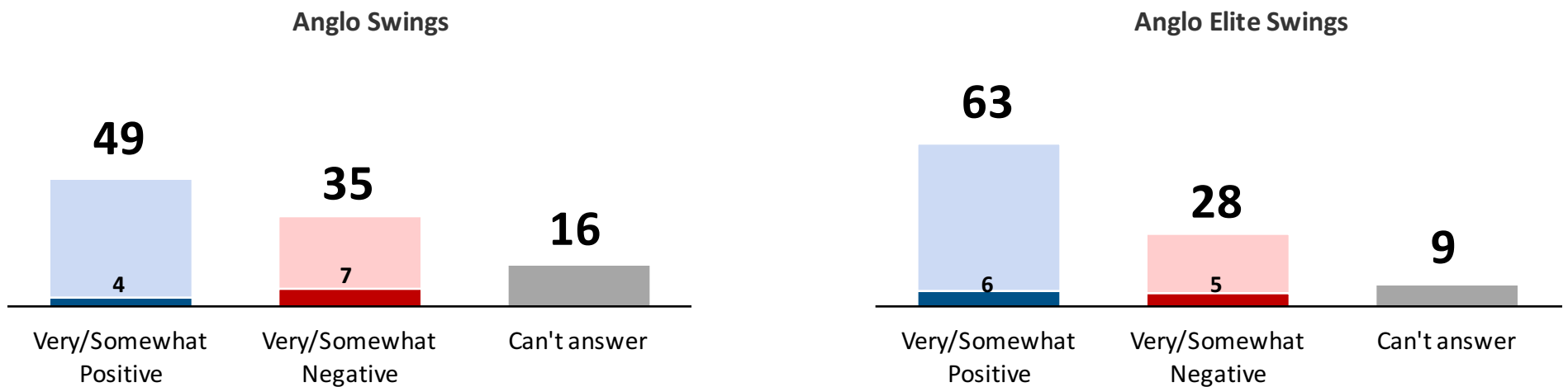


Which of the following type of relationships do you have with Latinos? Select all that apply

# Anglo Elite Swings are far more positive about Latino impact on US

Anglo Swings are ambivalent about whether Latinos make a positive contribution to the US, but Anglo Swing Elites are far more optimistic with six in ten recognizing the positive impact of Latinos in this country.

## Contributions to U.S. by Latinos

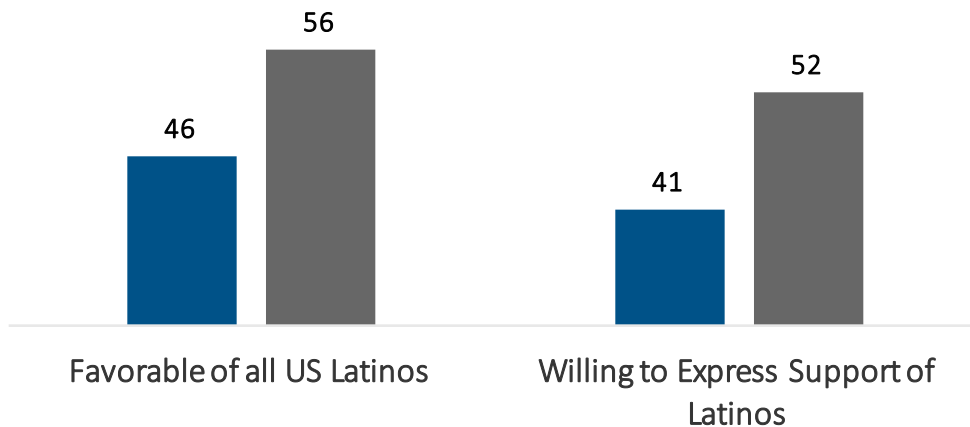


Do you believe that Latinos make a very positive, somewhat positive, somewhat negative or very negative contribution to the U.S.?

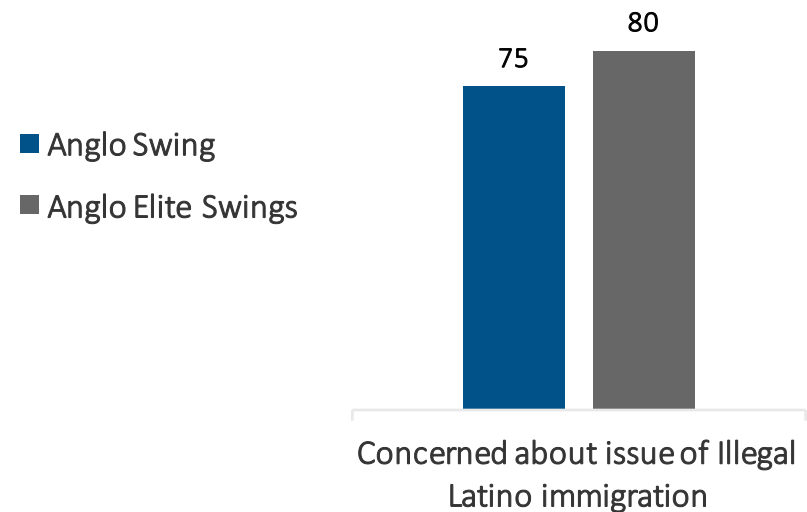
## Elites are more favorable to Latinos, but more worried about illegal immigration

Anglo Elite Swings are more positive about Latinos in general – and a majority are willing to express support for the group. However they are very concerned about illegal immigration – the two issues must be separated for them.

### Anglo Elites can be key allies for Latinos



### but issue must be separated from illegal Latino immigration





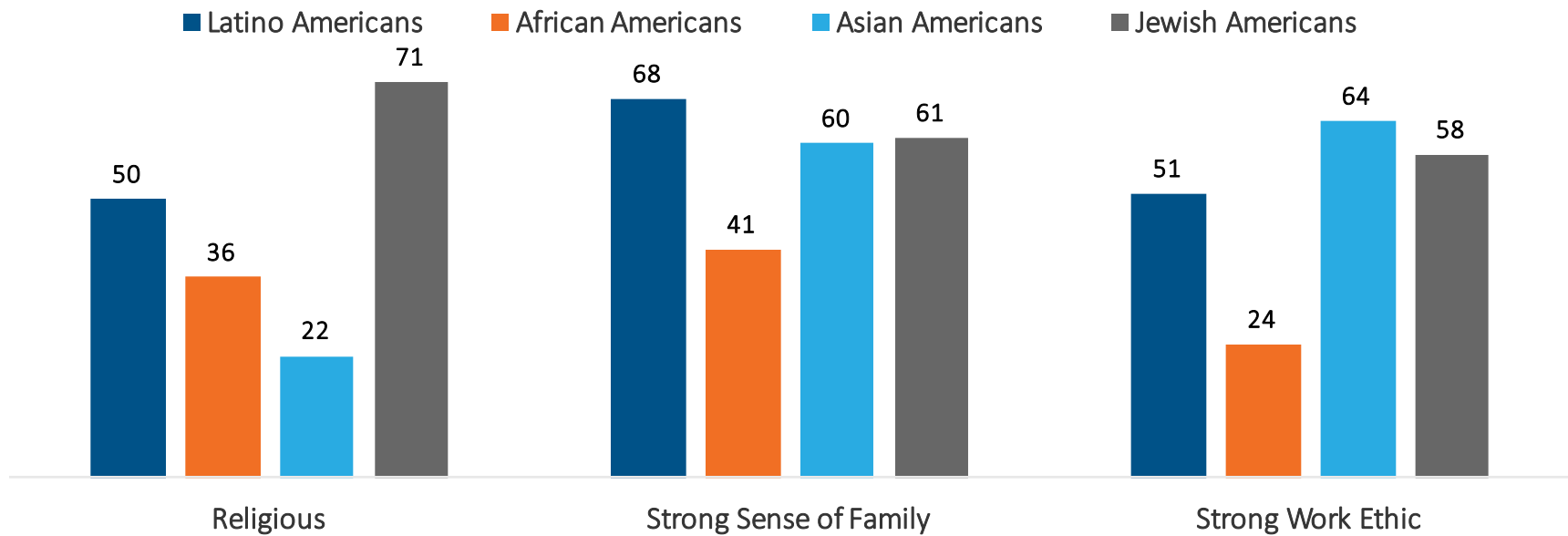


Latino Values

# Anglo Swings recognize Latinos are family orientated, religious, hardworking

Latinos are the top ranking ethnic group when it comes to family. They are also recognized as hard workers and religious by one in two Anglo Swing.

