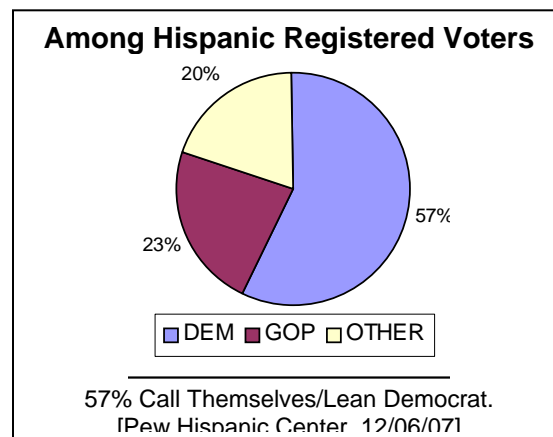


TO: Interested Parties
FROM: DNC Communications
DATE: April 22, 2008
RE: McCain/GOP "Will Pay" in Hispanic Vote

John McCain launched a Spanish-language ad this month as part of a small buy in New Mexico to introduce himself to Hispanic voters. But the ad was more notable for what it didn't say than for what it did. In a sign of how far McCain has gone in his search for the Republican nomination, the ad entirely left out any mention of what was once a marquee issue for McCain: immigration reform. It also arrived at the same time as news that McCain had scuttled a deal on immigration reform in the House of Representatives out of concern for his presidential campaign, and after his campaign approved a package of enforcement-only bills designed by Republicans in the Senate to keep using immigration as a wedge issue in this year's elections. The ad also failed to address the major issues on the minds of Hispanic voters, with no mention of the economy, health care, the mortgage crisis, or the war in Iraq. The truth is, no introduction is necessary. Hispanic voters already know what to expect from the Republican Party, and don't like what they see from its nominee.



Becoming the Candidate of the Far Right. For John McCain, transforming into the candidate of the far right has meant promising a third Bush term on everything from Iraq to health care to the economy. It has also meant that McCain has had to turn his back on issues and principles he once championed, including campaign finance and immigration reform. Even as he clinched the Republican nomination in the Texas primaries, McCain was still struggling to unite the Party's fractured base. McCain even admitted to the Dallas Morning News that week that the Texas campaign was "more about unifying the GOP" than anything else, and that he was confident he would prove himself to "social conservatives."

The strategy could cost him. The Republican agenda McCain now promotes led to an erosion of support for the Party from critical voting blocks including Hispanics, young voters, and independents. Looking toward November, McCain's betrayal on immigration reform could further hurt the GOP nominee not just around the country, but also in his home state and the critical Southwest region at a time when Hispanic voter participation is on the rise.

In this memo we look at 3 key indicators of McCain's looming trouble with Hispanics:

- **McCain Turned His Back on Immigration Reform.** McCain's betrayal of Hispanics on immigration reform has put him in the same league with Republicans who crushed the GOP's performance among the fast-growing and critical demographic.
- **McCain Performed Poorly in the Southwest, While an Overwhelming Majority of Hispanics Chose Democrats.** McCain's poor performance in Arizona and losing record across the Southwest, a critical region in November, doesn't bode well for the GOP.
- **McCain's Promise of a Third Bush Term Alienating Key Voters.** McCain has promised a third Bush term on everything from Iraq to the economy, an agenda that has led to an erosion of support from Hispanics, even as more Hispanics hed to the polls.

