

ImpreMedia/Latino Decisions 2012 LATINO ELECTION EVE POLL

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November 7, 2012

2012 Election Eve Poll

National Survey

5,600 Latino voters

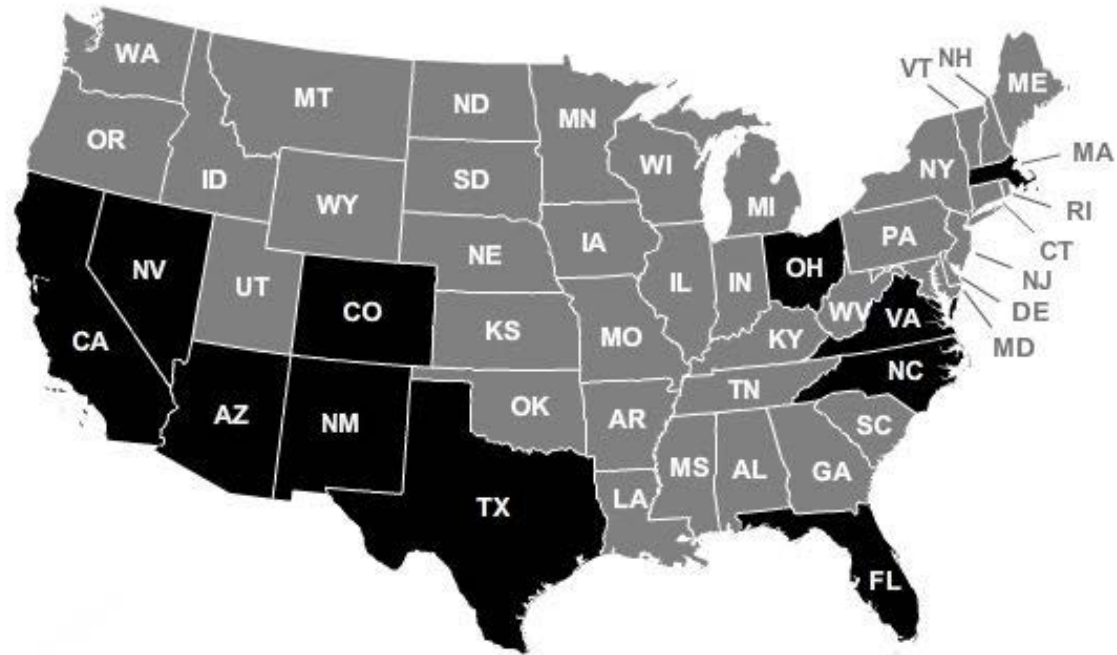
11 state polls

November 2-5

State MOE 4.9%

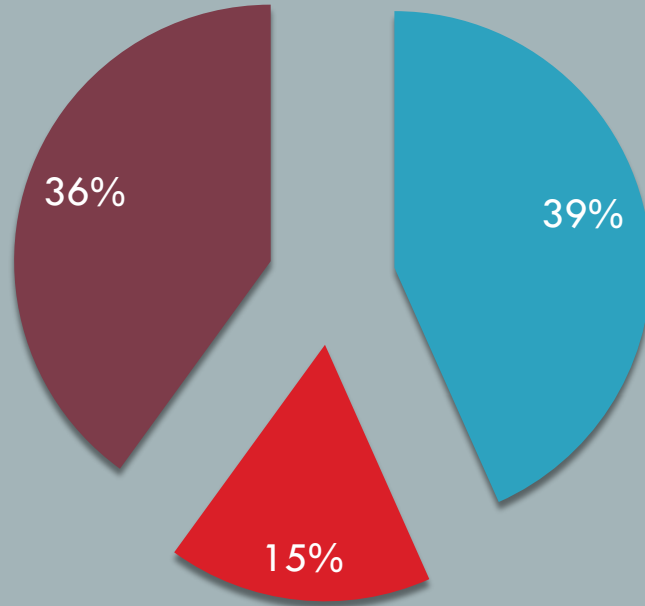
CA/FL MOE 3.8%

National MOE 1.8%



“THE STORY OF THE ELECTION IS
DEMOGRAPHICS.”

