

TEXAS LATINOS ON GUN VIOLENCE AND HATE

RESEARCH REPORT

SEPTEMBER 2019

GIFFORDS
COURAGE TO FIGHT GUN VIOLENCE



LATINO VICTORY

A FOREWORD BY DR. CARLOS ARCE

Sponsored by Giffords: Courage to Fight Gun Violence and the Latino Victory Project, this survey examined public opinions of Texas Hispanics/Latinos centered on the intersection of gun violence, hate and motivations to vote.

The study was conceived less than a month following the mass shooting in El Paso and conducted by AudienceNet and Mosaic Media Strategy Group. The findings reported here came from 1,022 interviews of self-reported registered (current or planning to prior to the next election) Texas voters, with interviews conducted between September 6 and 13, 2019 after both the El Paso (August 1) and Midland–Odessa (August 31) mass shootings.

Survey respondents were recruited via AudienceNet’s network of ESOMAR accredited social & consumer research panels vetted for quality in prior AudienceNet surveys and fully compliant with ESOMAR social and consumer research panel standards. The research was administered via an interactive online survey and all respondents were incentivized for their participation. To ensure a representative sample, age and gender quotas were enforced and data was weighted by Texas geographic areas using registered voter numbers from the U.S. Bureau of the Census Current Population Survey for November 2018. The eight geographic areas included six individual metro areas (Houston, Dallas-Ft. Worth, San Antonio, Austin, South Texas/Rio Grande Valley and El Paso), all other smaller metro areas combined, and all remaining non-metro counties combined.

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The 10-minute interview used the following logical sequence:

1. Qualifying questions on ethnicity and voter registrations status;
2. Selected demographics on location of residence, employment, education, presence of children in the household, income, and cultural identity and competence;
3. General political ideology and viewpoints, past voting, future voting intentions and motivations/deterrents, and opinions on issues;
4. Specific 2020 voting intentions;
5. Awareness of, views and perceived effects about recent mass shootings, opinions on gun laws;
6. Wide ranging questions on the condition of Latinos in the U.S. and Texas; and
7. Specific questions about the El Paso mass shooting.

This survey's findings attest to the growing importance and potential impact of the Latino electorate. Based on past patterns from the presidential elections of 2012 and 2016 and the off-year elections of 2010, 2014 and 2018, we project that in November 2020, there will be between 3.5 million and 3.9 million Hispanic registered voters in Texas, representing between 26% and 29% of the state's total registered voters.

This survey has uncovered a highly motivated Hispanic/Latino electorate in Texas for whom the intersection of gun violence and anti-Latino racism is a significant concern, who believe hate crimes have increased in recent years and that their community is a target, and who identify gun violence and stronger gun laws among the top issues influencing how they will vote in 2020. The high level of motivation and the projected growth of the Hispanic electorate will be pivotal in the 2020 elections.

EXECUTIVE SUMMARY

GUN VIOLENCE & HATE

81% of survey participants stated that they are concerned about gun violence driven by racism.

When asked directly about the El Paso shooting, 80% responded that they felt personally affected by the attack. 83% expressed concern that other Latino communities might be targeted in similar attacks and 85% said they thought mass shootings like those in El Paso and Midland-Odessa would continue to happen unless changes were made.

At 80%, the vast majority of Texas Latinos surveyed agreed that stricter gun laws are necessary, with only 5% saying they felt gun laws should be less restrictive. Additionally, 60% believe the NRA yields too much influence on US gun policy.

82% of Latino voters surveyed felt that President Trump was at least partially responsible for increases in anti-immigrant and anti-Latino rhetoric. While 72% felt that President Trump has made life more difficult for Latinos living in the U.S.

VOTING & KEY ISSUES

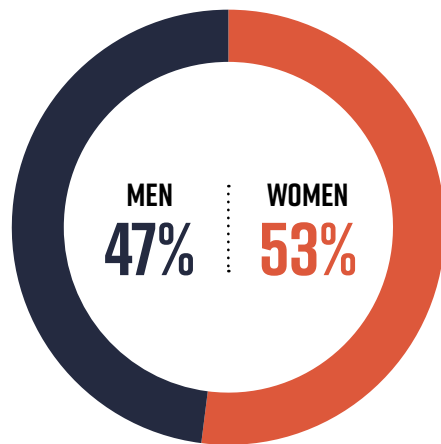
Research among a representative sample of Texas Latino voters showed a high level of political engagement in the community, with 88% of survey respondents saying they will likely vote in the 2020 presidential election. The heightened level of engagement compared to 2016 is further evident in the finding that 52% said they feel much more motivated to vote in 2020 than they did in 2016.