McCain's Immigration Betrayal: Conservatives Agree the GOP "Will Pay" in 08

The Rev. Samuel Rodriguez, a conservative and president of the National Hispanic Christian Leadership Conference, summed it up best telling CNN that the immigration issue has been a "debacle" for Republicans, and asking, "Who's responsible? The Republican National Party. Who will pay in the 2008 elections? The Republican National Party." As Rodriguez noted, "Will Latinos be able to look at John McCain and say we're gonna support the party because of you and in spite of your party?" [CNN.com, 2/15/08]

- **Two Out of Three Hispanics Call Themselves Democrats.** A December Pew Hispanic Center survey found "57% of Hispanic registered voters now call themselves Democrats or say they lean to the Democratic Party, while just 23% align with the Republican Party -- meaning there is now a 34-percentage-point gap in partisan affiliation among Latinos." [Pew Hispanic Center, 12/06/07]
- **Republican Party Losing Support Among Hispanic Voters.** "Latino support for Republican candidates dropped from roughly 40% in 2004 to 30% in 2006, while 69% of Latinos voted for Democrats in 2006." According to a survey of under-30 Americans Latinos preferred a Democrat for president in 2008 by a margin of 42 percentage points." [Houston Chronicle, 9/9/07]

As he has done with other issues he once championed, McCain abandoned his position on immigration reform to save his campaign, and admitted during a Republican debate recently from Simi Valley, California that he would vote against the immigration bill he co-sponsored in 2006. Asked during the debate if his "original proposal came to the Senate floor, would you vote for it?" McCain admitted under pressure, "no, I would not." [CNN debate, 1/30/08; <http://youtube.com/watch?v=PgvFkICnRoo>]



McCain had tried to distance himself from immigration reform early in 2007, refusing to sign on as a cosponsor of the same bill he had put his name on in 2006. When a bipartisan deal appeared possible, McCain parachuted in at the last minute to take credit. But the move backfired, and after McCain took a tumble in the polls he swerved far to the right. In August of 2007 McCain co-sponsored "a scaled-down proposal" that would not "include a path to citizenship," and even more stunningly, would criminalize immigrants. [AP, 8/2/07]

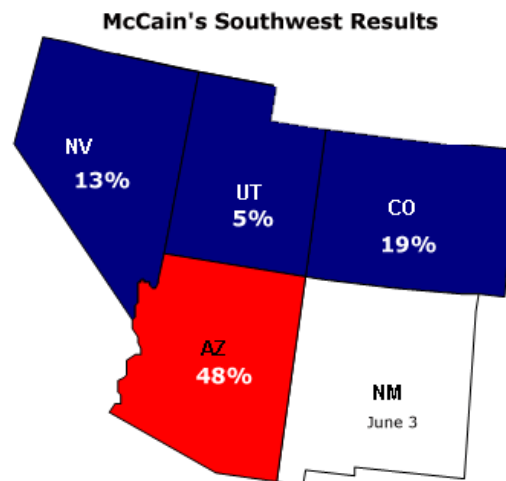
McCain Campaign Approved Senate Republican Enforcement-Only Package. According to news reports, McCain's campaign approved a package of enforcement-only bills presented by Senate Republicans in March to keep immigration as a wedge issue. [washingtontimes.com, 3/6/08] The bills were described by the LA Times as "the hardest-hitting package of immigration enforcement measures seen yet -- one that would require jail time for illegal immigrants caught crossing the border, make it harder for them to open bank accounts and compel them to communicate in English when dealing with federal agencies." [LA Times, 3/4/08]

McCain Scuttled House Deal on Immigration Reform to Protect His Campaign. According to a report in Roll Call, a "week before the March recess, House Democrats thought they were close to getting a deal on an immigration package that would include temporary visas for most illegal immigrants, expanded visas for temporary workers and border enforcement provisions. Rep. Bart Stupak (D-Mich.), who was negotiating the package among disparate groups of

Democrats and Republicans along with Rep. Rahm Emanuel (D-Ill.), said a senior Republican came to him and Emanuel and told them that McCain, the presumptive Republican presidential nominee, didn't want to deal with immigration this year... 'McCain just felt it would be uncomfortable for him to have it hanging out there,' Stupak said... An Emanuel aide confirmed Stupak's account that a senior Republican - not one of the top leaders - told them that McCain did not want to deal with the issue." [[Roll Call](#), 4/3/08]

McCain's Poor Performance in the Southwest

John McCain's resounding losses throughout the West and Southwest, a critical region in November, are an ominous sign heading into the general election. After representing Arizona for more than two decades McCain failed to break 50 percent in his home state's February 5 primary, and 68% of Hispanics who voted chose to vote for Democrats. McCain also turned in big losses in two other swing states that surround Arizona, getting only 13% in Nevada and placing third. In Colorado McCain received only 19 percent of the vote. Going all the way up the Rocky Mountain West, McCain has won just one of six states.