Does this attribute apply to this group (Anglo Swing)

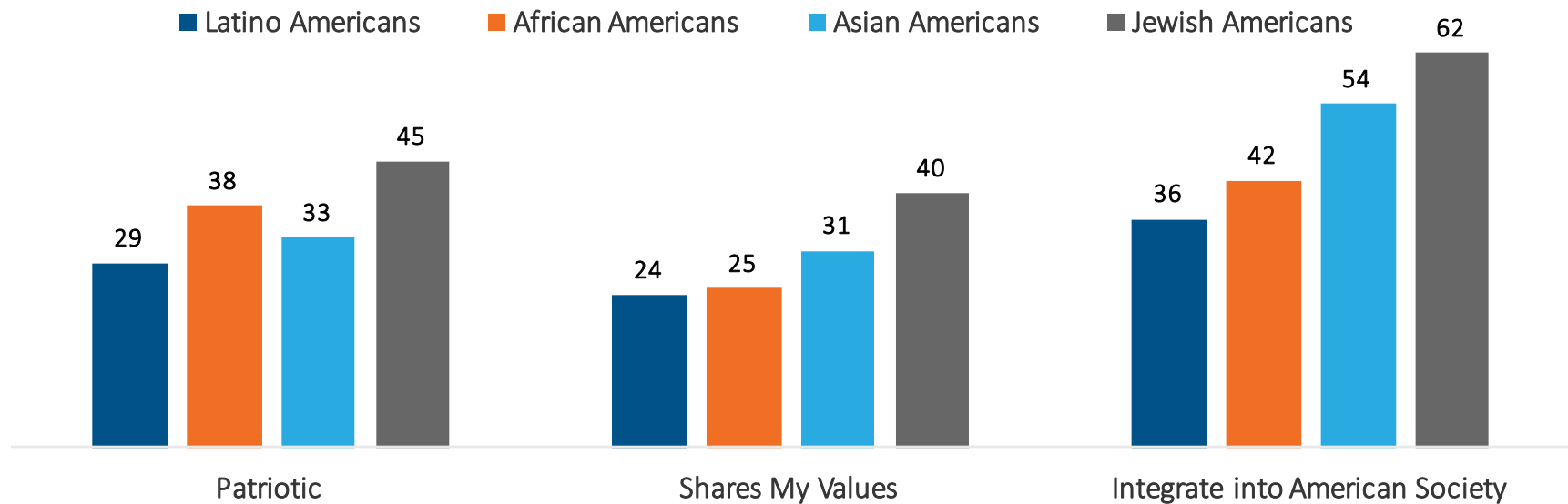


Now you will see a list of attributes. For each, indicate which group you think it applies

# Latinos score low on patriotism and American values

Fewer than one in three Anglo Swing believe that American Latinos are patriotic or share their values. On all key indicators that look at whether Latinos are full members of American society, they lag behind comparable groups like African Americans and Asian Americans.

## Does this attribute apply to this group (Anglo Swing)

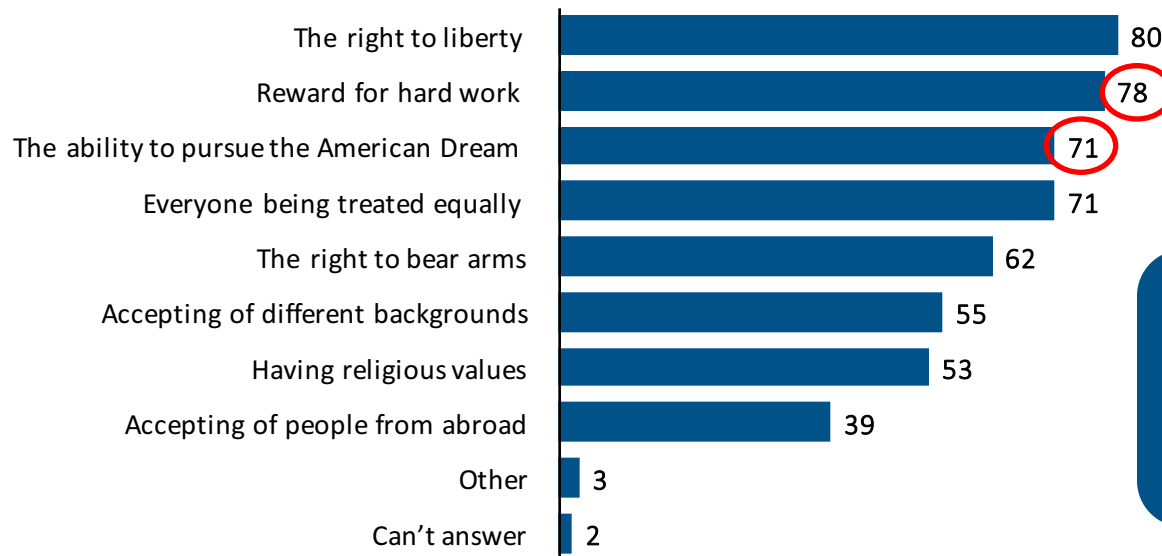


Now you will see a list of attributes. For each, indicate which group you think it applies

# Hard work is seen as an American value – yet Latinos get no credit

The Latino emphasis on hard work needs to be connected to the American value of reward for hard work. Latinos seemingly share core American values, and yet get little credit for this.

**What constitutes “American Values”**  
*(Anglo Swings)*



People don't connect Latino attributes with the corresponding American value  
Of people who say reward for hard work is a core American value, only 24% think Latinos "share their values."

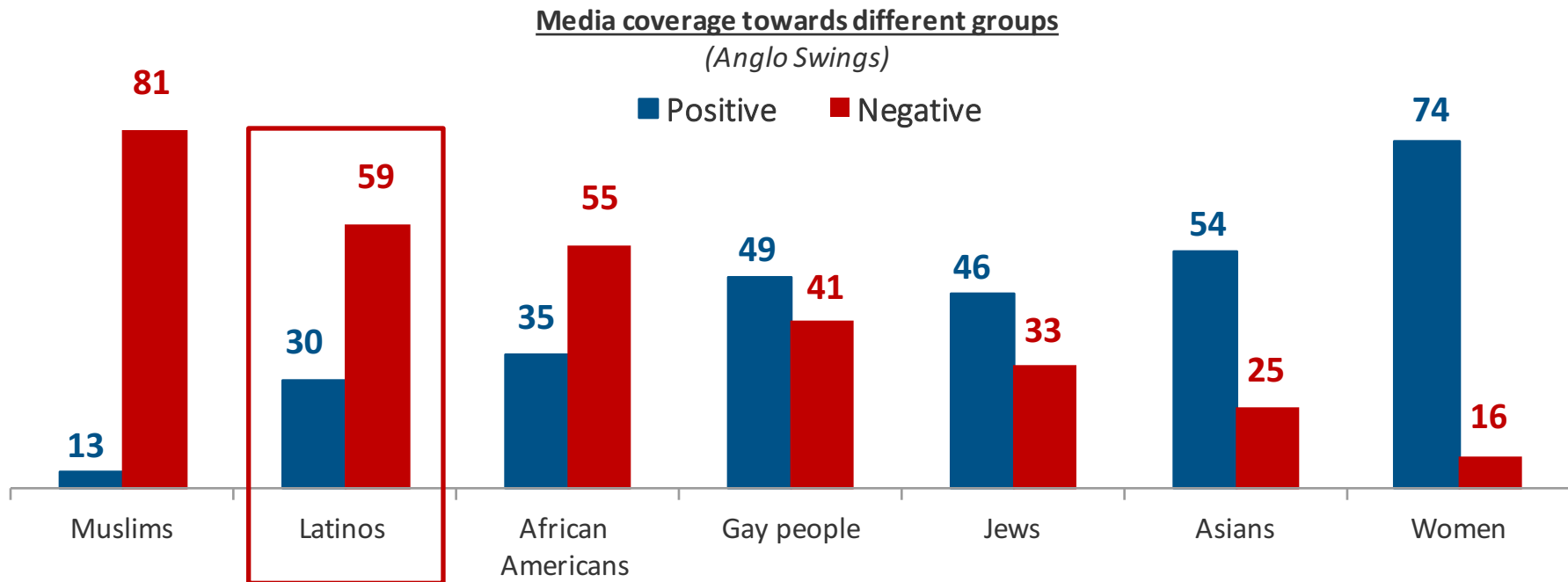
Which of the following would you consider to be 'American' values? Please select all that apply.



## How Perceptions Are Shaped

# After Muslims, Latinos have least positive media coverage

59% of Anglo Swings say that they see a negative portrayal of Latinos in the media. This is the most negative media coverage of any groups except for Muslims.



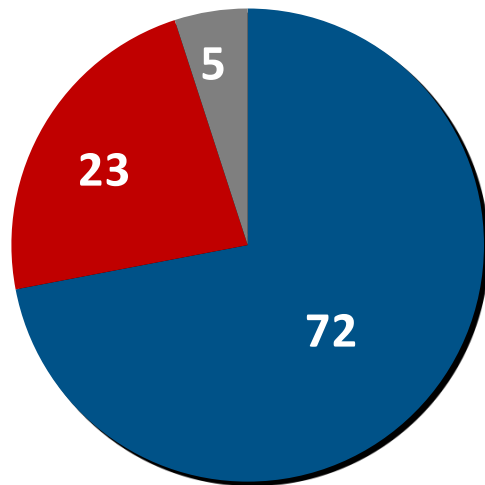
Do you believe that the coverage each of the following groups receives in the media is positive or negative?

