



# Equis Research

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November Tracker

# Overview and Methodology

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# Methodology

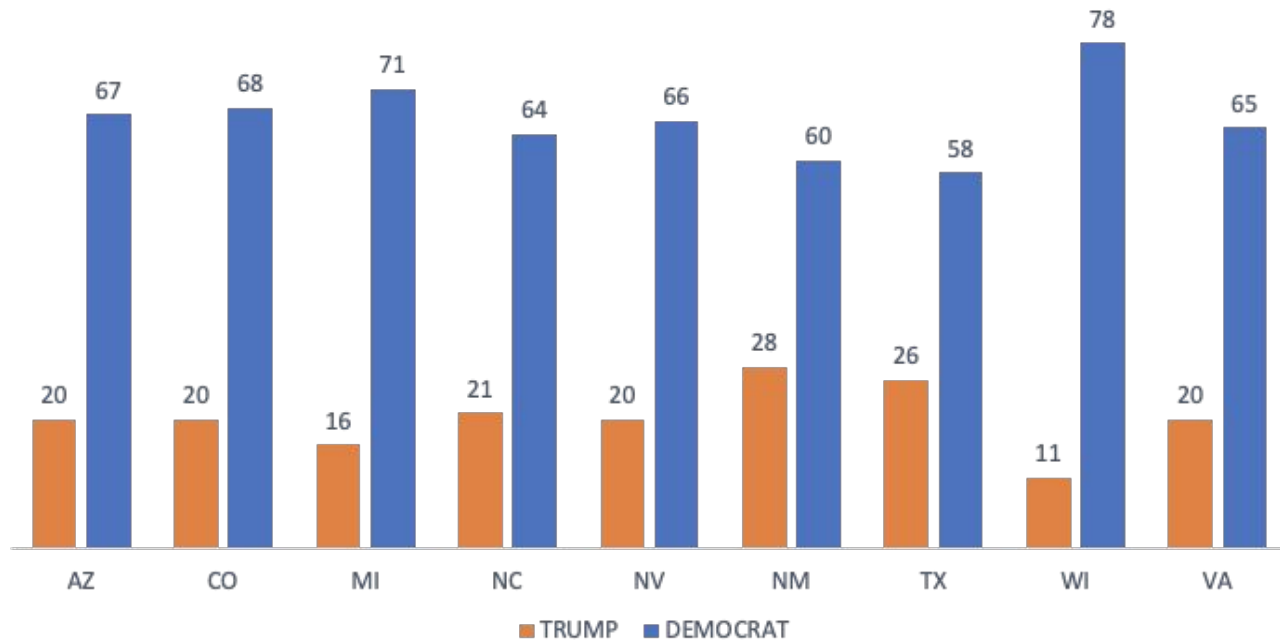
- 5,545 Interviews with Registered Hispanic Voters across 10 States
- October 30 - Nov 13
- Samples Representative of State Population (age, gender, party affiliation)
- Multi-Modal
  - Phone: Cellphones & Landlines
  - Online: Multi-Recruitment Methods
  - Bilingual
- Total interviews since July: 20,430

State	Sample Size
AZ	600
CO	600
FL	600
MI	400
NC	400
NM	600
NV	600
TX	945
VA	400
WI	400

# Trump Approval & Re-Elect

# November Re-Elect: Trump Bounces Back from October Slump in NM; Losing Ground in AZ.

- Trump up 5 points since July in TX;
- Trump down 5 points since July in AZ;
- Trump has recovered from October slump in NM - back to July support level.



# The Economy

*Topline: Mixed Ratings from Trump Across Key States*

# The Economy: Mixed Ratings for Trump

- **Improvement:** Colorado +2, New Mexico +3, Texas +4 since October
- **Arizona:** Approval is -12 since July (39% Approval)
- **Nevada:** Approval is -6 since July (41% Approval)
- **North Carolina:** Disapproval on Economy moved from 56% in July to 64% now. (Approval moved only -3.)
- **Virginia:** Approval is -8 since July (42% Approve). Rural/suburban voters down 20 points on Trump economy since July. July approval +12; November approval -8 with this group.