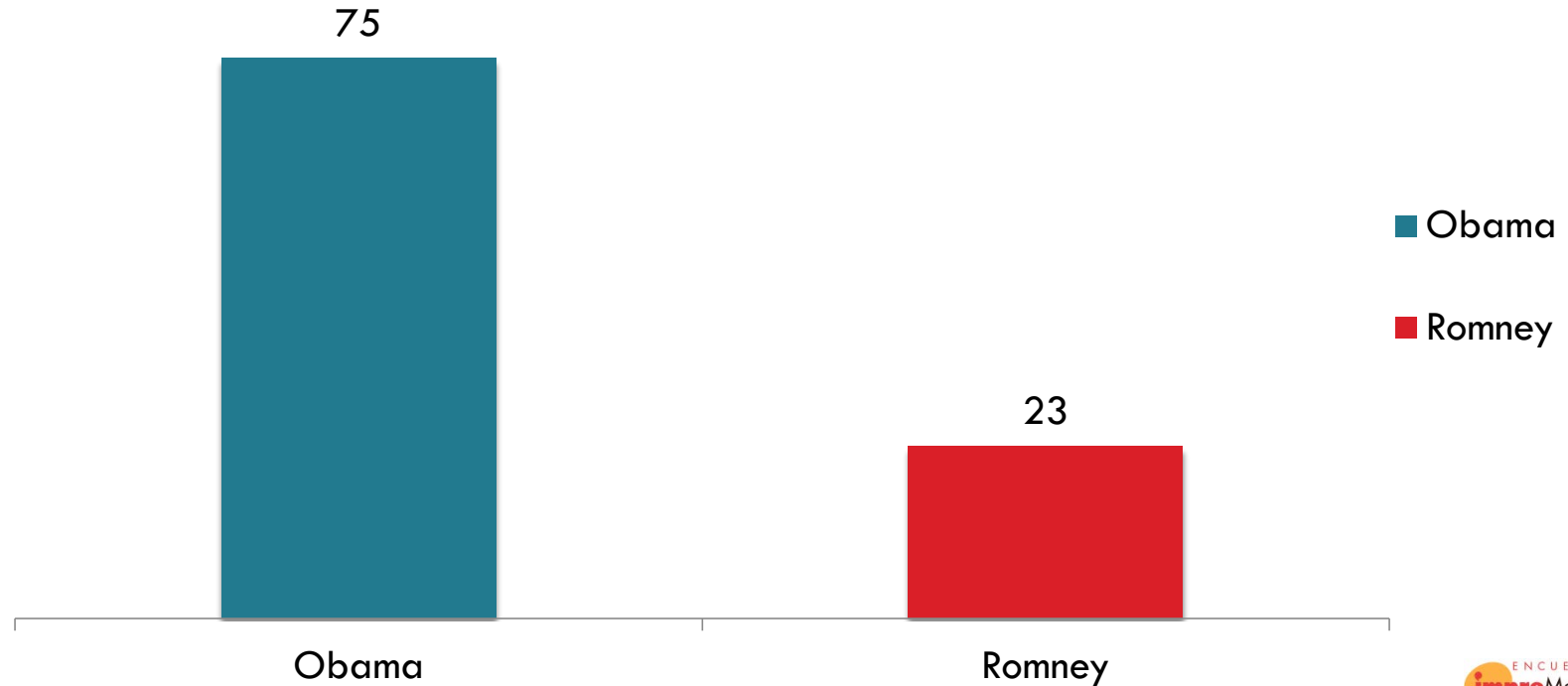
Chuck Todd, NBC News



- To Support the Democrat
- To Support the Republican
- To Support the Latino Community

Why did you come out to vote?

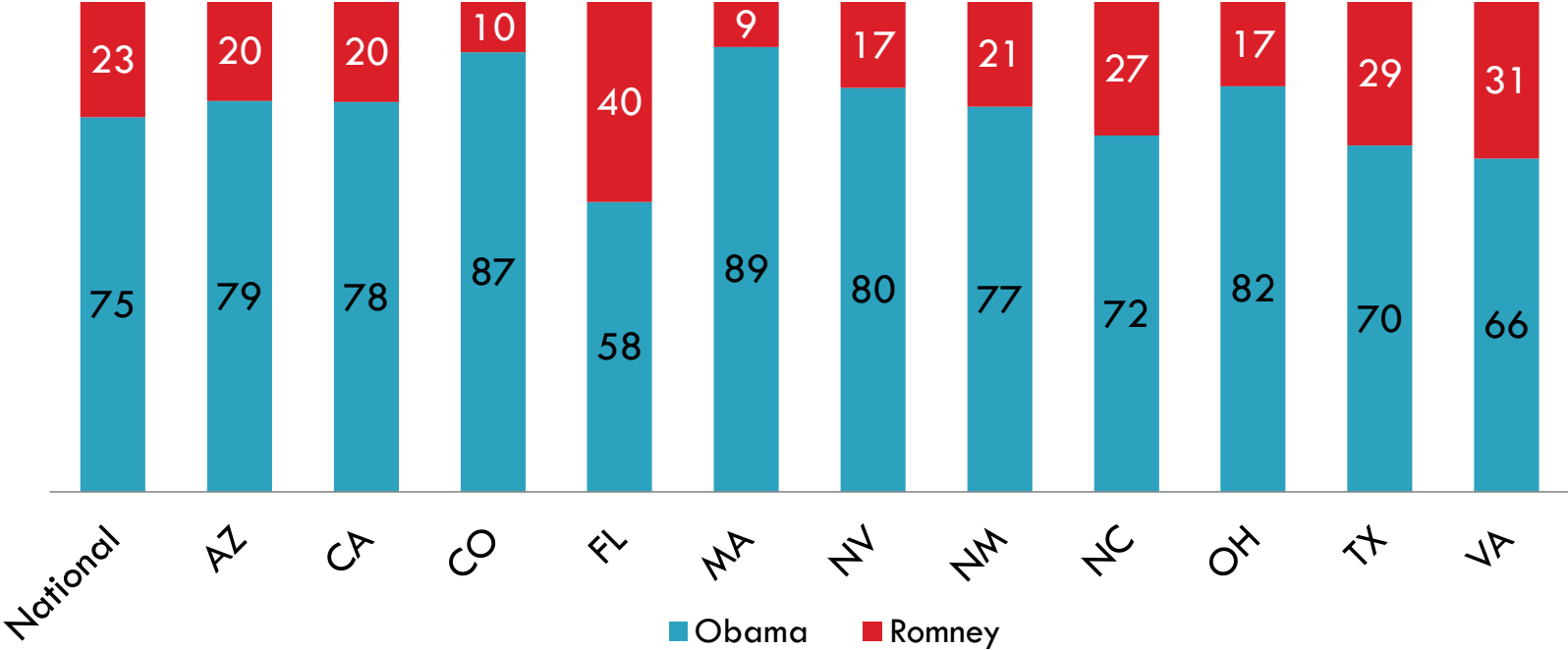
National Latino Vote for President



Watershed Moment...

- Latino net contribution to Obama a 5.4% margin;
- National popular vote margin is Obama +2.3%;
- For the first time in US history, Latino vote can plausibly claim to be nationally decisive:
 - ▣ If Latinos had split their vote evenly, Obama loses PV;
 - ▣ In fact, if Romney breaks 35% of Latinos, Obama loses PV.