# Many people object to the negative portrayal of Latinos

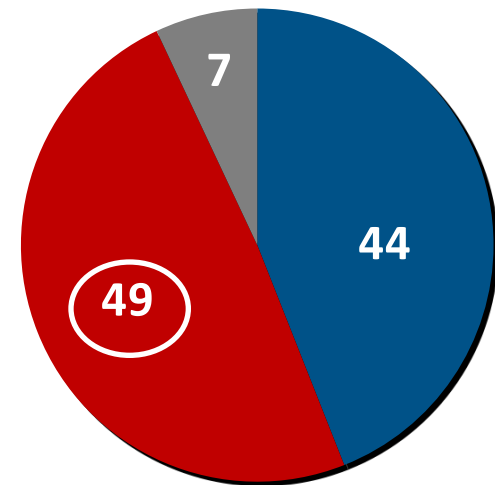
Almost one in two Anglo Swings who see **negative coverage of Latinos** believe it is unfair. These are natural supporters for a Latino campaign trying to present a more positive story.

## Is the media coverage fair *(Anglo Swings)*

People Who Think Latino Coverage is Positive



People Who Think Latino Coverage is Negative



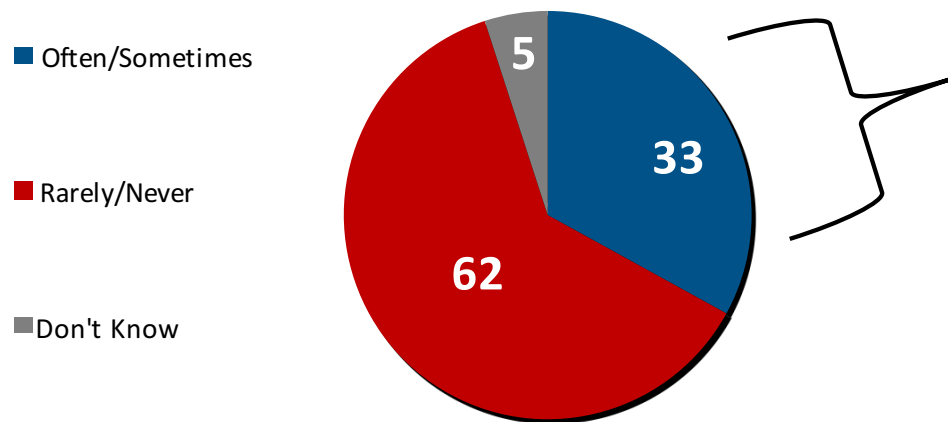
- Fair
- Unfair
- Can't answer

Do you believe that the coverage each of the following groups receives in the media is fair or unfair?

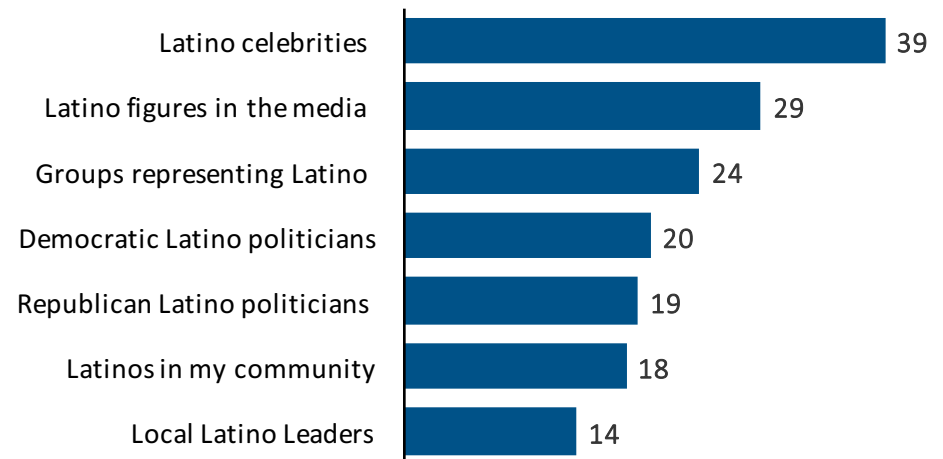
# There is also an absence of Latinos putting forward their message

Only one in three Anglo Swing see Latinos in the media talking about their contribution to the United States. Celebrities are the most visible Latino advocates.

**How often Latino community talks about the contribution of Latinos to the U.S.**  
*(Anglo Swing)*



**Who from the Latino community is most heard**  
*(Among Anglo Swings who have heard from them)*

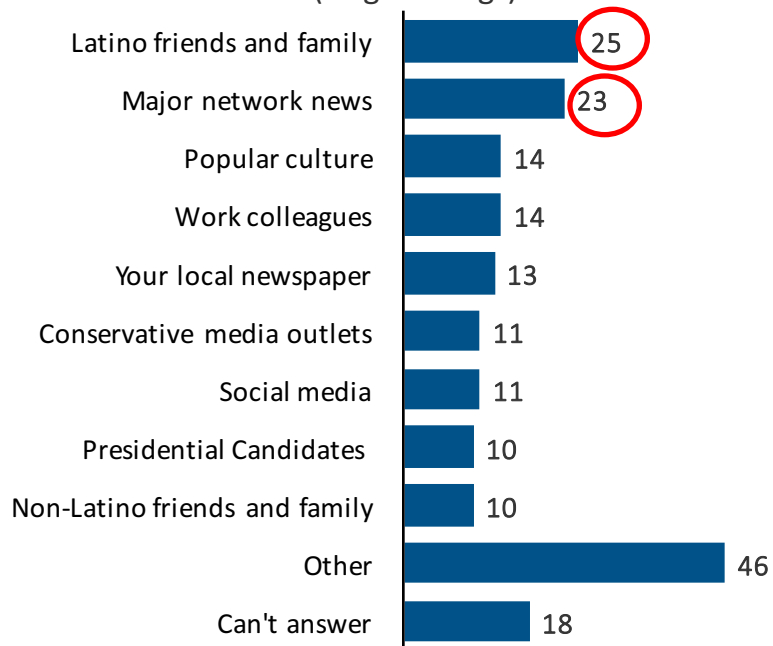




# Latino friends and network news are the biggest influencers of opinion

Throughout the data we see the recurring power of Latino friends to change opinions. They are the biggest influencers on opinions towards Latinos. Presidential candidates, while vocal, have comparatively limited direct influence.

**Top Influences on Opinions of Latinos**  
(Anglo Swings)



**Top Influences on Swings who Lean Positive**  
 Latino Friends – 35%  
 Major Network News – 22%

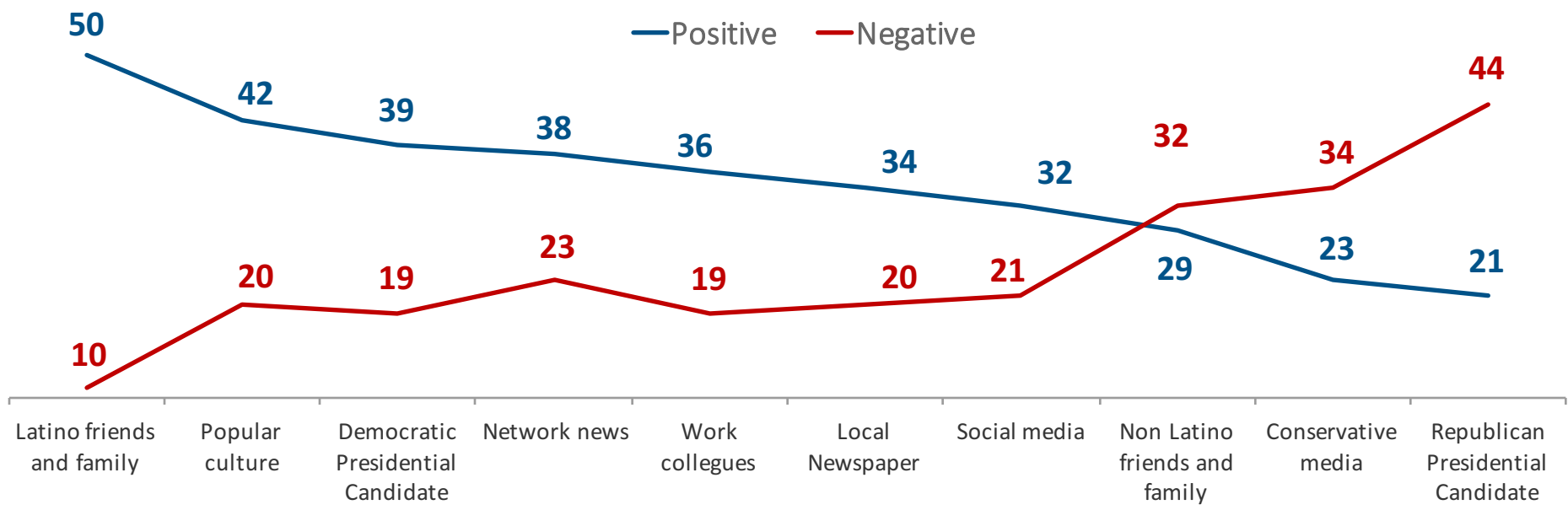
**Top Influences on Swings who Lean Negative**  
 Major Network News – 26%  
 Social Media – 15%

What are the biggest influences on your opinion of Latinos? Please select up to three choices.

## Negative information is coming from Conservatives and non Latino friends

Anglo Swings see Latinos being described positively from their Latino friends and in popular culture, while Conservative politicians and the media present the most negative view.

