

VIRGINIA 2017

ELECTION EVE POLL BRIEFING

Latino  Decisions

**AMERICA'S
VOICE**

**CASA
IN ACTION**

November 8, 2017

Virginia 2017 Headlines

- ❑ People of color were decisive in Virginia 2017 from the top of the ticket to the bottom
- ❑ Gillespie's over-reliance on anti-immigrant and race-baiting ads completely backfired
- ❑ In the final 3 weeks there was noticeable increase in awareness of the candidate positions on immigration
- ❑ Voters recognized that Gillespie had heavily racialized the campaign and moved away from him

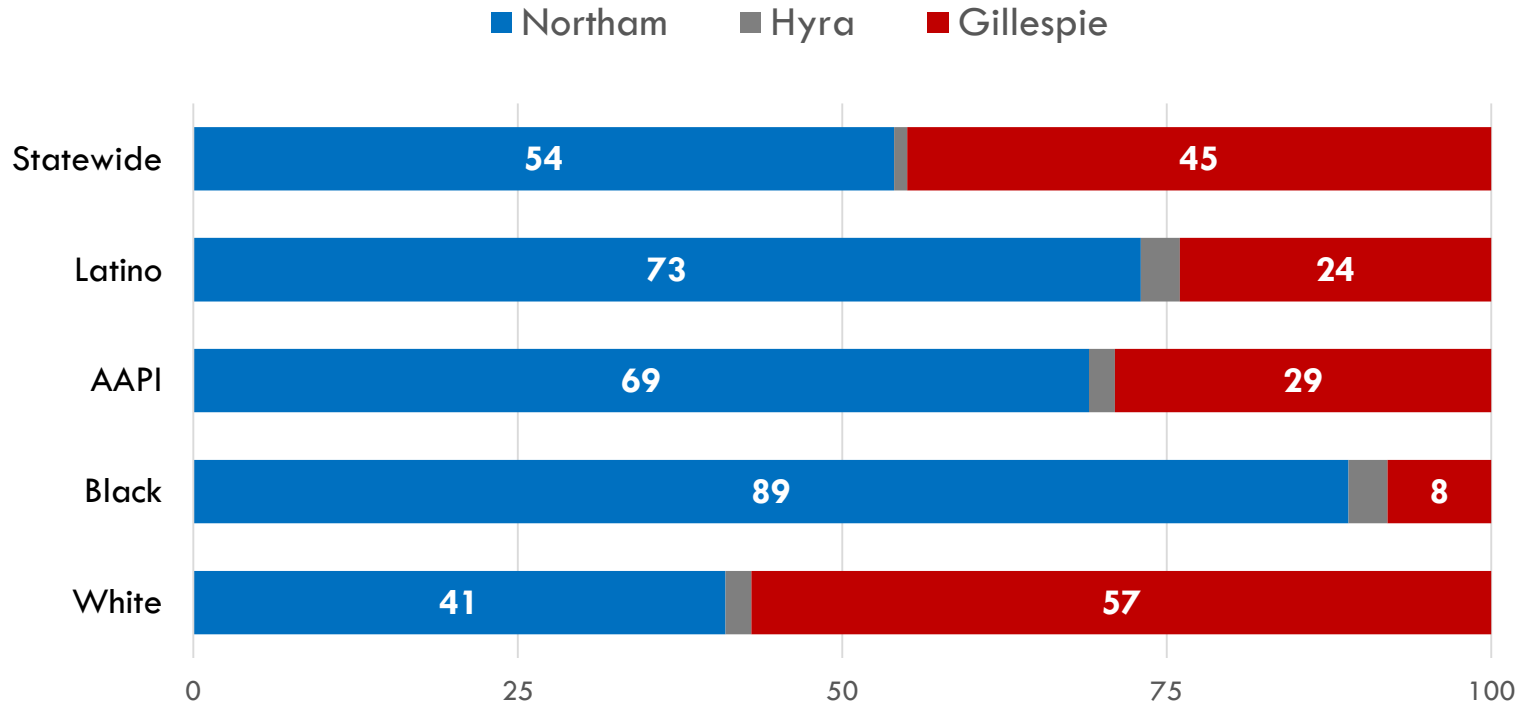
Virginia 2017 Headlines

- Pundits said this election was a referendum on immigration reform and the DREAM Act
- Virginians are pro-immigrant and support policy welcoming immigrants