Latino Vote for President by State

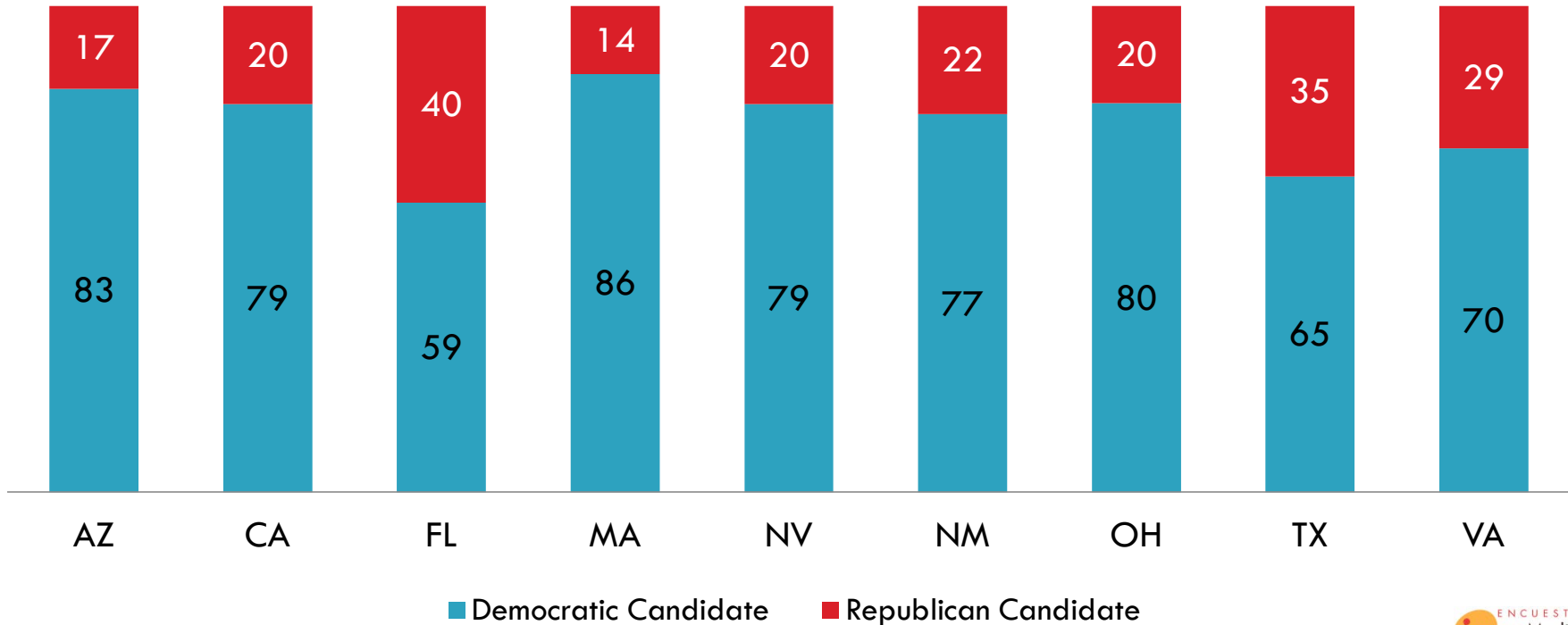


Latinos Pivotal to the National Election

Expected Latino Influence in 2012 (9:00 am EST)

	National	AZ	CA	CO	FL	MA	NC	NM	NV	OH	TX	VA
Latino vote for Obama	75	79	78	87	58	89	72	77	80	82	70	66
Latino vote for Romney	23	20	20	10	40	9	27	21	17	17	29	31
% Latino in 2012 among all votes	10.4%	20.0%	27.3%	12.4%	17.4%	5.9%	2.9%	39.7%	14.7%	1.5%	26.6%	2.3%
Net contribution to Obama	5.4	11.8	15.8	9.5	3.1	4.7	1.3	22.2	9.3	1.0	10.9	0.8
ACTUAL MARGIN 11/6	2.3%	--	21.4%	3.2%	.6%	23.9%	--	10.4%	6.7%	1.9%	--	1.8%
Growth in Latino vote '00-'10	52%	72%	67%	30%	66%	98%	117%	21%	117%	47%	38%	76%