**Are sources of information positive or negative (Anglo Swings)**



On the left, please indicate which of these sources you have heard, seen, or read describe Latinos in a positive way. On the right, please indicate which of these sources you have heard, seen, or read describe Latinos in a negative way. Please select all that apply.



Positive Messaging

# We tested eight positive messages

## U.S. Army

Latinos enlist, fight and die for their country in the U.S. armed forces. In 2014, Latinos made up 13% of active duty Army soldiers, up from 3% in 1985.

## Essential Manual Labor

Immigrants do low paid jobs such as agriculture work, meat processing and heavy manual labor that are essential to the U.S. economy, but that ordinary Americans will not do.

## U.S. Citizens

More than 65% of Latinos living in the US are American citizens. They are proud to be American, and identify with the country's culture and values.

## College Enrollment

More young Latinos are going to college now than ever before. Latino high school graduates enroll in college at the same rate as Americans as a whole, and will soon exceed that rate.

## Buying Power

Latino consumers are energizing U.S. consumption, playing a key role in growing the American economy. Latino buying power is up to \$1.5 trillion and growing by \$90 billion per year.

## Starting Businesses

Latinos start new businesses in the US at a rate that is 10 times higher than the rest of the population, creating jobs for all Americans.

## Crime Rates

Immigrants commit less crime than American citizens. Among men aged 18-39, immigrants are incarcerated at a rate that is one-fourth the rate for American citizens.

## Net Benefit

It has been proven that immigrants pay more into the economy in taxes than they take out in services. This means they are a net benefit to the country.

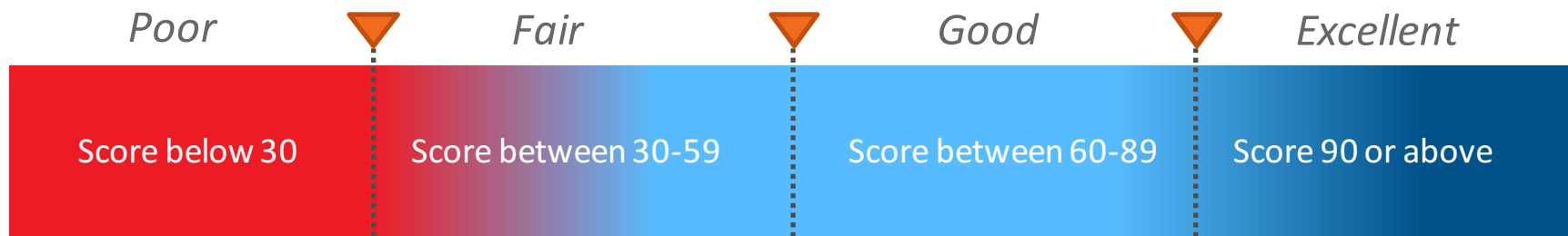
# Message Score Methodology

PSB tested 8 positive messages about the contributions of Latinos to American society. In order to better evaluate them we created a summary score for each one based on the following components:



# Message Score Scale

This scale gives an indication of the strength of different messages – taking a composite of believability and convincingness.



The highest message score is technically 300. In reality though, a 300 is a near impossible score. The score about reflects the range of message scores that typically occur in similar messaging campaigns.

# Latino contribution to the US military is once again top message

As with the 2014 poll, the most powerful message was that Latinos fought in the US army. This was followed the essential role they play in the US economy. The common theme in both messages is that it shows Mexicans giving back and contributing the United States

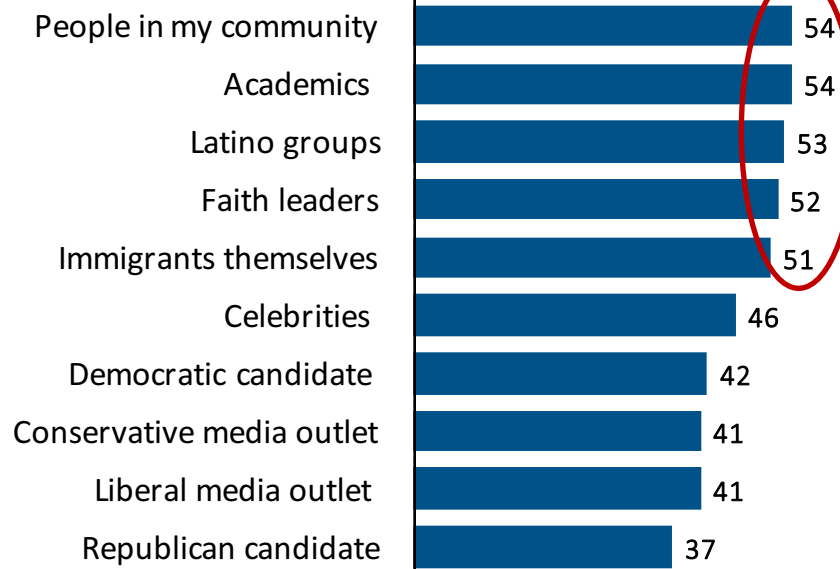
Message Effectiveness					
	Total	Elites	Age		
	Anglo Swings	Anglo Elite Swings	Millennials	Gen X	Baby Boomers
U.S Army	97	114	95	95	103
Essential Manual Labor	82	87	90	70	88
U.S. Citizens	66	77	72	64	67
College Enrollment	58	82	81	62	41
Buying Power	36	66	49	33	31
Starting Businesses	11	31	38	8	-6
Crime Rates	11	36	37	12	-6
Net Benefit	-12	11	12	-12	-26

# People want to hear positive messages from real people

LDC needs to activate ordinary people to carry positive messages about Latinos. Again, Latinos should be key message carriers. Community based advocates are also powerful – as well as voices of authority like faith leaders and academics.

## Would be convincing in carrying positive message

*(Anglo Swings)*



### Most Convincing to Anglo Elite Swings

Academics – 64%  
People in my community – 64%  
Latino groups – 60%

You have just read some positive statements about the contribution of Latinos and Latino immigrants to the United States. How convincing would this group be in carrying positive messages?





Narratives

# We tested six personal narratives

## **Pablo, Community Activist**

Pablo is an involved member of his local community. He coaches his son's little-league soccer team on Saturday, and on Sunday he teaches at the Sunday school at the local church. However he is an illegal/undocumented immigrant.

## **Cristina, Single Mother**

Cristina is a single mother of two young kids living in the United States. Her kids were born here and attend a local school, however Cristina is an illegal/undocumented immigrant. If Cristina was deported she would be separated from her children and they would have nobody else to look after them.

## **Roberto, Student**

Roberto is a college engineering student. He was born in the U.S., the son of immigrants who came from Mexico, and is driven to make a better life for himself and his family. When he is not studying, he is working at a McDonald's to make enough money to afford his tuition.

## **Rodrigo, Businessman**

Rodrigo started a small construction business 30 years ago, and has grown it into one of the biggest contractors in the Houston area. He employs more than 200 people, most of whom are US citizens. Rodrigo's family came from Mexico more than 150 years ago, and have been proud Texans ever since.

## **Carla, Infantry Officer**

Carla, a San Francisco native of Latino descent, is one of the few female infantry officers in the U.S. Army. Today, she is training to take this achievement one step further by enrolling in Army Ranger School, and aims to be among the first women to join this elite regiment.

## The most powerful narratives show value to America

The businessman who creates jobs for American workers and the infantry officer who fights for her country were the most powerful narratives. The common link between these two stories is a clear articulation of Latinos **contributing to their country** and **exhibiting patriotism**.

Narrative Effectiveness							
	Total	Elites	Region				
	Anglo Swings	Anglo Elite Swings	Northeast	South	Midwest	Frontier	Pacific
Rodrigo, Businessman	190	203	199	187	187	183	189
Carla, Infantry Officer	184	203	191	183	182	184	181
Roberto, Student	170	180	175	173	164	166	166
Pablo, Community Activist	88	108	87	84	79	97	91
Cristina, Single Mother	5	38	3	-1	-4	16	18

# Messages and Narratives have real persuasive power

There was a ten point improvement in Anglo Swing perceptions of Latinos living in the United States after they heard messages and stories. There was also a 7 point growth in favorability towards illegal immigrants. Communications have the power to change opinions.



Now let me ask you again. For the following, please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable impression.