The message is clear: The voters who know John McCain the best don't trust him.

Arizona (Feb 5)

McCain	48%
Romney	34%
Huckabee	9%

In Arizona, 68% of Hispanics who voted in McCain's home state voted for Democrats vs 32% for GOP.
[NDN, 2/14/08]

Nevada (Jan 19)

Romney	51%
Paul	14%
McCain	13%

In Nevada, 83% of Hispanics who voted, voted for Democrats vs 17% for the GOP's candidates.
[NDN, 2/14/08]

Colorado (Feb 5)

Romney	60%
McCain	19%

Utah (Feb 5)

Romney	90%
McCain	5%
Paul	3%

McCain's emergence as the Republican frontrunner creates greater opportunities for Democrats, who have already made great strides in the Southwest and Rocky Mountain states in recent years. "In 2000, all eight mountain states had Republican governors; now five governors are Democrats." [[Washington Post](#), 1/13/07]

McCain's Promise of a Third Bush Term Alienating Key Voters

A [Wall Street Journal](#) poll released in September of 2007 showed that the Republican Party is facing "a broader erosion of...appeal" particularly among three crucial groups: "younger voters, Hispanics and independents." [[Wall Street Journal](#), 9/5/07]

According to a Pew Hispanic Center report, a plurality of Hispanic registered voters, 41%, say that “the policies of the Bush administration have been harmful to Latinos, while just 16% say they have been helpful.” [[Pew Hispanic Center](#), 12/6/07] But John McCain has spent the last seven years casting aside his principles to cozy up to President Bush and the right wing of his Party, and now promises voters a third Bush term on everything from Iraq to the economy:

91% of Hispanic Registered Voters Consider Health Care to be an Extremely Important or Very Important Issue. [[Pew Hispanic Center](#), 12/6/07]

- **But McCain Supports Bush's Veto of SCHIP and Providing Insurance For Millions of Uninsured Children.** McCain voted against reauthorizing the State Children's Health Insurance Program for five years, expanding the program by \$35.2 billion. [Senate Vote #307, 8/2/07] McCain's plan does not focus on "reducing the ranks of the uninsured," of which there are about 47 million, or one in seven Americans. [[Wall Street Journal](#), 10/11/07]
- **And Experts Say McCain's Plan Would Make It Hard For Those Who Need It Most To Find Coverage.** In a plan like McCain's for individual coverage, it would be "difficult for older, sicker people to find affordable coverage or, in some cases, any coverage at all." [[Wall Street Journal](#), 6/7/07]

91% of Hispanic Registered Voters Consider the Economy and Jobs to be an Extremely Important or Very Important Issue. [[Pew Hispanic Center](#), 12/6/07] With the economy recording a net job loss last month, cost of living expenses soaring, wages stagnating and a mortgage crisis hurting homeowners, Hispanic voters are looking for a change of direction. A community activist who registers Hispanic voters in Orlando, Florida told CNN last week that, “Right now our community is desperate with the economy.” As CNN’s John Zarrella noted, that “may not help McCain, who has been criticized by former GOP presidential rivals for not having enough economic credentials to turn around the nation's sagging economy.” [[CNN.com](#), 2/15/08]

- **McCain Admits He "Doesn't Really Understand Economics."** At a recent meeting with the Wall Street Journal editorial board, republican presidential candidate John McCain admitted he "doesn't really understand economics" and then pointed to his adviser and former senate colleague, Phil Gramm - whom he

**Hispanic Turnout in 2008
Favors Democrats 75-25**

A recent study by NDN, a progressive think tank, shows a stunning level of participation among Hispanic voters in Democratic primary contests, with almost 75 percent of Hispanic voters choosing to participate on the Democratic side, versus just 25 percent for Republicans.