Latino Vote U.S. Senate

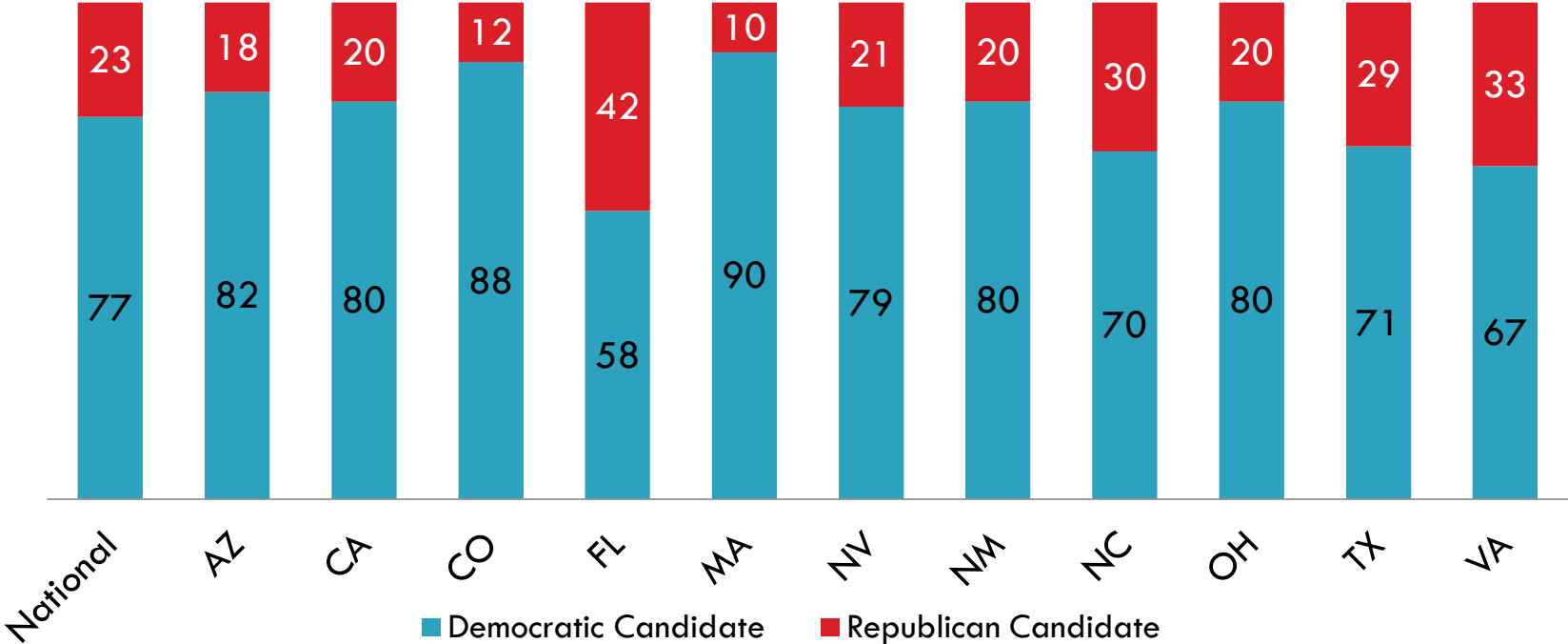


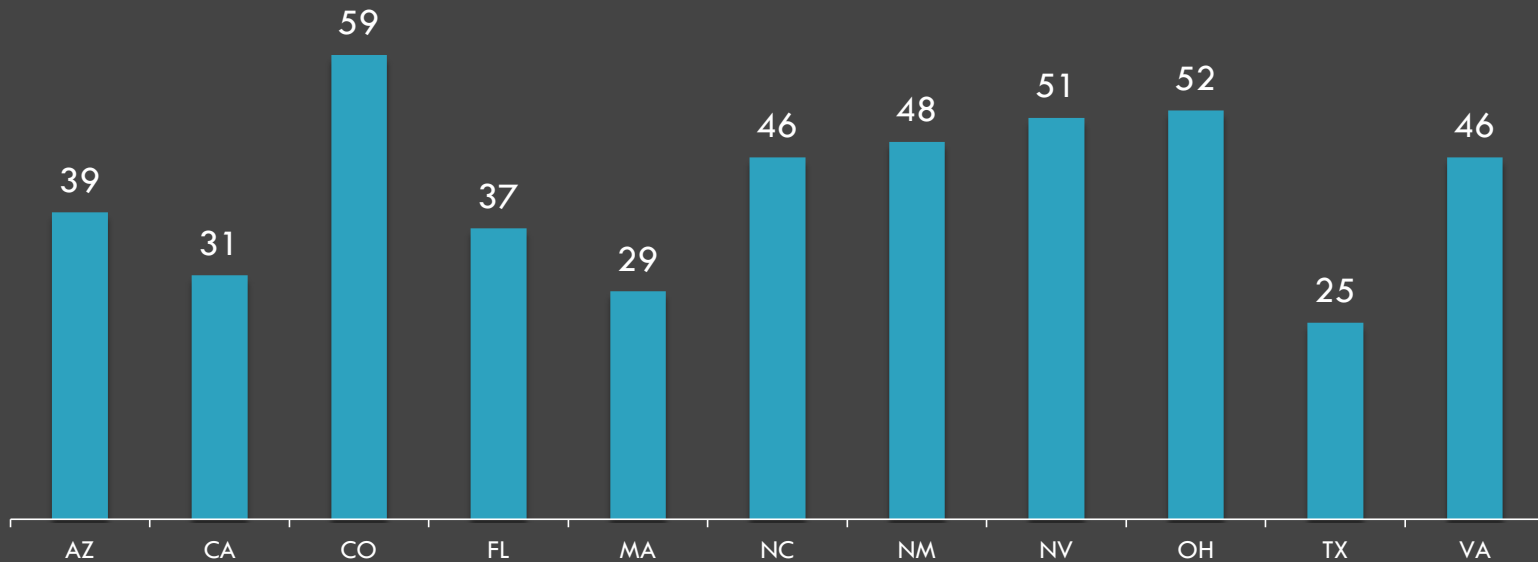
■ Democratic Candidate ■ Republican Candidate

New Mexico Senate

- Senator-elect Martin Heinrich prevailed by 5.6% of the vote;
- Latinos comprise 39.7% of the turned out NM electorate;
- Latino contribution to Heinrich's total was a net 21.8%, much larger than his margin;
- Senator-elect Heinrich joins Sen. Bennett and Sen. Reid in directly owing his seat to Latino vote.