Negative Messages

# We tested common negative statements about Latinos

## Drain on Public Services

Latino immigrants are a drain on American public services and do not pay any taxes

## Less Educated

Latinos tend to be less educated than other groups

## Taking Jobs

Latino immigrants are taking the jobs that American workers depend on

## Immigrants

The majority of Latinos are immigrants

## Don't Share Values

Latino immigrants coming to this country do not share American values

## Drag on Economy

Latinos are a drag on the economy

## Illegal Immigrants

Most Latinos are illegal immigrants

## Responsible for Crime

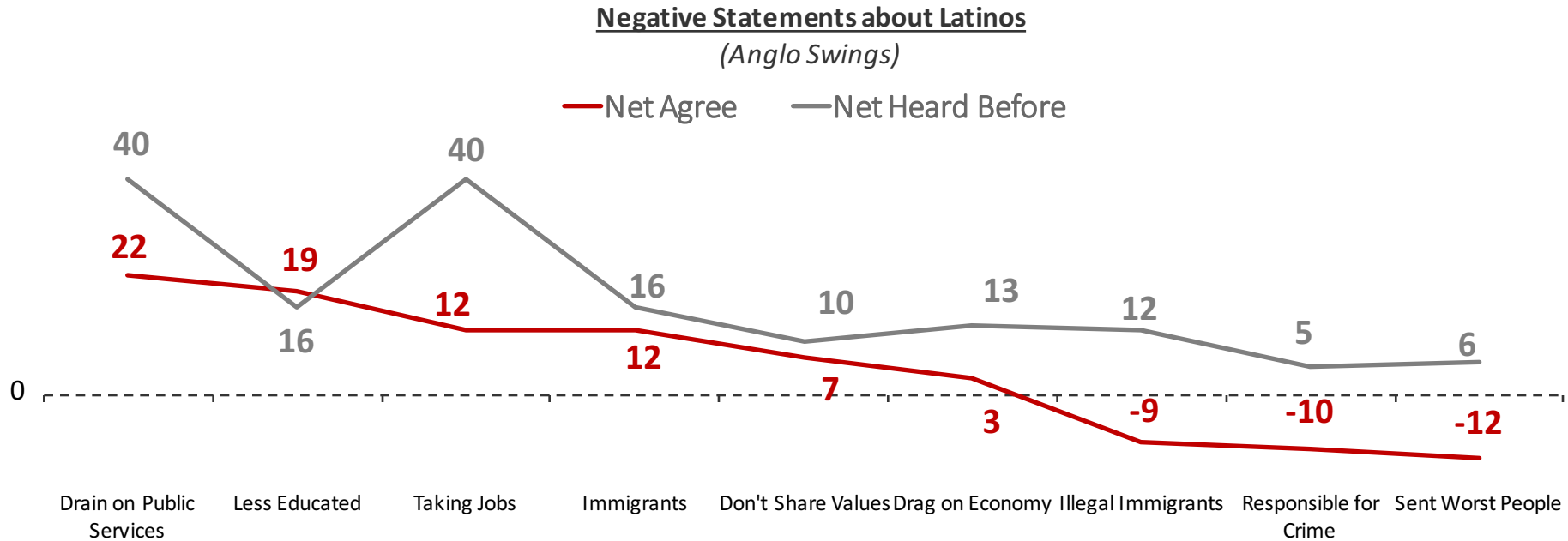
Latino immigrants are responsible for a disproportionate amount of violent crimes in the United States

## Sent Worst People

The Mexican government sends their worst people to the U.S. so we have to deal with their problems

# Economic attacks are the most visible

The messages that Latino immigrants steal American jobs and drain public services are the two most prevalent messages in the media. Latinos being a drain on public services is also the most persuasive, followed by Latinos being undereducated.





Advocacy

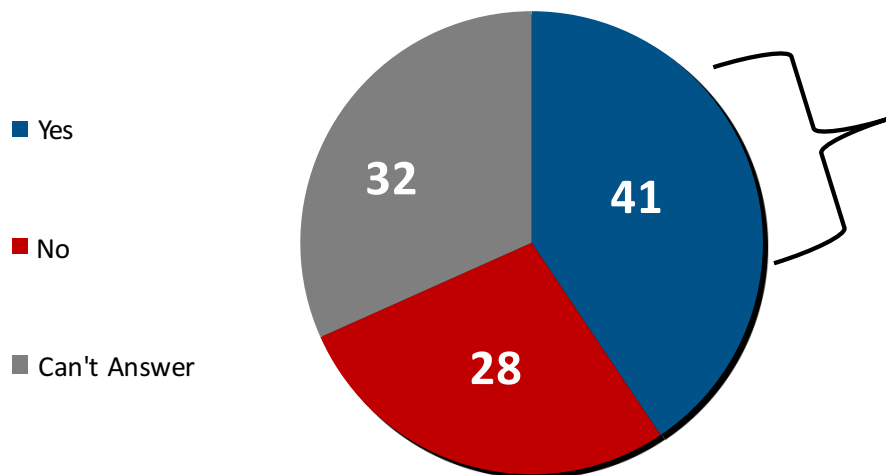


## Activate Anglo Swings to speak out about Latino contribution to the US

Four in ten Anglo Swings would speak out in favor of Latinos – in particular they want to advocate for the contribution that Latinos make to the American economy, military and culture

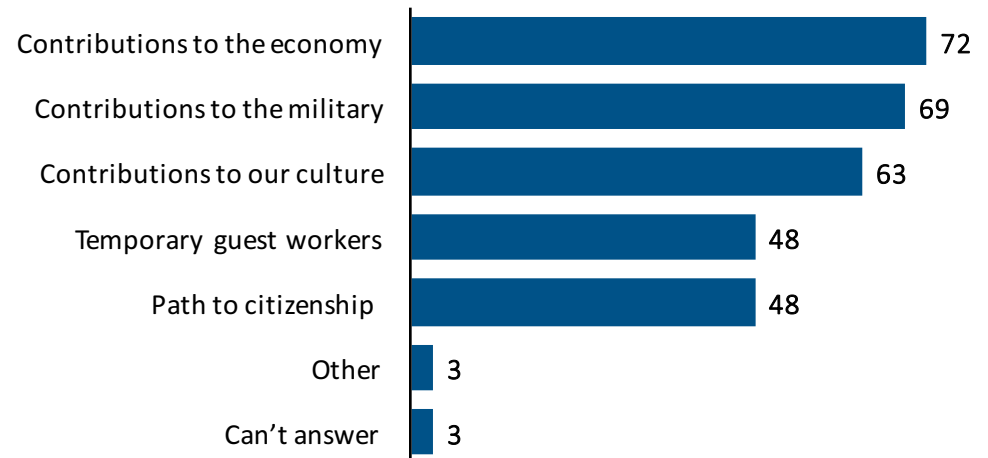
### Would you express support for Latino

*Anglo Swings*



### How would you speak out in favor of Latinos

*Among Anglo Swings who are willing to express support*



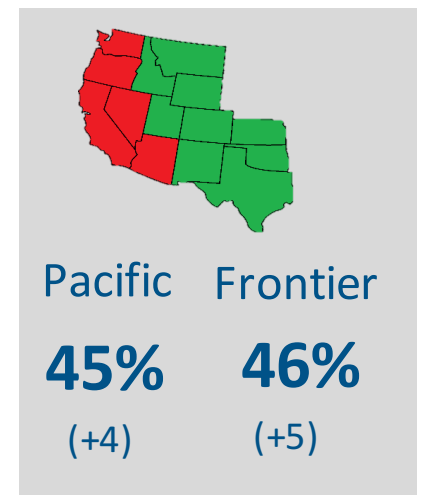
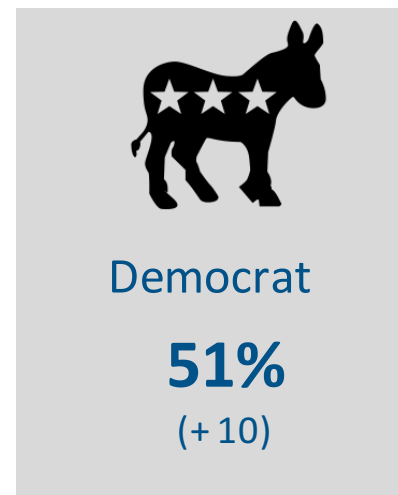
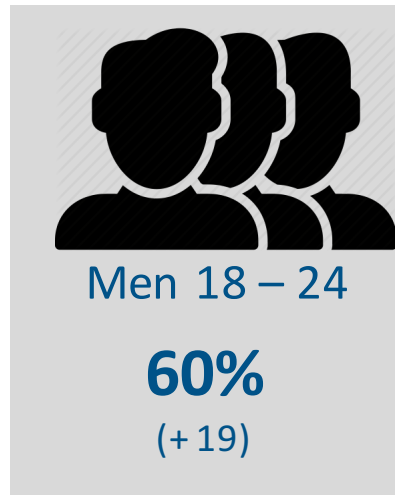
Would you personally be willing to express support for Latinos?

Which of the following issues regarding Latinos would you express support for? Please select all that apply.

# Young and Anglo Elite are key groups to activate

Young people are consistently more favorable to Latinos throughout this poll, and are willing to speak out support of them. Anglo Elites are also more willing than Anglo Swings in general.

## Key groups willing to take action



Numbers in parenthesis show comparison to Anglo Swings overall

Would you personally be willing to express support for Latinos?