- The NDN analysis showed that almost 3.5 million Hispanics voted in primaries and caucuses through mid-February.
- Nearly 2.6 million of those voted for Democrats, and just under 860,000 voted for Republicans.
- Hispanic voters constituted more than 10 percent of the vote in AZ, CA, IL, NJ, NM, NV, and NY.
- The share of Hispanic voters has increased by 50 percent—from 9 percent of the total electorate in the 2004 Democratic primaries to 13 percent this year.
- Of 22 states that held contests for both parties so far, in every state but one, more Hispanics have turned out for Democrats than Republicans.

had brought with him to the meeting - as the expert he turns to on the subject, the Huffington Post has learned. [Huffington Post, 1/21/2008]

- **McCain Flip-Flopped, Now Committed to President Bush's Budget Busting Tax Cuts for the Wealthy.** While Senator McCain originally opposed President Bush's budget busting tax cuts for the wealthy, he is now on record supporting making those tax cuts permanent. The New Hampshire Union Leader called McCain's flip-flop a "false step" and described his excuse for the switch as "lame and decidedly un-maverick." As the newspaper noted, McCain "voted against Bush's tax cuts when the nation's debt stood at \$5.6 trillion and voted for the same tax cuts after the federal debt had bloated to \$8.4 trillion." [[Union Leader](#), 4/16/06]
- **McCain Has No Plan to Deal With Mortgage Crisis.** In what his campaign billed as a "major address" on the mortgage crisis, John McCain "offered little in the way of specific proposals" according to the AP. [[AP](#), 3/26/008]
- **McCain's Only Plan to Curb a Recession? Cut Pork Barrel Spending.** In response to George Stephanopoulos' question about what to do about an impending recession, McCain only talked about pork barrel spending. "I think it's very important that we send a signal to the American people we're going to stop the earmark pork barrel spending." [ABC's This Week, 2/17/08]

Two Thirds of Hispanics Want an End to War in Iraq, and 70% of Hispanic Registered Voters Consider Iraq Very Important or Extremely Important. A Pew Hispanic Center survey in December found 70% of Hispanic voters believe the war in Iraq is a very important or extremely important issue. An early survey had shown that two-thirds of Hispanics want U.S. troops home as soon as possible, with only 25% believing the decision to invade Iraq was the right decision. [[Pew Hispanic Center](#), 12/6/07; [Pew Hispanic Center](#), 1/4/07]

- **But John McCain Supports a 100 Year Iraq War.** Earlier this year, John McCain interrupted a voter during a townhall meeting in New Hampshire telling him it "may be a hundred" years in Iraq and "that would be fine with me." After the townhall meeting, he told a reporter "that U.S. troops could be in Iraq for 'a thousand years' or 'a million years,' as far as he was concerned." [McCain Derry, NH townhall meeting, 1/3/08; motherjones.com, 1/3/08]

No Surprise, McCain Ranked Only One Point Ahead of "None" Even Among Republican Hispanics. Even among Registered Hispanic Republicans, McCain has not performed well. A Pew Hispanic Center Survey released in December of 2007 showed Hispanic Republicans favoring Rudy Giuliani 35% to McCain's 10%. McCain registered below Fred Thompson, "Don't Know/Refused", and only one point ahead of "None" of the above. [[Pew Hispanic Center](#), 12/6/07]

Hispanics in Southwest Trending Democrat. According to a recent study by NDN, 68% of Hispanics who voted in McCain's home state of Arizona voted for Democrats vs 32% for GOP. In Nevada, 83% of Hispanics who voted, voted for Democrats vs 17% for the GOP's candidates. [NDN, 2/14/08]