Virginia 2017 Election Eve Poll

- ❑ Statewide poll of people who voted in the 2017 election, fielded Nov 2-6, 2017
- ❑ Large samples of Latinos (n=431), Asian Americans (n=404), African Americans (n=403), Whites (n=497)
- ❑ Screened sample to likely voters, then asked screening questions to identify certain voters only
- ❑ Available in English, Spanish, Chinese, Korean, Vietnamese

Virginia 2017 Election Eve Poll



Anti-Immigrant Ads Backfired

During his campaign for governor, Ed Gillespie said that sanctuary cities which try to help immigrants are actually promoting violent gangs. He said illegal immigrants are a dangerous threat to public safety, and that immigrants from Central America are violent gang members who rape and kill people in Virginia.

Did these statements make you feel more enthusiastic about Gillespie or less enthusiastic about Gillespie?

Anti-Immigrant Ads Backfired



Chris Hayes ✓

@chrishayes

Follow



this is really important: the Trump appeal
worked in the most hard-core trump areas,
which moved even further towards Gillespie.
The backlash was just much much bigger

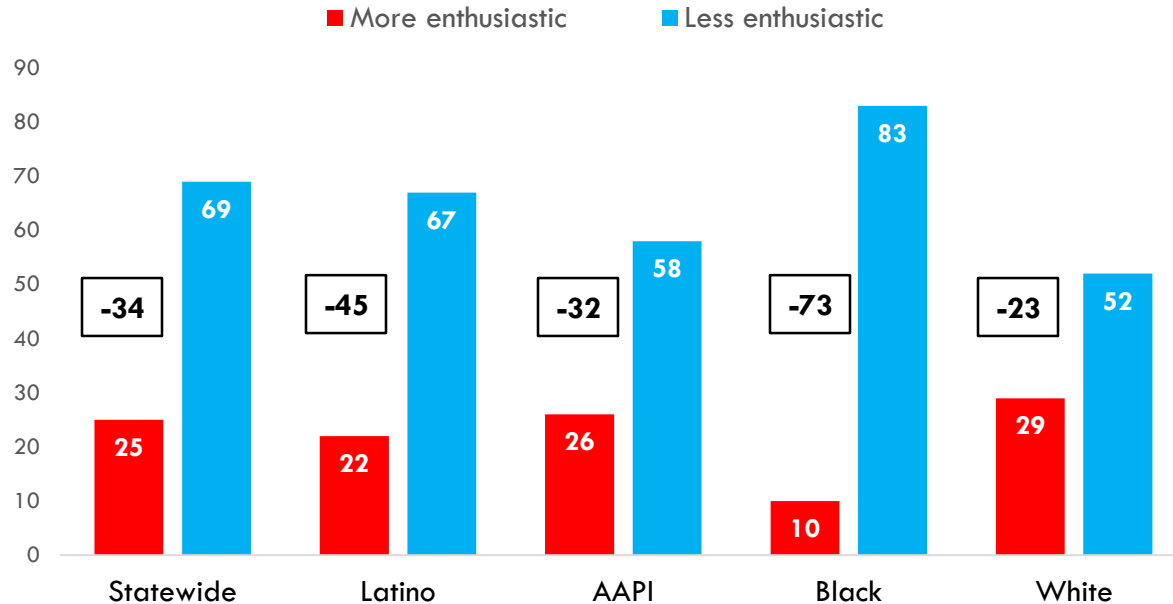
Kristen S Anderson ✓ @KSoltisAnderson

Getting sleep, but final thought: The data out of SW VA suggest maybe you can turn your campaign into a McTrump franchise, somewhat, but that's of limited value in a state Trump lost.