Representation matters to Latino voters in Texas, 6 in 10 believe there are not enough Hispanics/Latinos representing them, and there is clear dissatisfaction with current representation as only 17% said they feel that politicians care about their views.

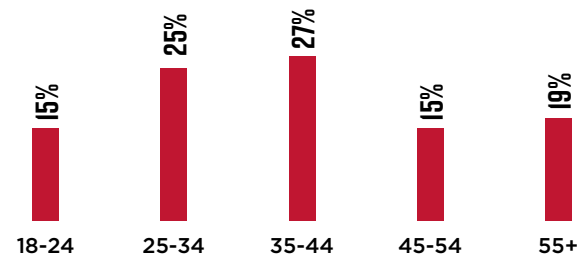
Healthcare, gun violence, immigration, education and racism/anti-immigration attitudes are among the top issues for these voters in 2020. Notably, 59% of survey respondents said mass shootings and strengthening gun laws are critical to how they will vote.

METHODOLOGY & SAMPLE

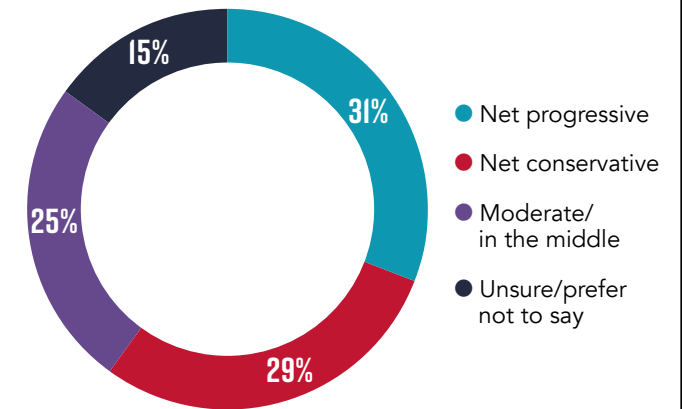
GENDER



AGE



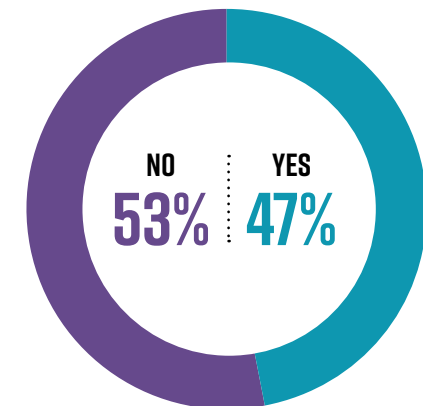
POLITICAL VIEWS



METROS

HOUSTON-BEAUMONT	22%	EL PASO	8%
SAN ANTONIO	20%	OTHER METRO	5%
SOUTH TEXAS -RGV	18%	NON-METRO	7%
DALLAS-FORT WORTH	14%		

LIVING WITH SCHOOL-AGED CHILDREN



RESEARCH FINDINGS

GIFFORDS
COURAGE TO FIGHT GUN VIOLENCE



LATINO VICTORY

GUN VIOLENCE, RACISM, HATE & PRESIDENT TRUMP

81%

OF RESPONDENTS EXPRESSED CONCERN AT THE THREAT OF GUN VIOLENCE, DRIVEN BY RACISM.



CONCERN WAS MORE PREVALENT AMONG WOMEN COMPARED WITH MEN



Latino voters over the age of 55 were most concerned (85%).

72%

OF RESPONDENTS AGREED THAT PRESIDENT TRUMP HAD MADE LIFE MORE DIFFICULT FOR THE LATINO POPULATION, LIVING IN THE US.

74%

OF LATINO VOTERS IN TEXAS FEEL THAT THERE HAS BEEN AN INCREASE IN HATE CRIMES IN RECENT YEARS.

82%

OF RESPONDENTS REPORTED HOLDING PRESIDENT TRUMP PARTLY RESPONSIBLE FOR THE INCREASE IN ANTI-IMMIGRANT, ANTI-LATINO LANGUAGE.