Latino Vote for Congress





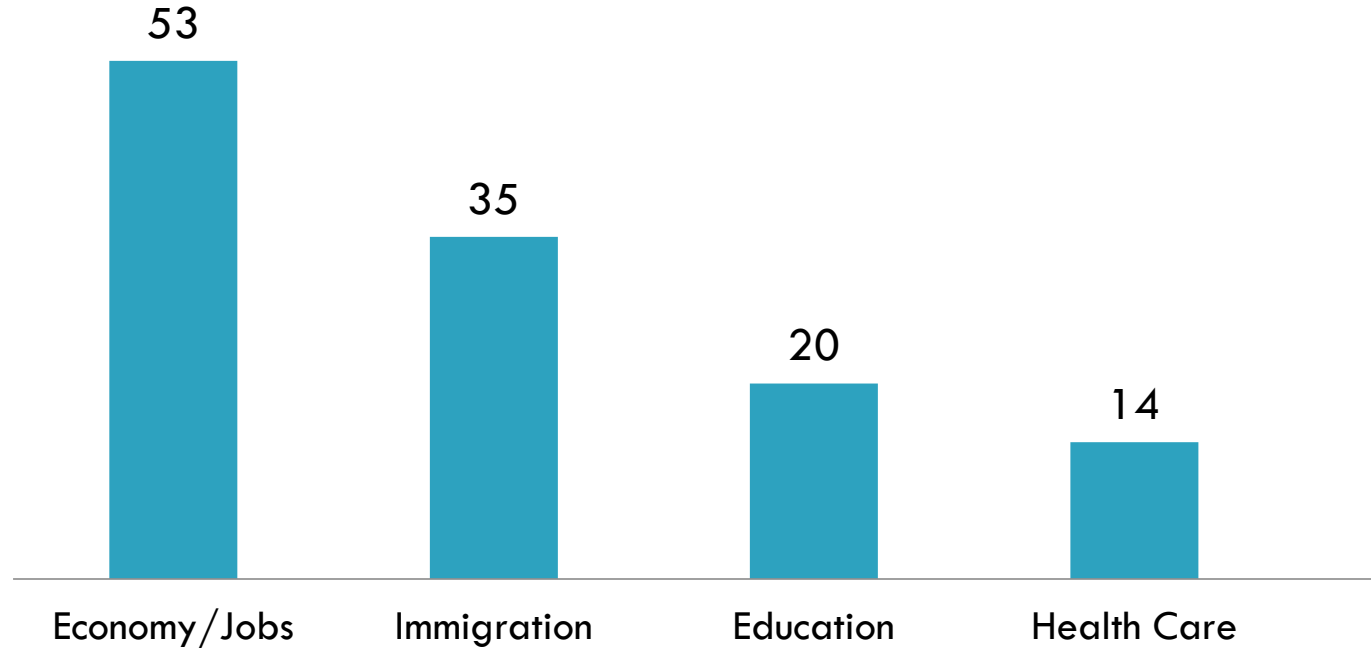
WHERE WERE LATINOS CONTACTED TO TURNOUT?

LOWER MOBILIZATION IN CALIFORNIA AND TEXAS UNDERMINES LATINO OVERALL VOTE...

National: Most Important Issue

What are the most important issues facing the Latino community that politicians should address?

Top Two Mentions...