8:00 PM - 7 Nov 2017

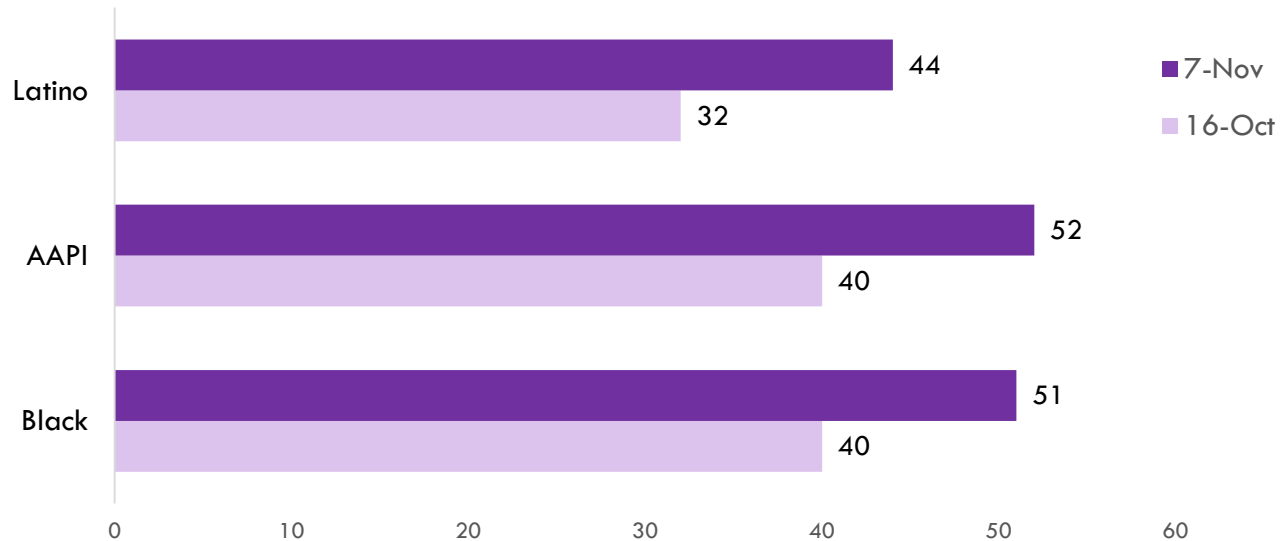
Anti-Immigrant Ads Backfired

Reaction to Gillespie MS-13 Sanctuary City Ad



Increased Awareness in Final Weeks

Did anyone contact you and ask you to vote?



↑ Turnout in Immigrant Communities



Michael McDonald

@ElectProject

Follow



Manassas City (243% of 2013) and Manassas Park (236%), a Northern Virginia Latino community, early voting still lead the state. In last place is Roanoke County (78% of 2013), where Trump won 61% of the vote

6:40 AM - 6 Nov 2017

↑ Turnout in Immigrant Communities



Michael McDonald

@ElectProject

Follow



Manassas
Park (23
commur
last plac
where Tr

6:40 AM - 6 Nov



Nate Cohn ✓

@Nate_Cohn

Follow



Turnout in precincts where Hispanic *or* Asian voters represent at least 20% of the population is 15 percent higher than our pre-election estimates.