# Voter Excitement

*Topline: October boost fades; excitement under 50% in most states.*



# Excitement to Vote Down in Most States since October Jump

State	AZ	CO	MI	NC	NV	NM	TX	VA	WI
July Very Excited	44	48	52	40	44	47	48	58	46
September Very Excited	50	55	53	47	53	55	52	48	49
October Very Excited	46	35	49	44	41	42	50	53	45

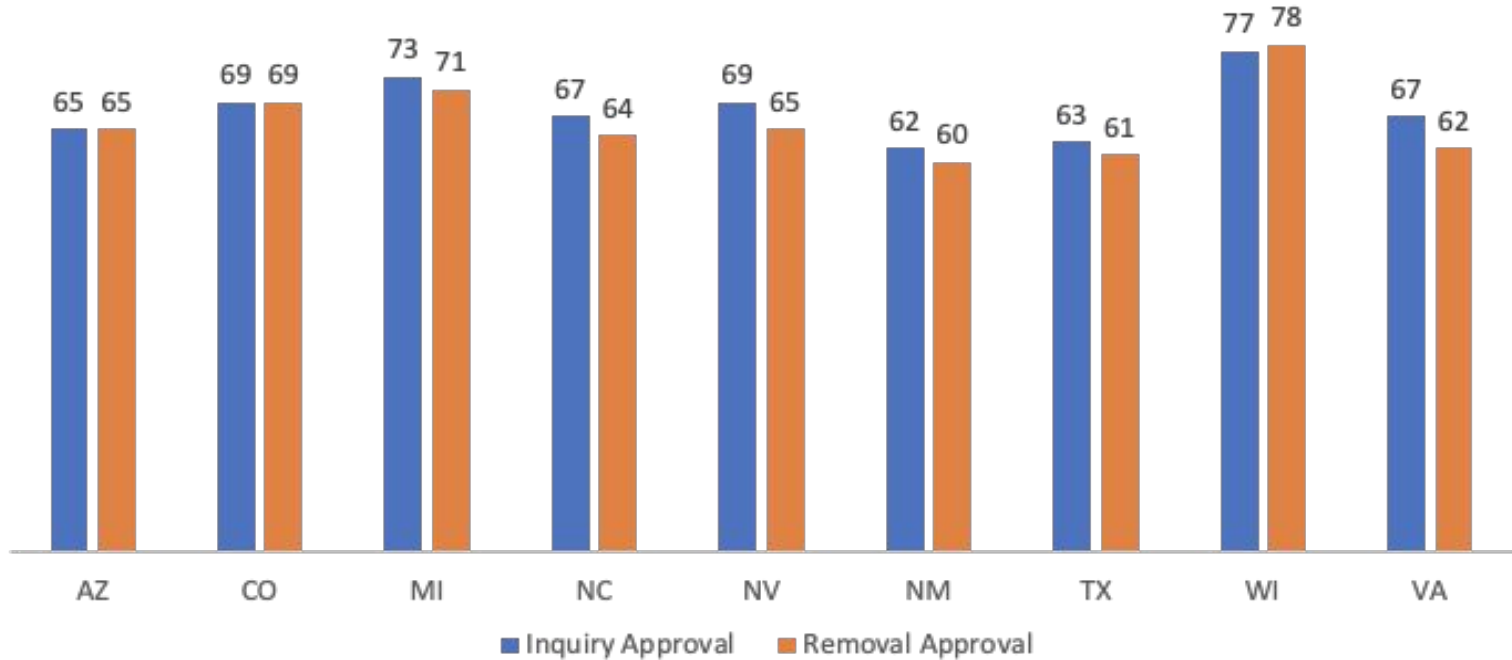
*Q.1 How excited are you to vote in next year's election for U.S. President – not that excited, somewhat excited, or very excited?*

# Impeachment

***Topline:** Majority of Latino voters support for Impeachment across all states, outpacing support of general population.*

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# Support for Impeachment Outpaces General Population



# Trump's Character an Issue

*Topline: Moral Character and Immigration top list of voter concerns with Trump.*