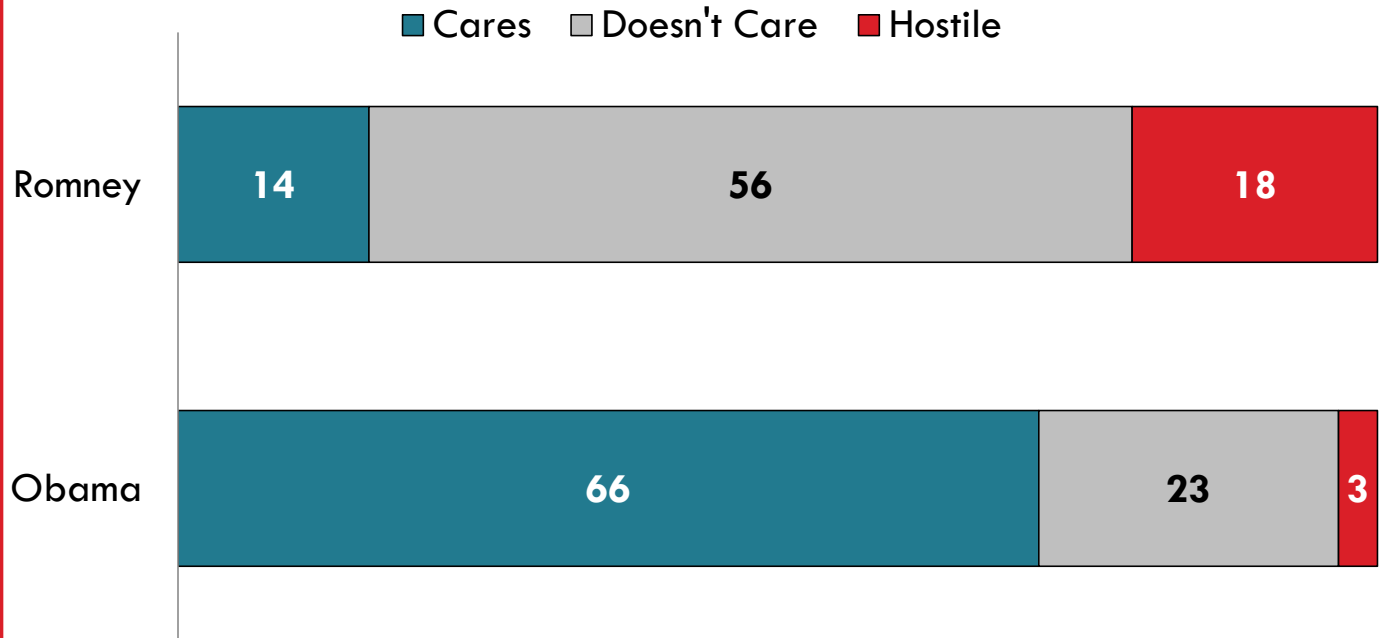


National: Candidate Latino Outreach

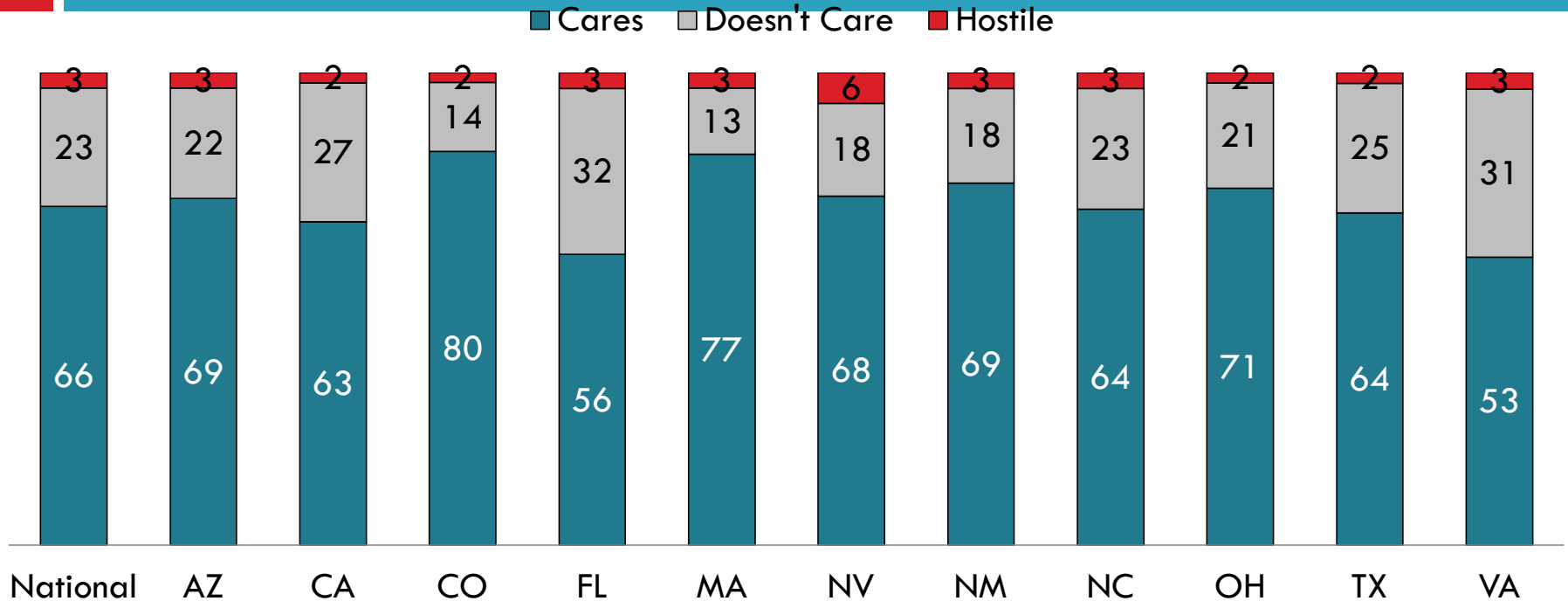
Obama/Romney
A. Cares about
Latino community

B. Doesn't care
much

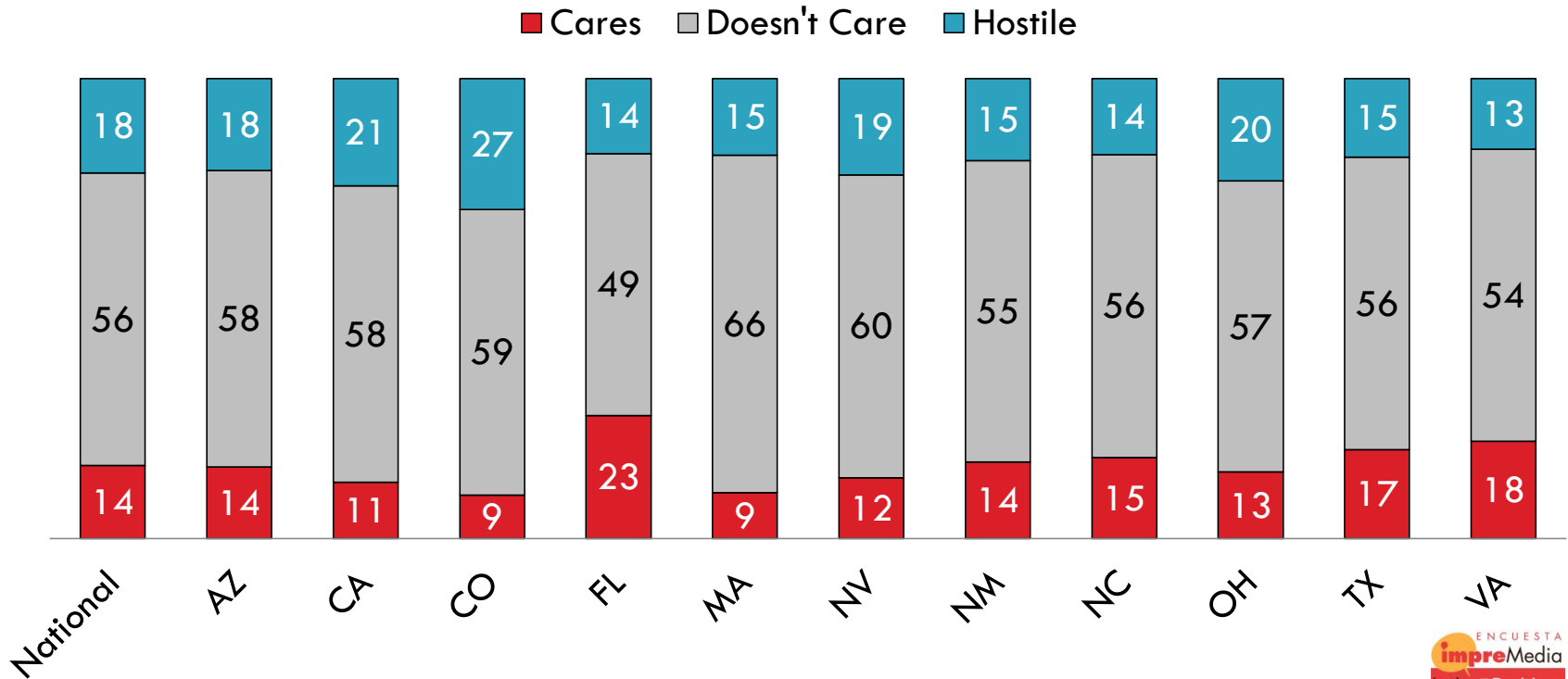
C. Hostile toward
Latinos?