5:08 PM - 7 Nov 2017 from [Norfolk, VA](#)

↑ Turnout in Immigrant Communities



Michael McDon
@ElectProject

Manassas
Park (23
commur
last plac
where Tr

6:40 AM - 6 Nov



Turnc
Asian
popu
electi

5:08 PM - 7 NOV 2017 11:11 AM EST



Michael McDonald
@ElectProject



Manassas City 100% reporting (a large Latino community):

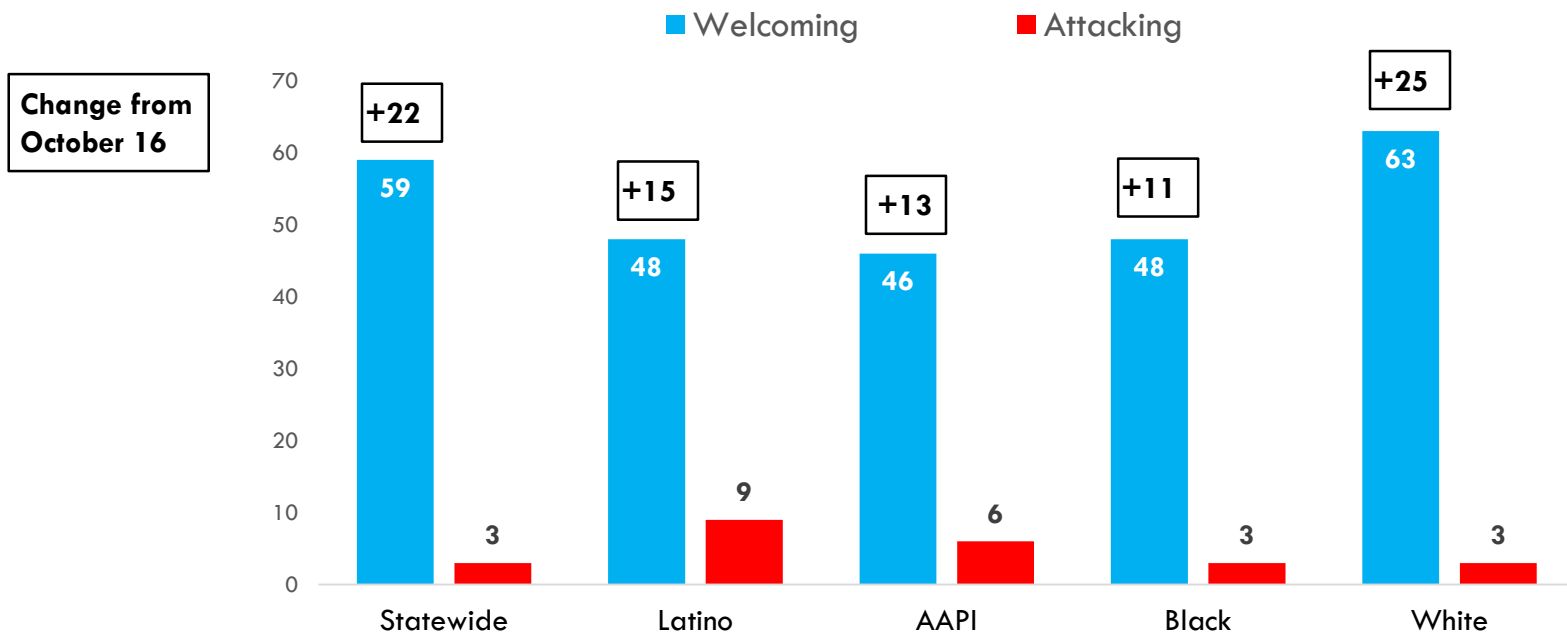
Northam +15.0 points, was +2.2 McAuliffe in 2013