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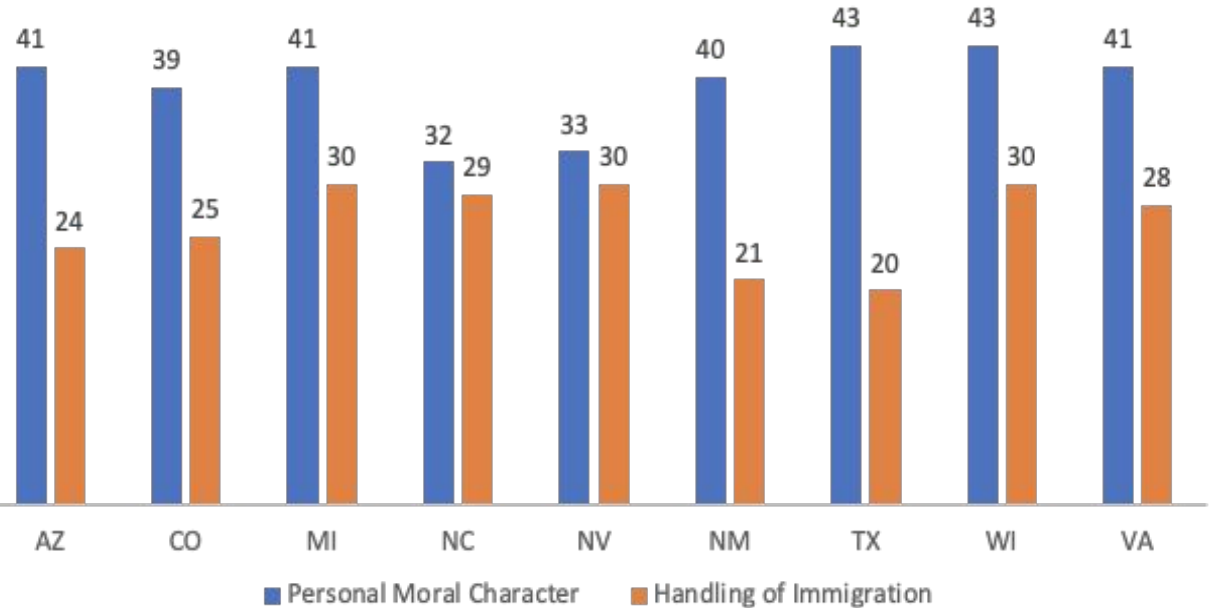
# Moral Character & Immigration Top Voter Concerns

**TX:** Immigration had more pull with left-leaning voters, while healthcare and the economy had more pull with Trump's base

**CO:** Personal Character at 39% with Dems, Independents, and GOP voters.

**NV:** Latino Republicans list Economy as their top concern about Trump.

**NM:** 43% of Dems & 45% of Independents list Moral Character as top concern vs. only 25% of GOP Latinos.



Q. Regardless of how you intend to vote, which of the following concerns you most about Donald Trump?

# Senate Races

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# Demos Leading in Senate Races

- **Arizona:** Mark Kelly 59% vs. Senator Martha McSally (R) 27%
- **Colorado:** John Hickenlooper (D) 64% vs. Senator Cory Gardner (R) 21%
- **New Mexico:** Ben Ray Lujan (D) 58% vs. Generic GOP Candidate 29%
- **Michigan:** Gary Peters (D) 52% vs. Generic GOP Candidate 17%
- **North Carolina:** Generic Dem Candidate 62% vs. Senator Thom Tillis (R) 28%
- **Texas:** Generic Dem Candidate 57% vs. Senator John Cornyn (R) 30%
- **Virginia:** Mark Warner (D) 64% vs. Generic GOP Candidate 23%

# Arizona

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# Arizona Toplines

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- **Trump (20%) vs. Democrat (67%)**
- **Dem vs. Trump Favorability:** Positive view of Democratic party up 6 points since July to 44% while views of the Republican party have fallen five points since July and currently sit at 17%. And Trump favorability also on the decline (four points since July).
- **Trump Job Approval:** Trump Job approval is down six (6) points since October and 12 points since July.
- **The Economy:** Trump's job approval on the economy continues to drop – currently at 39% approval, which is down twelve points since July. However, the economy remains the president's strongest area.
- **US Senate Race:** 59% Mark Kelly; 27% Martha McSally - with 13% now undecided (increase). Mark Kelly down 3 points since last tracker; McSally unchanged.

# Colorado

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# Colorado Toplines

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- **Trump (20%) vs. Democrat (68%)**
- **Vote Likelihood:** 72% of Dems report being “very likely” to vote in the 2020 Election, while 82% of GOP Voters say the same. Huge decrease when looking at Independent voters - with only 55% saying they are very likely to vote.
- **US Senate Race: John Hickenlooper 64% vs. Cory Gardner 21%.** Since July, there has been a six-point increase in undecided voters in the Colorado Senate race. Hickenlooper has dropped 5 points since October tracker; Gardner up 2 points. Undecided voters in the Senate race include more women, non-college, and voters under 50.