## Appendix

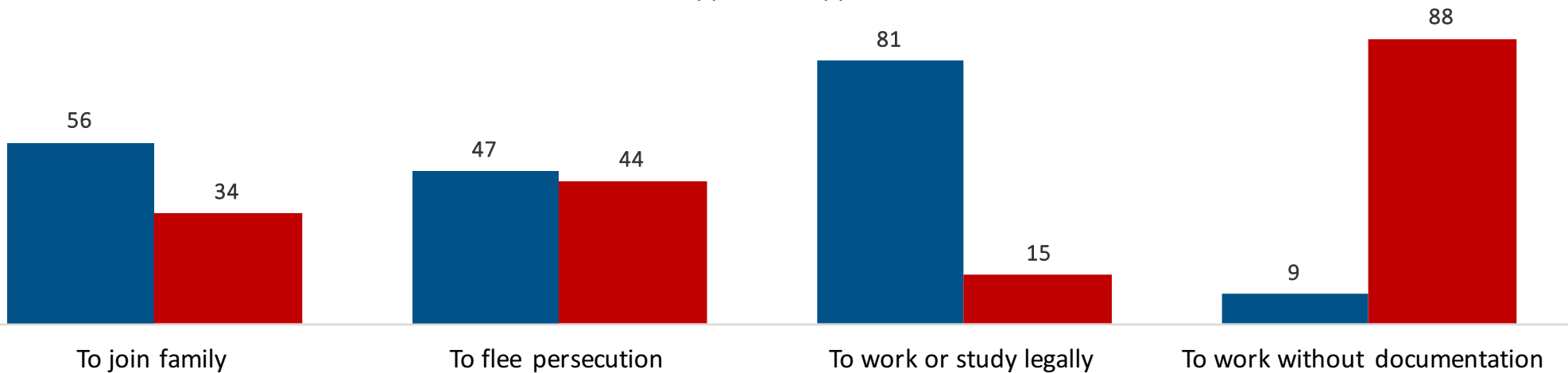
# The word “legal” makes a critical difference

Anglo Swing overwhelmingly support Latino immigration when it is “legal”. However when legality is left ambiguous opinions are mixed, and Anglo Swings are vehemently opposed to explicit illegal immigration.

## Support for different types of Latino immigration

*Anglo Swing*

■ Support ■ Oppose



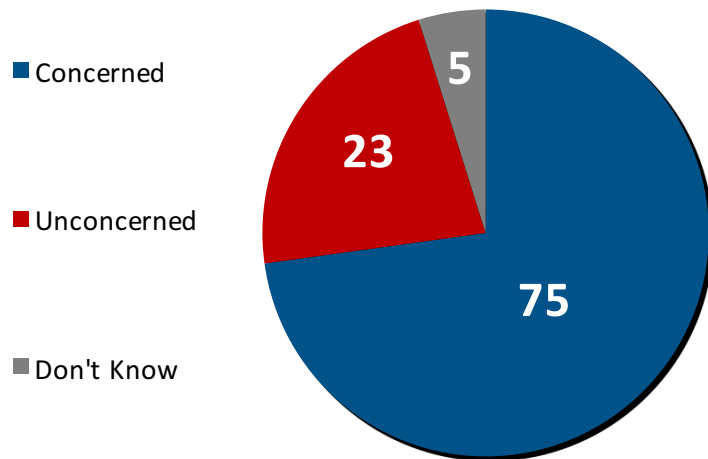
Do you support or oppose the following types of Latino immigration into the United States?

# Illegal immigration is a significant and growing concern

Three in four Anglo Swing name illegal immigration as a concern, and this has grown significantly in the past year. Elites are even more concerned than general swing.

Concerned about illegal Latino immigration

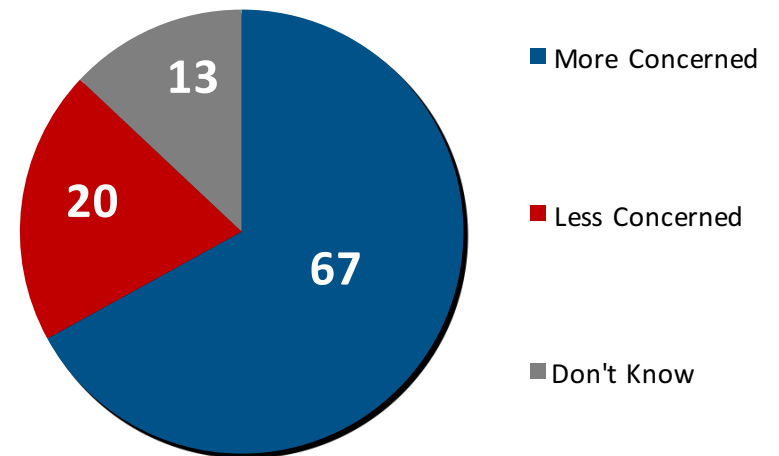
*Anglo Swing*



Anglo Elite Swings Concerned: 80%

More concerned than a year ago

*Anglo Swing*



Anglo Elite Swings Concerned: 75%

How concerned are you about illegal Latino immigrants in the United States?

Compared to last year, have you become more or less concerned about illegal Latino immigrants in the United States?

# Anglo Elite Swings feel more strongly about assimilation

One in two Anglo Elite Swings believe that immigrant should “adapt to the American way of life.” While Anglo Swing are a little more ambivalent, a plurality agree that assimilation is more important than diversity.

## Should immigrants keep their culture or leave it behind

Anglo Swings



Anglo Elite Swings



People who emigrate to the U.S. from other countries should leave their culture behind and adapt to the American way of life

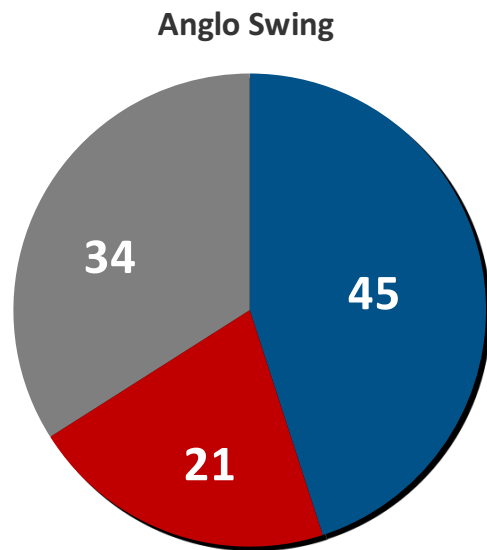
People who emigrate to the U.S. from other countries enrich our country by diversifying our culture

Which of the following statements is closer to your view?

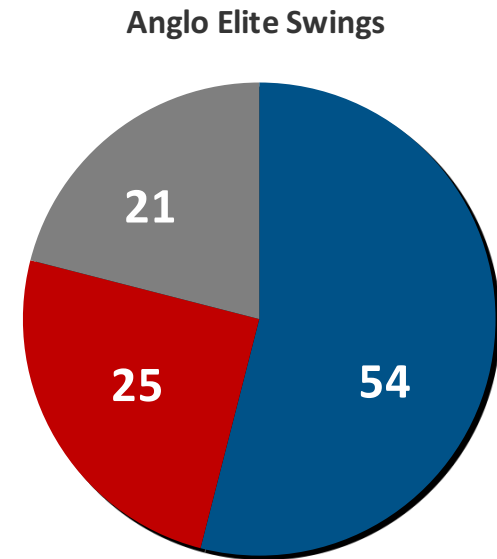
## A plurality of Anglo Swing think that Latinos are doing well

Over one in two Anglo Elite Swings believe that life is improving for Latinos living in the United States. This sense that Latinos are doing well likely acts as a dampener on the public getting outraged at the Anti-Latino rhetoric in the media.

### Life for Latinos in the U.S. is...



- Getting Better
- Getting Worse
- Don't Know



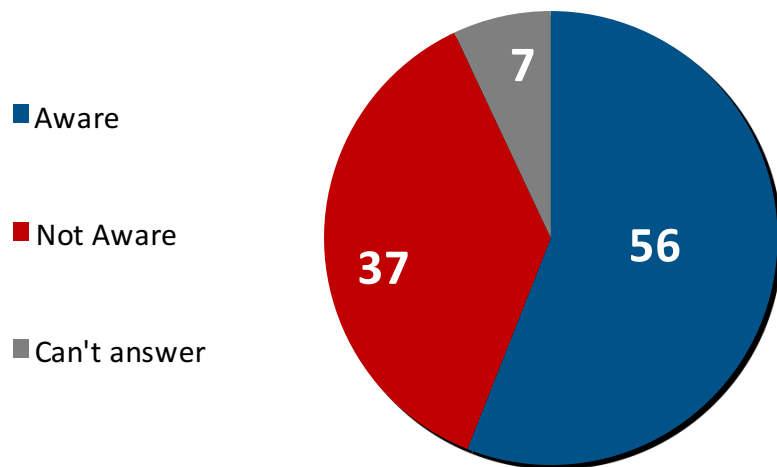
Do you believe that life for Latinos in the U.S. is getting better or worse?

# Immigration news stories make hardly anyone more positive

Over one in two Anglo Swings have seen media coverage about Latino immigration, and it either has no effect or makes people more opposed.