9,306 voted, was 8,241 in 2013, an increase of 1,065 or 13%

4:58 PM - 7 Nov 2017

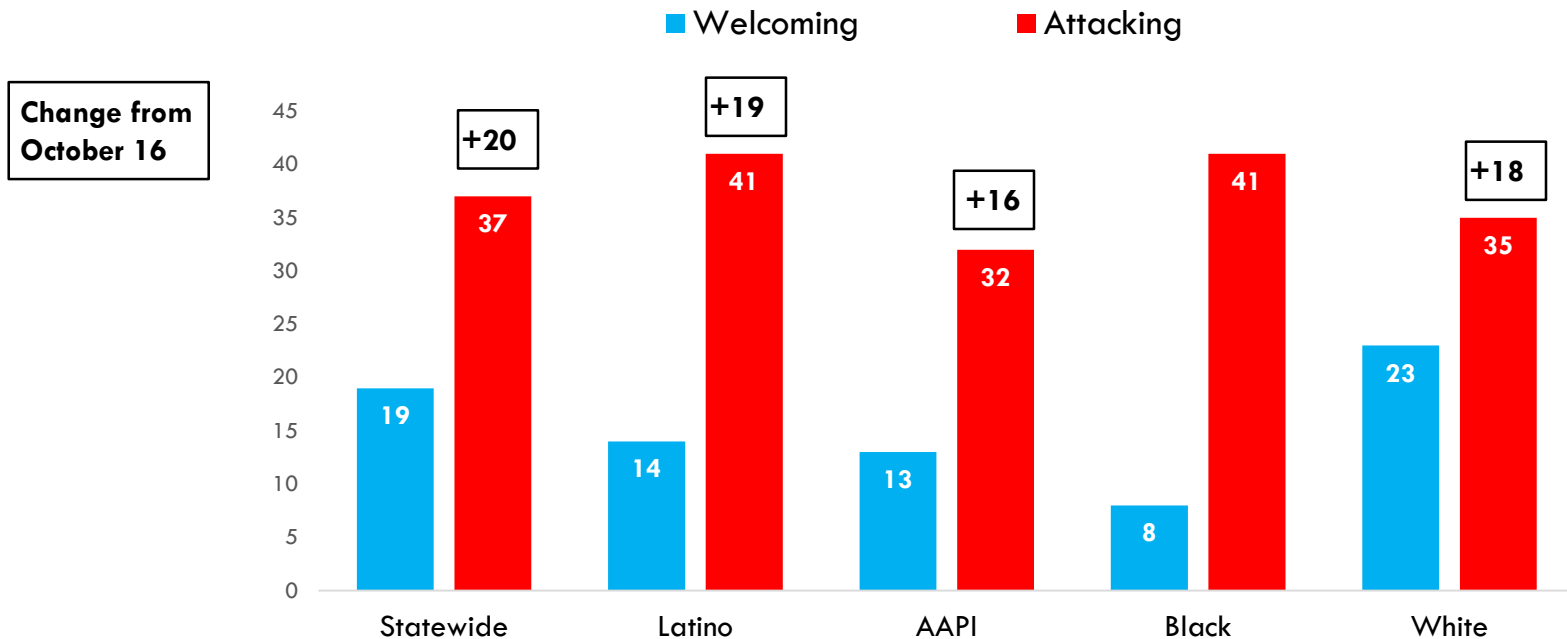
Increased Awareness in Final Weeks

When it comes to immigration, do you know if Northam is...



Increased Awareness in Final Weeks

When it comes to immigration, do you know if Gillespie is...