States: Obama Latino Outreach

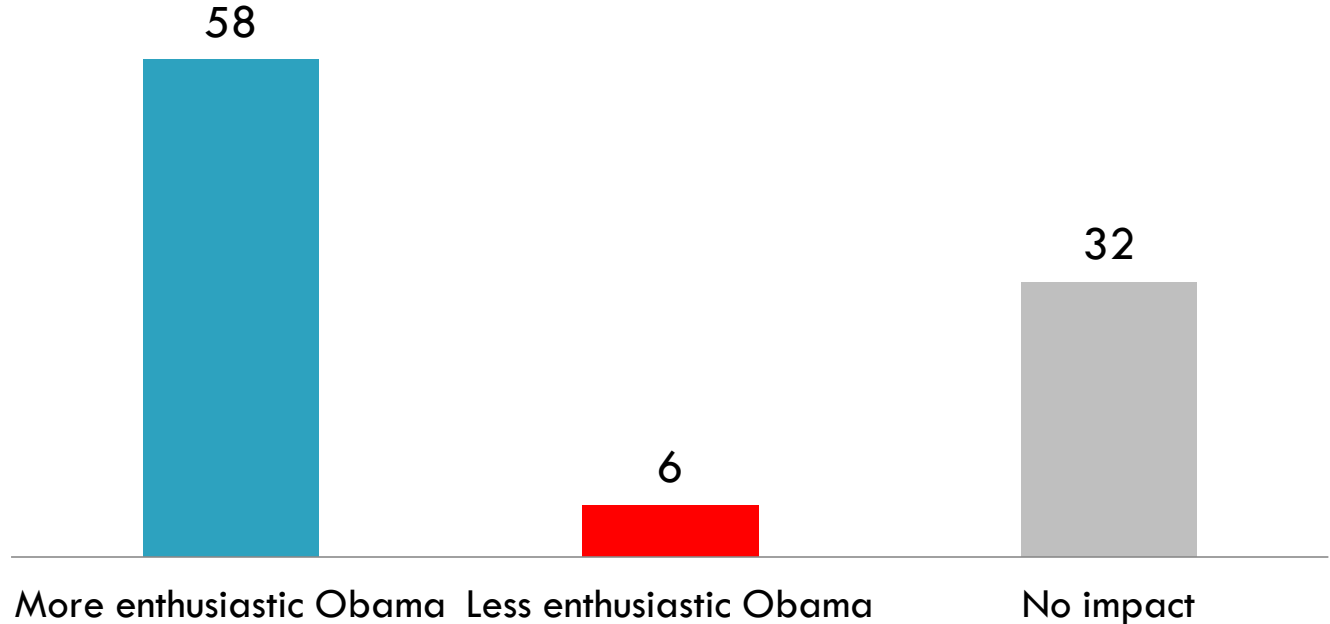


States: Romney Latino Outreach



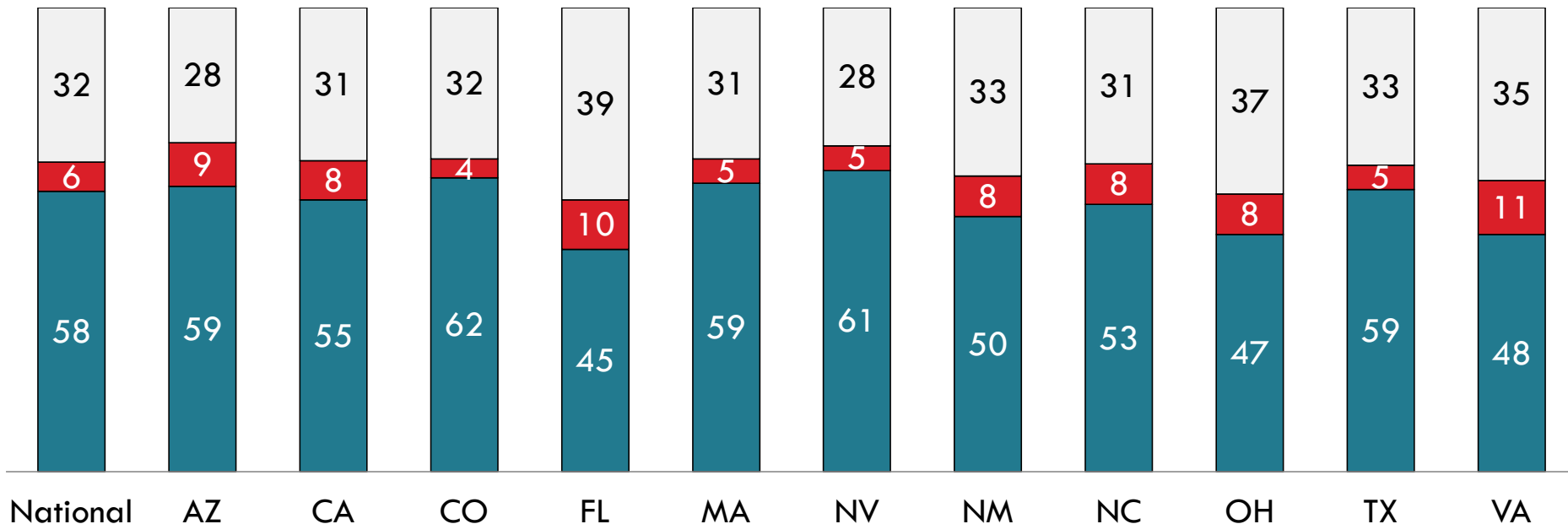
National: Deferred Action Policy Impact

Did deferred action policy make you feel more enthusiastic, less enthusiastic, or did not change feelings about Obama?