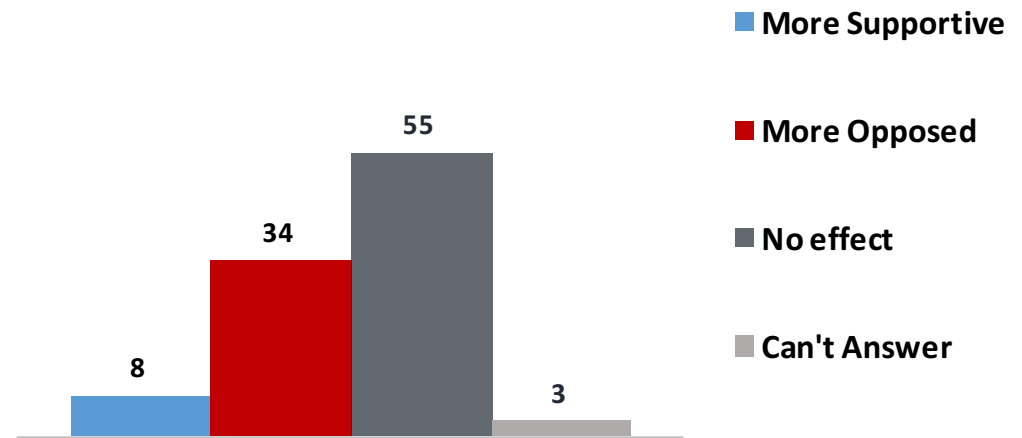
**Aware of media talking about Latino Immigration**

*Anglo Swing*



**How has media changed your position on Latino Immigration**

*(Among Anglo Swings who have heard from them)*



Has what you've heard, seen, or read changed your position on the issue of Latino immigration?

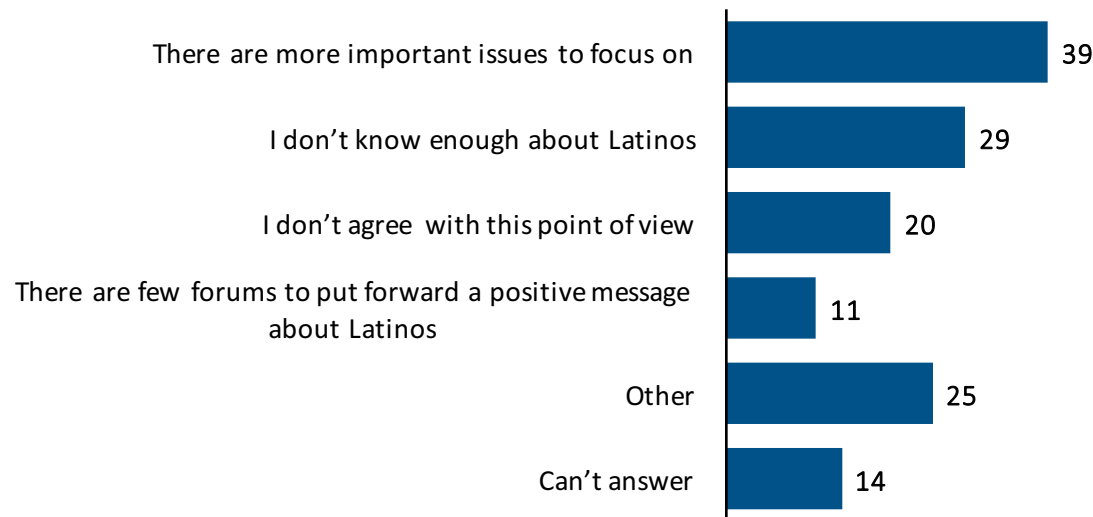
In the last few months have you heard, seen, or read about the issue of Latino immigration in the media?



# Latino groups must explain why this issue is so important

Anglo swings face issue fatigue, and the largest barrier to them actively speaking out in favor of Latinos is that they feel there are more important issues to focus on.

**Barriers to expressing support for Latinos**  
*(Among Anglo Swings)*



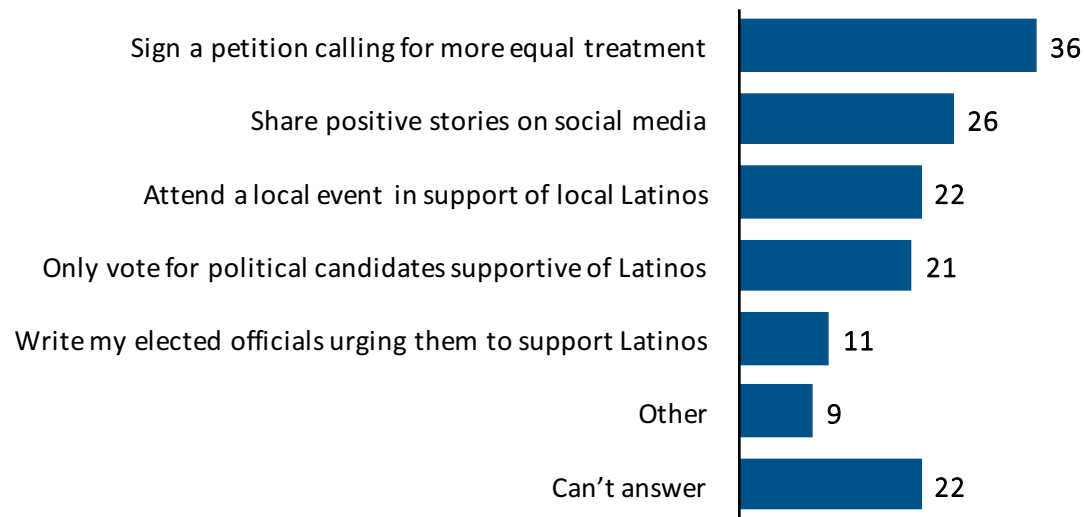
**Anglo Elite Swings:**  
There are more important issues: 44%  
I don't agree with this point of view: 22%

What are the biggest barriers to you getting more actively involved in speaking out positively about Latinos in the U.S.? Please select up to two choices.

# Petitions and social media are main channels for activism

The leading activity Anglo Swings would take in support of Latinos is signing a petition, followed by sharing positive stories on social media.

**Activities to support Latino Community**  
*(Among Anglo Swings who are willing to express support)*



**Anglo Elite Swings:**  
Sign a petition: 30%  
Share on social media: 23%

Which of the following activities would you be willing to take part in to support Latinos in the United States? Please select up to two choices.

# Terrorism and economy are the highest priority for Anglo Swing

Terrorism is the dominant concern for Anglo Swings, followed by the economy. Illegal immigration is third placed, but significantly lower than the top two.

What do you think are the two most important issues facing this country today?

	Total	Elites	Gender		Age			Region				
	Anglo Swings	Anglo Elite Swings	Male	Female	Millennials	Gen X	Baby Boomers	Northeast	South	Midwest	Frontier	Pacific
Terrorism	30	30	27	33	27	31	32	33	33	29	26	27
The economy	28	34	32	25	30	28	27	28	29	26	28	28
Illegal immigration	20	20	23	17	16	18	24	18	22	21	19	19
Healthcare	17	16	15	19	15	17	18	17	15	19	20	16
National security	15	14	15	15	9	16	18	18	17	13	11	14
Guns/gun control	12	12	10	13	13	12	10	13	10	11	12	11
Jobs/unemployment	12	8	12	12	14	12	10	11	14	12	9	12
Crime/violence	11	9	9	13	14	12	8	10	12	13	12	11
Other	49	52	50	48	55	49	46	45	40	53	56	56
Can't answer	1	0	1	1	2	1	1	1	2	1	1	0

# Younger people are most likely to have Latino relationships

Millennials are more likely to have Latino friends and neighbors – corresponding to their higher favorability towards Latinos. In contrast almost one in three baby boomers do not know a single Latino.

Which of the following types of relationships do you have with Latinos? Please select all that apply.

	Total	Elites	Gender		Age			Region				
	Anglo Swings	Anglo Elite Swings	Male	Female	Millennials	Gen X	Baby Boomers	Northeast	South	Midwest	Frontier	Pacific
Latino neighbors	31	38	34	28	35	33	26	23	29	21	42	45
Latino coworkers	26	47	32	20	27	32	18	27	22	20	31	29
Close Latino friends	23	30	24	21	28	24	17	17	17	18	27	37
Kids have Latino friends	16	27	18	15	18	22	9	14	13	15	23	20
Clubs or organizations with Latinos	10	16	11	10	11	9	11	9	9	7	12	15
Latino family members	8	9	7	9	7	9	9	7	8	6	13	10
Employ Latinos	3	10	5	2	3	4	2	2	4	1	4	5
Don't know any Latinos	25	12	22	27	22	20	32	30	29	33	15	12
Can't answer	7	3	7	7	6	7	8	8	7	7	6	6
Other	5	3	4	6	6	3	7	4	4	7	5	6

# Younger people are more supportive of Latin American immigration

One in two millennials are favorable towards immigration from Latin America. However this is still significantly lower than their support for Asian or European immigration.

In general, do you have a favorable or unfavorable view of immigration into the United States from the following regions?  
*(Showing % Very favorable + Somewhat favorable)*

	Total	Elites	Gender		Age			Region				
	Anglo Swings	Anglo Elite Swings	Male	Female	Millennials	Gen X	Baby Boomers	Northeast	South	Midwest	Frontier	Pacific
Europe	72	82	79	66	76	68	73	75	68	71	72	73
Asia	60	65	67	54	60	58	62	62	60	59	64	55
Latin America	44	46	46	42	50	44	41	46	41	46	42	46
Africa	40	41	40	40	49	38	36	44	36	37	44	42
Middle East	21	26	23	18	32	19	15	20	17	18	23	27

# Anglo Swings and Elites hold Conservative views

A majority of Anglo Swing and Anglo Elite Swings agree with core Conservative values such as the right to life and smaller government.