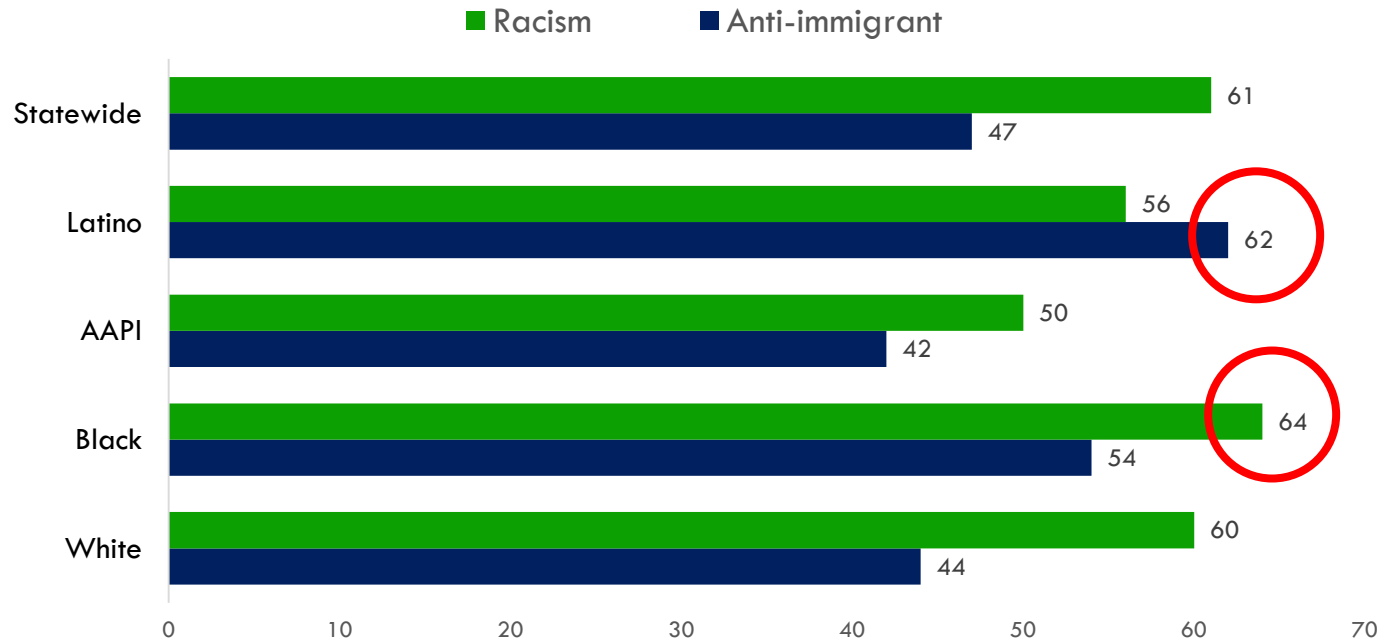
Aware of racialized campaign

During the campaign, some people stated that Ed Gillespie was following in Donald Trump's racist and divisive footsteps because he did not strongly condemn the Nazi march in Charlottesville and he supports Confederate monuments.

Some people stated that Ed Gillespie is like Donald Trump because he called immigrants from Central America violent gang members who rape and kill people in Virginia. And that Gillespie ran racist ads against Latinos.

Aware of the racialized campaign

Did you see any ads or discussion about Gillespie...



Calling out racism moved voters

Those who saw ad/discussion about Gillespie racist against Latinos

| | Statewide | Latino | AAPI | Black | White |
|-----------|-----------|--------|------|-------|-------|
| Gillespie | 33 | 15 | 26 | 8 | 42 |
| Northam | 66 | 82 | 73 | 89 | 57 |
| Hyra | 2 | 2 | 1 | 3 | 1 |
| | +33 | +67 | +46 | +81 | +15 |

Calling out racism moved voters

Those who saw ad/discussion about Gillespie racist against Latinos

| | Statewide | Latino | AAPI | Black | White |
|-----------|-----------|--------|------|-------|-------|
| Gillespie | 33 | 15 | 26 | 8 | 42 |
| Northam | 66 | 82 | 73 | 89 | 57 |
| Hyra | 2 | 2 | 1 | 3 | 1 |
| | +33 | +67 | +46 | +81 | +15 |

Those who DID NOT see ad about Gillespie racist against Latinos

| | Statewide | Latino | AAPI | Black | White |
|-----------|-----------|--------|------|-------|-------|
| Gillespie | 58 | 40 | 31 | 9 | 69 |
| Northam | 40 | 57 | 66 | 89 | 29 |
| Hyra | 2 | 4 | 4 | 2 | 2 |
| | -17 | +17 | +35 | +79 | -40 |