WOMEN WERE MORE LIKELY TO BELIEVE PRESIDENT TRUMP WAS RESPONSIBLE COMPARED WITH MEN



GUN VIOLENCE, RACISM, HATE & PRESIDENT TRUMP

TEXAS LATINO VOTERS IN THEIR OWN WORDS

“PEOPLE WHO HAVE IMMIGRATED FROM MEXICO ARE GETTING THE MAJORITY OF HATE BECAUSE THAT IS THE COUNTRY TRUMP INTENDS TO BUILD A WALL BETWEEN. ANY MEXICAN IS ASSUMED AUTOMATICALLY AS HAVING ILLEGALLY COME TO THE UNITED STATES WHICH IS ABSOLUTELY NOT THE CASE.”

“TRUMP PUSHES DISCRIMINATION.”

“I HAVE EXPERIENCED MORE RACISM ON A PERSONAL LEVEL IN THE PAST 3-4 YEARS THAN I HAD IN MY ENTIRE LIFE.”

“BECAUSE THE CURRENT PRESIDENT SAYS THAT WE’RE CRIMINALS AND WANT TO STEAL AMERICAN PEOPLE’S JOBS.”

“THERE IS MORE RACISM TOWARDS MEXICAN AMERICANS THAN 4 YEARS AGO.”

GUN VIOLENCE REFORM

80%

OF RESPONDENTS AGREED THAT STRICTER GUN LAWS ARE NECESSARY. MORE THAN HALF (52%) OF RESPONDENTS STATED THAT THEY FELT GUN LAWS SHOULD BE SIGNIFICANTLY STRICTER.

THERE WAS SOMEWHAT MORE SUPPORT FOR STRICTER GUN LAWS AMONG WOMEN



61%

OF RESPONDENTS AGREE WITH THE FOLLOWING STATEMENT: “THE NRA (NATIONAL RIFLE ASSOCIATION) HAS TOO MUCH INFLUENCE ON GUN LEGISLATION IN THE U.S.”

6%

OF RESPONDENTS WERE OF THE VIEW THAT GUN LAWS SHOULD BE LESS STRICT.

THOSE AGED BETWEEN 45 AND 54 HAD THE LOWEST LEVEL OF SUPPORT FOR GUN REFORM



Women were more likely to support stricter gun legislation (85%) than men (74%).



EL PASO SHOOTING

80%

OF RESPONDENTS SAID THEY FELT PERSONALLY AFFECTED BY THE SHOOTINGS IN EL PASO.

WOMEN WERE MORE LIKELY TO SAY THEY FELT PERSONALLY AFFECTED BY THE SHOOTINGS THAN MEN



Further, there is a 10% gender gap in those very concerned for future attacks of this kind, as 55% of men are very concerned compared with 65% of women.

85%

OF RESPONDENTS AGREED WITH THE STATEMENT: SHOOTINGS LIKE THESE WILL CONTINUE TO HAPPEN UNLESS A CHANGE IS MADE.



83%

OF RESPONDENTS SAID THEY ARE CONCERNED THAT OTHER LATINO COMMUNITIES MIGHT BE TARGETED FOR SIMILAR ATTACKS.

WOMEN EXPRESSED GREATER CONCERN ABOUT LATINO COMMUNITIES BEING TARGETED FOR SIMILAR ATTACKS



EL PASO SHOOTING

TEXAS LATINO VOTERS IN THEIR OWN WORDS

“AFTER HEARING WHAT HAPPENED AND HOW THE SHOOTER WAS AGAINST IMMIGRANTS, IT FRIGHTENED ME THAT IT MIGHT HAPPEN IN MY CITY AS WELL. MANY SHOOTINGS AFTER THAT ONE HAPPENED TARGETING LATINOS, WHICH MADE IT HARD FOR ME TO GO OUT WITH MY BABY AND TO BE ABLE TO FEEL SAFE.”

“I HAVE STARTED TO REALIZE THAT HISPANICS ARE BEING TARGETED AND I WORRY ABOUT MY SAFETY.”

“IT FORCED A FEAR IN ME TO SECLUDE MYSELF FROM PREDOMINANTLY LARGE “LATINO” AREAS IN CASE THOSE AREAS/STORES WERE TARGETED NEXT. I HAVE NEVER PREVIOUSLY FELT FEAR IN BEING AMONG MY OWN PEOPLE BECAUSE OF RACIST AMERICANS...”

“I FELT LIKE THAT COULD HAVE BEEN ME OR MY FAMILY BECAUSE OF MY RACE.”

“I LIVE IN A TEXAS BORDER CITY WHERE MAJORITY OF THE RESIDENTS ARE HISPANIC AND/OR MEXICAN AND THIS EVENT TERRIFIES ME THAT WE COULD BE NEXT.”