Thinking about your personal views, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements.  
*(Showing % Strongly agree + Somewhat agree)*

	Total	Elites	Gender		Age			Region				
	Anglo Swings	Anglo Elite Swings	Male	Female	Millennials	Gen X	Baby Boomers	Northeast	South	Midwest	Frontier	Pacific
I support the right to life	69	68	70	68	75	68	67	68	74	69	70	65
I believe a smaller government is a better government	64	69	69	59	52	64	71	63	66	67	58	63
I believe that criminals should be punished harshly for their crimes, even minor ones'	59	64	63	56	54	59	63	61	64	58	55	55
I support stronger gun laws	53	65	50	56	50	51	58	60	47	50	48	60
I support gay marriage	49	54	42	55	61	50	39	58	39	47	51	51
I believe that drugs such as marijuana should be legalized across the country	49	47	51	48	54	50	45	49	46	50	48	53
I believe that climate change is a hoax	30	34	36	25	29	29	31	27	36	31	30	24
I am uncomfortable around people from different cultures	24	28	26	22	27	24	22	22	27	24	24	23

# Economic attacks are most prominent in the media

Anglo Swings hear messages in the media around Latinos taking American jobs, and being a drain on American public services. These attacks are heard across generations.

Have you heard, seen, or read people recently make this claim about immigration in the United States?  
(Showing % Yes)

	Total	Elites	Age		
	Anglo Swings	Anglo Elite Swings	Millennials	Gen X	Baby Boomers
Taking Jobs	66	63	64	65	68
Drain on Public Services	64	64	58	63	69
Less Educated	51	60	50	50	54
Immigrants	51	51	56	50	49
Drag on Economy	50	53	46	51	51
Illegal Immigrants	49	49	58	47	45
Don't Share Values	48	50	46	46	51
Responsible for Crime	45	50	43	43	49
Sent Worst People	45	51	36	42	55

# Negative messages are very visible in South and Frontier

71% of Anglo Swing in the South and 68% in the Frontier have heard that Latinos are taking American jobs. They are also the two regions where people are most likely to have heard that Latinos are a drain on public services.

Have you heard, seen, or read people recently make this claim about immigration in the United States?  
(Showing % Yes)

	Total	Elites	Gender		Age			Region				
	Anglo Swings	Anglo Elite Swings	Male	Female	Millennials	Gen X	Baby Boomers	Northeast	South	Midwest	Frontier	Pacific
Taking Jobs	66	63	63	68	64	65	68	64	71	64	68	62
Drain on Public Services	64	64	64	63	58	63	69	60	66	62	70	63
Less Educated	51	60	54	49	50	50	54	49	51	51	50	55
Immigrants	51	51	51	51	56	50	49	47	56	50	54	48
Drag on Economy	50	53	51	48	46	51	51	45	52	45	56	53
Illegal Immigrants	49	49	47	50	58	47	45	45	55	47	52	46
Don't Share Values	48	50	51	44	46	46	51	46	53	43	51	46
Responsible for Crime	45	50	48	42	43	43	49	44	44	38	49	50
Sent Worst People	45	51	52	40	36	42	55	45	50	41	43	46



# Anglo Elites most strongly agree that Latinos are undereducated

62% of Anglo Elites agree that Latinos are less educated, and this is the most persuasive message for this group. The other top messages center on economic fairness: Latino immigrants taking American jobs and being a drain on public services.

Please say whether you agree or disagree with this claim.  
 (Showing % Strongly agree + Somewhat agree)

	Total	Elites	Gender		Age			Region				
	Anglo Swings	Anglo Elite Swings	Male	Female	Millennials	Gen X	Baby Boomers	Northeast	South	Midwest	Frontier	Pacific
Drain on Public Services	55	56	56	55	48	55	60	56	60	53	54	51
Less Educated	53	62	57	50	46	51	60	50	52	53	52	60
Taking Jobs	52	49	49	54	47	53	53	51	59	53	48	46
Immigrants	49	50	51	48	50	48	51	45	57	51	49	43
Don't Share Values	47	50	51	45	41	46	53	45	55	45	47	44
Drag on Economy	45	48	47	44	37	45	51	44	51	44	44	43
Illegal Immigrants	39	42	39	39	43	39	36	35	49	38	38	34
Responsible for Crime	38	46	42	35	34	38	41	38	41	35	37	40
Sent Worst People	36	40	40	32	31	32	42	34	45	33	33	32

# The US army message breaks through with skeptical baby boomers

The US army is the most powerful message across groups, and resonates particularly strongly with the baby boomer generation that is generally more unfavorable towards Latinos.

Message Effectiveness												
	Total	Elites	Gender		Age			Region				
	Anglo Swings	Anglo Elite Swings	Male	Female	Millennials	Gen X	Baby Boomers	Northeast	South	Midwest	Frontier	Pacific
U.S Army	97	114	97	97	95	95	103	97	85	98	104	109
Essential Manual Labor	82	87	81	82	90	70	88	79	75	83	85	87
U.S. Citizens	66	77	67	66	72	64	67	69	49	70	74	76
College Enrollment	58	82	56	61	81	62	41	65	45	57	52	74
Buying Power	36	66	44	33	49	33	31	37	21	34	43	52
Starting Businesses	11	31	15	8	38	8	-6	11	-2	10	13	26
Crime Rates	11	36	14	11	37	12	-6	12	0	20	6	22
Net Benefit	-12	11	-4	-16	12	-12	-26	-13	-28	-13	-13	13

## Muslim Americans are the only group lower than Latinos on patriotism

Only 29% of Anglo Swing believe that Latinos are patriotic – the only group that scores lower on this measure are Muslim Americans. The leading Latino attributes are having a strong sense of family and their work ethic.

Now you will see a list of attributes. For each, please indicate which group you think it applies to. Please select all that apply.  
*(Among Anglo Swings)*

	Latino Americans	African Americans	Gay Americans	Muslim Americans	Jewish Americans	Asian Americans
Have a strong sense of family	68	41	32	37	61	60
Have a strong work ethic	51	24	36	24	58	64
Are religious	50	36	15	67	71	22
Integrate well into American society	36	42	44	17	62	54
Are patriotic	29	38	42	17	45	33
Shares my values	24	25	25	11	40	31

## Women and Southerners most overestimate illegal Latino immigration

The real percentage of Latinos living in the United States illegally is around 16% - every single group dramatically overestimates this number. Southerners and women overestimate this number most significantly.

Mean Estimates of Latino Percentages

	Total		Gender		Age			Region				
	Anglo Swings	Anglo Elite Swings	Male	Female	Millennials	Gen X	Baby Boomers	Northeast	South	Midwest	Frontier	Pacific
% of Latinos in the U.S. who are here illegally	47	47	45	49	48	48	46	46	51	46	48	46
% of Latinos living in the U.S. that are U.S. citizens	47	49	48	47	50	47	46	50	43	48	48	49
% of U.S. Population that is Latino	35	32	30	40	36	36	34	34	34	33	40	37

# We tested views on how to deal with immigration

## Tighten Border Security

Tighten security at the border to make it much harder to cross into the U.S.

## Do More for Americans

Do more for people who were born here before accepting more immigrants

## Border Fence

Build a border fence across the entire United States-Mexico border

## Bar Muslims

Temporarily bar Muslims from entering the U.S.

## Deport All Immigrants

We should deport all illegal/undocumented immigrants currently on U.S. soil

## Raid Immigrant Homes

Continue conducting night raids in the homes of illegal/undocumented immigrants to deport them

## Deport Latino Immigrants

Deport all eleven million illegal/undocumented immigrants in the country

## Deport Immigrant Parents

Deport illegal/undocumented immigrant parents even if their children are US citizens

## Path to Citizenship

We should give illegal/undocumented immigrants currently on U.S. soil a path to permanent residence or citizenship without having to pay any fines

# Anglo Swings want border security and fairness

The two standout immigration solutions for Anglo Swings, as well as Anglo Elite Swings, is to regain control of the border and to help Americans before helping immigrants.

Some people have made suggestions about how America should deal with the issue of immigration. For each suggestion, please say whether you agree or disagree.  
*(Showing % Strongly agree + Somewhat agree)*

	Total	Elites	Gender		Age			Region				
	Anglo Swings	Anglo Elite Swings	Male	Female	Millennials	Gen X	Baby Boomers	Northeast	South	Midwest	Frontier	Pacific
Tighten Border Security	84	82	84	85	73	84	92	87	87	84	83	79
Do More for Americans	78	78	78	77	68	79	83	77	82	79	76	73
Border Fence	59	62	62	58	52	61	63	58	70	58	56	54
Bar Muslims	57	59	57	57	42	58	65	53	65	62	54	48
Deport All Immigrants	56	58	57	55	48	57	59	53	62	56	53	53
Raid Immigrant Homes	50	58	55	45	41	54	51	50	55	49	46	46
Deport Latino Immigrants	49	50	50	47	46	49	50	47	58	50	46	40
Deport Immigrant Parents	42	48	47	37	36	41	46	41	47	40	42	37
Path to Citizenship	31	40	35	27	35	30	29	32	27	29	35	34