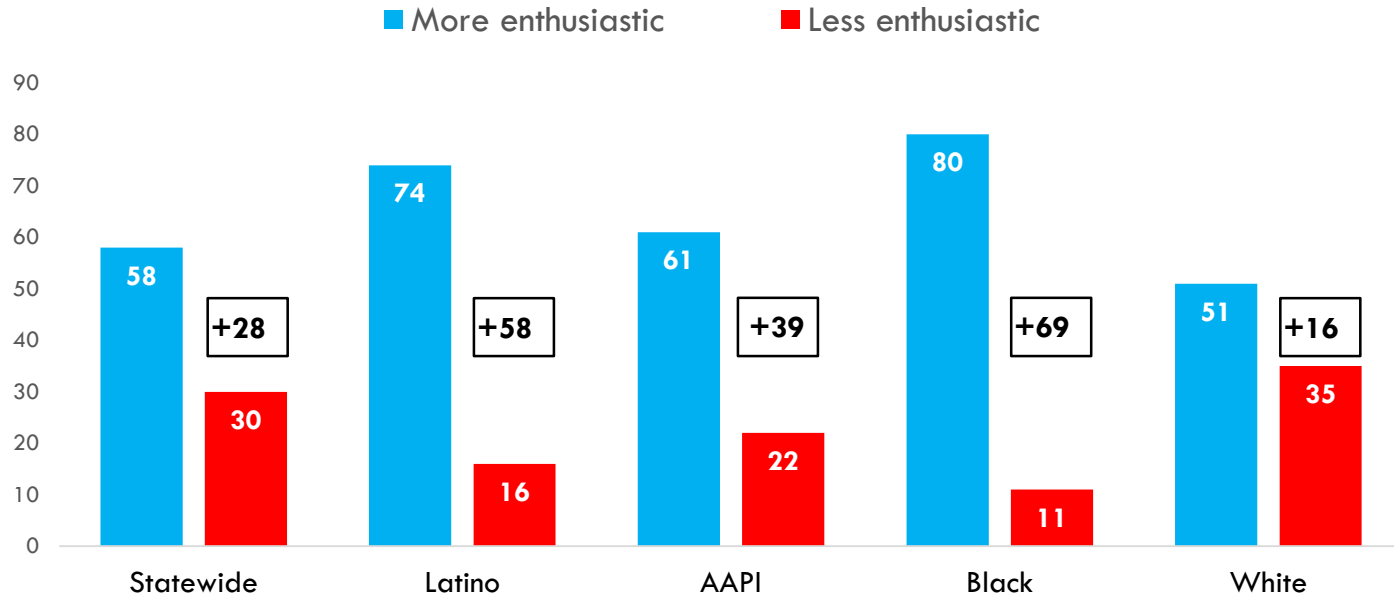
| | | | | | |
|------------|-----|-----|-----|-----|-----|
| Difference | +50 | +50 | +12 | +02 | +55 |
|------------|-----|-----|-----|-----|-----|

Virginians are pro-immigrant

- ❑ Pundits said this election was a referendum on immigration reform and the DREAM Act
- ❑ Virginians are pro-immigrant and support policy welcoming immigrants
- ❑ Statewide 58 percent of all voters said that Northam's support for in-state tuition for DREAMers made them more enthusiastic about his campaign, only 30 percent were less enthusiastic, giving him a net overall boost of 28 points

Virginians are pro-immigrant

Reaction to Northam support for in-state tuition for DREAMers



What Virginia Tells Us About 2018

- Just like 2016, Latino and Asian American voters turned out at high rates to oppose a nativist campaign
- African American numbers were also up in Virginia
- Anti-immigrant campaign backfired
 - ▣ Angle, Tancredo, Brown, Guadagno, et. al.
- The vocal majority doesn't like racism – calling out racism can mobilize voters against nativism

VIRGINIA 2017

ELECTION EVE POLL BRIEFING

Latino  Decisions

AMERICA'S
VOICE

CASA
IN ACTION

November 8, 2017