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NATIONAL INSTITUTE FOR
LATINO POLICY **Policy & Politics Report**

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National Latino Opinion Leaders Survey

Latino Opinion Leaders on the 2016 Presidential Election

The NiLP Latino Policy & Politics Report (April 15, 2015)
This is part 1 of a 5-part series on the results of this survey

Although they are largely Democrats, support for Hillary Clinton as the party's presidential nominee among the Latino Opinion Leaders who are enrolled or affiliated with the Democratic Party was not overwhelming. Less than half (48 percent) state they want Clinton to be the Democratic nominee, with Elizabeth Warren coming in a strong second (34 percent), followed by Bernie Sanders (6.4 percent).

Of the following potential candidates for the 2016 Democratic nomination, which would you like to see as the Democratic presidential nominee.		
	With which political party are you currently registered or affiliated?	
	Democratic	Independent (no party affiliation)
Hillary Clinton	48.2%	27.5%
Elizabeth Warren	33.5%	36.2%
Bernie Sanders	6.4%	7.2%
Martin O'Malley	1.4%	5.8%
Joe Biden	.5%	2.9%
None of the above	6.4%	4.3%
Unsure	3.7%	11.6%
Total	100.0%	100.0%

Source: NiLP National Latino Opinion Survey - April 6-13, 2015

These findings are from the results of the National Latino Opinion Leaders Survey conducted by the National Institute for Latino Policy over the Internet during the period April 6-13, 2015. It is a survey of 345 subscribers to *The NiLP Latino Policy & Politics Report* from 25 states, the District of Columbia and Puerto Rico. The responses to this poll were all anonymous.

Among the small percentage of the Latino Opinion leaders who identify as Republican, Jeb Bush is clearly the favorite as the presidential nominee of that party (42 percent). He is trailed by Marco Rubio (12 percent), Scott Walker and Ted Cruz (each at 9 percent). It is interesting that, even among Latino Republicans who are opinion leaders, the two major Latino candidates did relatively poorly.

Of the following list of potential candidates for the 2016 Republican nomination, which would you like to see as the Republican presidential nominee.

With which political party are you currently registered or affiliated?

	Republican	Independent (no party affiliation)
Jeb Bush	42.4%	17.4%
Marco Rubio	12.1%	7.2%
Scott Walker	9.1%	1.4%
Ted Cruz	9.1%	7.2%
Ben Carson	3.0%	
Mike Huckabee	3.0%	1.4%
Rand Paul	3.0%	7.2%
Chris Christie	3.0%	1.4%
Rick Perry	3.0%	2.9%
Carly Fiorina	3.0%	1.4%
Donald Trump		2.9%
Bobby Jindal		1.4%
George Pataki		2.9%
Lindsey Graham		2.9%
None of the above	6.1%	34.8%
Unsure	3.0%	7.2%
Total	100.0%	100.0%

Source: NiLP National Latino Opinion Survey - April 6-13, 2015

The pattern of support for each party's nominees by those Latino opinion leaders who consider themselves independent voters is different. In terms of the Democratic candidates, it is Elizabeth Warren who is the top choice (36 percent), with Clinton coming in second (28 percent, followed by Sanders (7 percent). In terms of the Republican candidates, Bush still leads, but only with 17 percent. He is followed by Ted Cruz and Rand Paul (7 percent each).

Close to two-thirds (65 percent) of the Latino opinion leaders identify with the Democratic Party, compared to 10 percent with the Republican Party. Another 25 percent consider themselves largely independent or enrolled in a third party.

With which political party are you currently registered or affiliated?

Democratic	64.7
Independent (no party affiliation)	20.6
Republican	9.7
Other Political Party, please specify	3.8
None, I am not registered to vote	1.2
Total	100.0

Source: NiLP National Latino Opinion Survey - April 6-13, 2015

Asked for whom they would vote for President of the election was held today, a large majority (58 percent) state they would vote for the Democrat, while 9 percent for the Republican. About a quarter (24 percent) state that it will depend on the candidates and 7 percent would support a third party candidate or none of those listed.

If the 2016 presidential election was held today, whom would you support, the Democrat or the Republican?

Democrat	57.9
Republican	9.1
Candidate from other party	2.3
None of the above	5.0
Depends on the candidate	23.7
Unsure	2.0
Total	100.0
Source: NiLP National Latino Opinion Survey - April 6-13, 2015	

However, the Latino Opinion leaders of both major political parties find them largely unresponsive to the needs of the Latino community. Among the Democrats, an overwhelming 76 percent, and among the Republican 62 percent feel that their political party is not being responsive to their community.

Do you feel that the your national party is being responsive to the needs of the Latino or Hispanic community?

	Democrats	Republicans
Yes	16.0%	30.3%
No	75.8%	61.6%
Don't know/Unsure	8.2%	6.1%
Total	100.0%	100.0%

Source: NiLP National Latino Opinion Leaders Survey - April 6-13, 2015

Discussion

At this early stage in the 2016 Presidential election season, it is clear that the Latino opinion leaders, who will be important in giving political cues to the average Latino voter, have not developed a consensus on whom they will be supporting for US President. Among the Democrats, Clinton is leading, but Warren has emerged as a strong second, getting major support from independents. Among the Republicans, Bush is leading over the Latino candidates, Rubio and Cruz, but in a much weaker position than Clinton is among the Democrats.

It is also interesting that the Republican Latino opinion leaders are significantly less decided on their candidate than are the Democrats, While only 16 percent of the Democrats indicate that they do not support any of the candidates listed or are unsure, 42 percent of the Republicans are in this category.

But most disturbing are the large majorities of both the Democratic and Republican Latino opinion leaders who feel that their political party is not being responsive to the needs of the Latino community. This raises serious questions about the major parties' role in mobilizing the Latino voter in 2016.

Methodology

This is based on respondents from the influential online national information network of the National Institute for Latino Policy that represents a broad cross-section of Latino opinion leaders throughout the United States, Puerto Rico, and the US Virgin Islands. These are made up of elected officials, government officials, heads of community-based organizations and national advocacy groups, religious leaders,

business leaders, academics and others. Through our National Latino Opinion Leaders Survey, we poll this group from time to time on important issues facing the Latino community given this stratum's important role in Latino agenda-setting and framing.

While the polling that is being conducted on Latino issues by the media and polling organizations is of the broader community, this more select group of opinion leaders has a unique place from which to view these questions within our community. While not a scientifically generated sample of Latino elites, we expect this survey will result in useful insights on the main issues facing the Latino community in New York City today. While the findings of this survey are not generalizable to the community as a whole, they represent the views of an influential set of opinion leaders within this community who help set the framework for its issues and priorities. These findings should be seen more as a heuristic device as one might take the results of a focus group.

The NiLP Latino Policy & Politics Report is an online information service provided by the National Institute for Latino Policy (NiLP), edited by Angelo Falcón. For further information, visit www.latinopolicy.org or contact editor@latinopolicy.org.