“I FEEL SAD AND ANGRY AND CONFUSED AS TO WHY NO ONE DOES ANYTHING ABOUT GUN VIOLENCE.”

VOTING AND IMPORTANT ISSUES

88%

OF RESPONDENTS STATED THAT THEY INTENDED TO VOTE IN THE 2020 ELECTION WITH A HIGH PROPORTION (72%) SAYING THEY WOULD DEFINITELY VOTE.

VOTING INTENTION WAS HIGHEST AMONG THE OLDER AGE GROUPS



Likelihood to vote was lower among those living in low income households (79% for those earning under \$19,999 and 93% for those earning \$100,000+).

52%

SAID THEY FELT **SIGNIFICANTLY** MORE MOTIVATED TO VOTE IN THE UPCOMING 2020 PRESIDENTIAL ELECTION, COMPARED WITH HOW THEY HAD FELT IN 2016.

THE REMAINING 48% WERE SPLIT:



At 27% each the key reasons that might influence those less motivated not to vote were (a) not having a candidate they felt excited about or (b) not feeling their vote would make a difference.

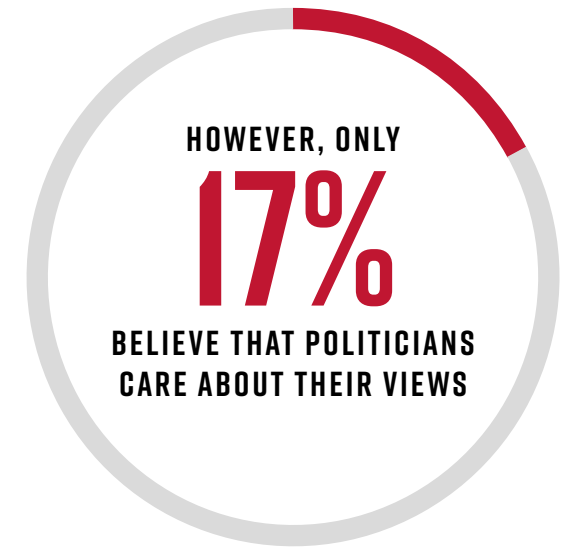
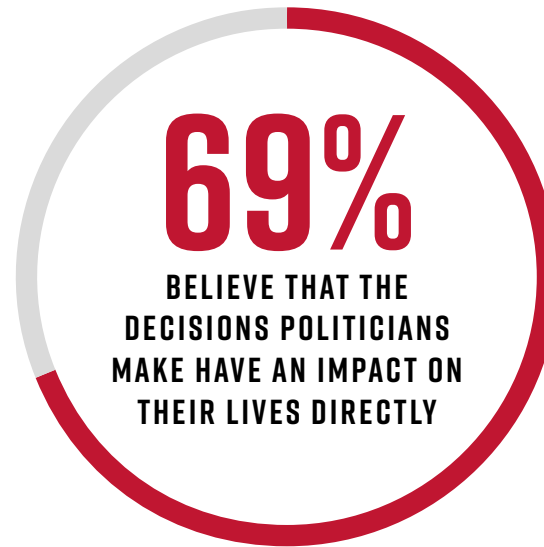
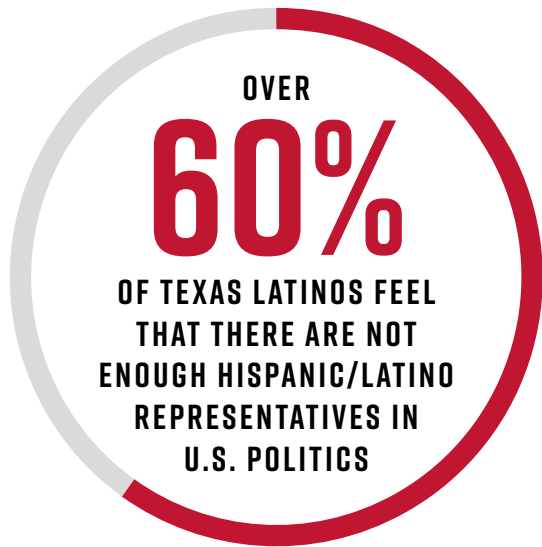
59%

OF RESPONDENTS STATED THAT THE ISSUE OF MASS SHOOTINGS AND THE NEED FOR STRENGTHENING GUN LAWS WILL BE ONE OF THE PRIMARY ISSUES INFLUENCING THEIR VOTE.

When asked to prioritize the top 3 issues for them in the 2020 election, the following issues were seen as being most important:



REPRESENTATION



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LATINO VICTORY