# Michigan

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# Michigan Toplines

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- **Trump (12%) vs. Democrat (71%); Trump down 2, Dem up 3 from October.**
- **Continued Gender Gap:** With respect to Trump support, Hispanic women are 12-76 (net -64) while Hispanic men are 20- 66 (net -46).
- **Ticket-Splitters:** Latino Trump supporters in Michigan are more willing to cross party lines and vote for a Democrat for the US Senate race, but Democrats have a larger drop-off rate to 3rd party and undecided votes.
- **Senate Race: Gary Peters (52%) vs. GOP (17%).** Peters down 3 points since last tracker. Undecided voters up by 7 points - 26% of voters undecided.

# North Carolina

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# North Carolina Toplines

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- **Trump (21%) vs. Democrat (64%)**
- **The Economy:** Increased disapproval of Trump's handling of the economy: 47% disapproval in July, 52% in October, 62% in November. Increased disapproval especially among older Latino men.
- **Continued Gender Gap:** Gender gap remains with women +58 for Dem, while men are +27 for Dem, however there have been large positive shifts among older men (+37 since October - similar to trend we are seeing on economic approval)
- Senate race at 62/28. The Generic Dem's lead over Senator Tillis has narrowed on the margin. Was 65/22 in the summer.
- **Governor's Race: Roy Cooper (68%) vs. Dan Forest (22%).** Basically unchanged since last month. Cooper's favorables are low, however with only 22% of voters giving him a warm rating, 24% neutral, and 29% giving him a cool rating. A quarter (25%) of voters were unable to ID.

# New Mexico

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# New Mexico Toplines

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- **Trump (28%) vs. Democrat (60%)** - Trump Bounceback from October Slump
- **Likelihood to Vote:** 71% of Dems and 81% of Republicans report being very likely to vote in next year's election, however only 58% of Independent voters report the same.
- **The Economy:** Trump's job approval on the economy increased three points since July to 46%. The economy remains the president's strongest area - especially with men (56% approve).
- **US Senate Race:** Ben Ray Lujan (58%) vs. Generic GOP (29%). Lujan down 4 points since last month & GOP support up 5 points. Since July, there has been a four-point increase in undecided voters in the New Mexico Senate race.

# Nevada

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# Nevada Toplines

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- **Trump (20%) vs. Democrat (66%)**
- **Dem vs. GOP Favorability:** favorability for the Democratic party have returned back to pre-October levels (39%). Favorability for the Republican party remains the same, however their unfavorables dropped 10 points in the last month - returning to pre-October levels (42%).
- **Trump Job Approval and Economy:** Trump's overall job approval is currently at a low 27%, which is down 3 points since October (30%) and 5 points since July (32%). This is consistent with his his job approval on the economy, which has also dropped 6 points since July and now sits at 41% (46% with men; 36% with women). In addition, when asked what their biggest concern about Trump is, 26% of Nevada Republicans responded that their biggest concern about Trump is how he handles the economy.

# Texas

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# Texas Toplines

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- **Trump (26%) vs. Democrat (58%):** Three point increase for Trump; 2 point decrease for Dem since October tracker. Trump still underperforming his 2016 performance (34%).
- **Approval on Trump Economy:** Job approval on the economy has bounced back marginally - but still down from July. Approve: 47, 40, 44. Disapprove, 47, 53, 51.
- **US Senate Race:** Senator Cornyn (30%) vs. Generic Dem (57%). Lead has narrowed since last month with Cornyn up 3 points since October.

# Wisconsin

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# Wisconsin Toplines

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- **Trump (11%) vs. Democrat (78%):** One point increase for Trump; 4 point increase for Dem over last month.
- **Gender Gap Continues:** Latinos in Wisconsin have low overall levels of support for Trump (10%). Young Latina women are much less supportive of Trump (7-73; net -66), while young Latino men seem to be more willing to support Trump (17-62; net -45), although support continues to fluctuate.
- **Voter Excitement:** Excitement remains low (45%) - consistent with July - but dropping 4 points from last month. Men across the board, showing the biggest movement on excitement. Men under 35 showing an 18% increase in excitement since July (40 to 58) and middle aged men (35-49) down 27 points since July (59% to 32%). Women under 35 remain relatively consistent (40% very excited).

# Virginia

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# Virginia Toplines

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- **Trump (20%) vs. Democrat (65%):** Relatively stable since July. Continues to underperform his 2016 vote share based on exits (30% in 2016).
- **Gender:** Gender gap continues; Large gender gap on the presidential ballot. Men 52% Dem/31% Trump. Women are 77% Dem/11% Trump.
- **US Senate Race:** Mark Warner (64%) vs. Generic GOP (23%). Support dips slightly compared to October (Warner down 6 points; GOP up 3 points). Most notable dips are among non-college educated and younger latinas.