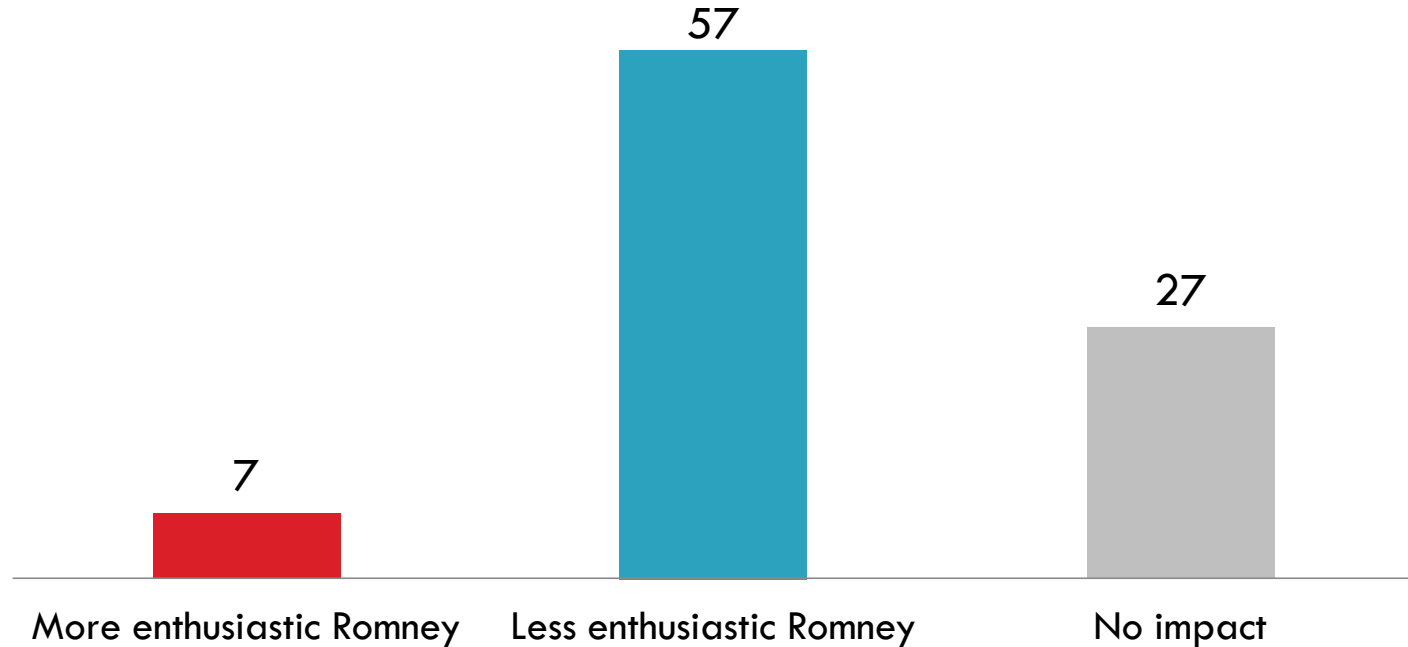
States: Deferred Action Policy Impact

More enthusiastic Obama Less enthusiastic Obama No impact



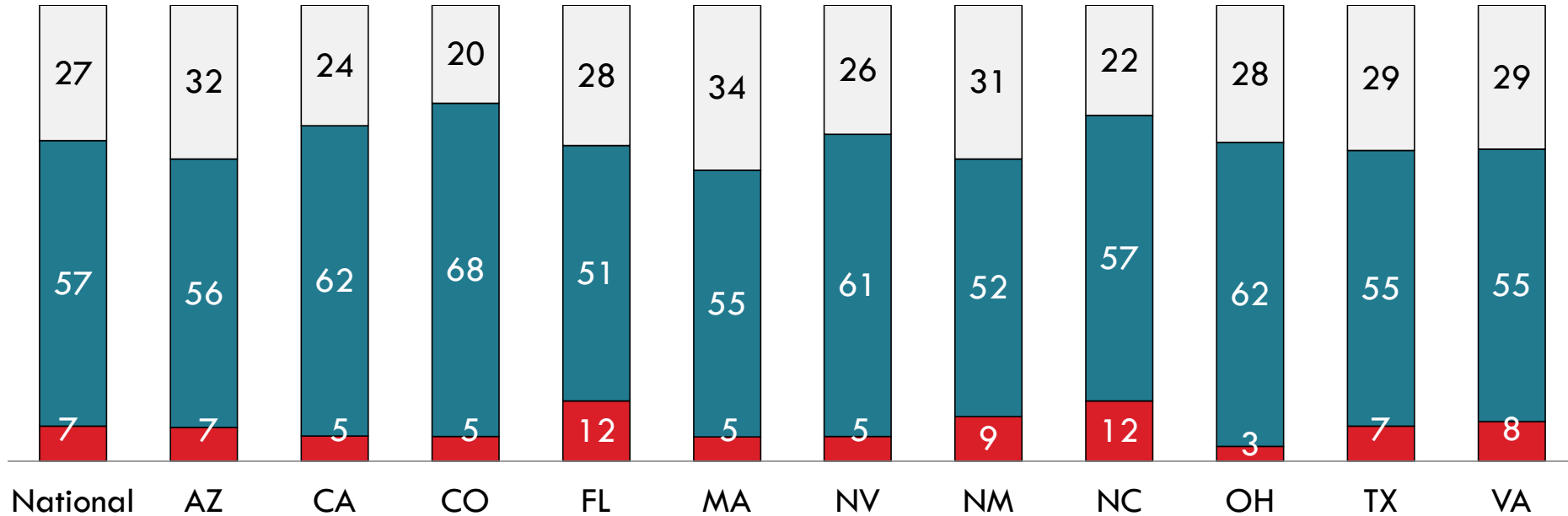
National: Romney Policy Position Impact

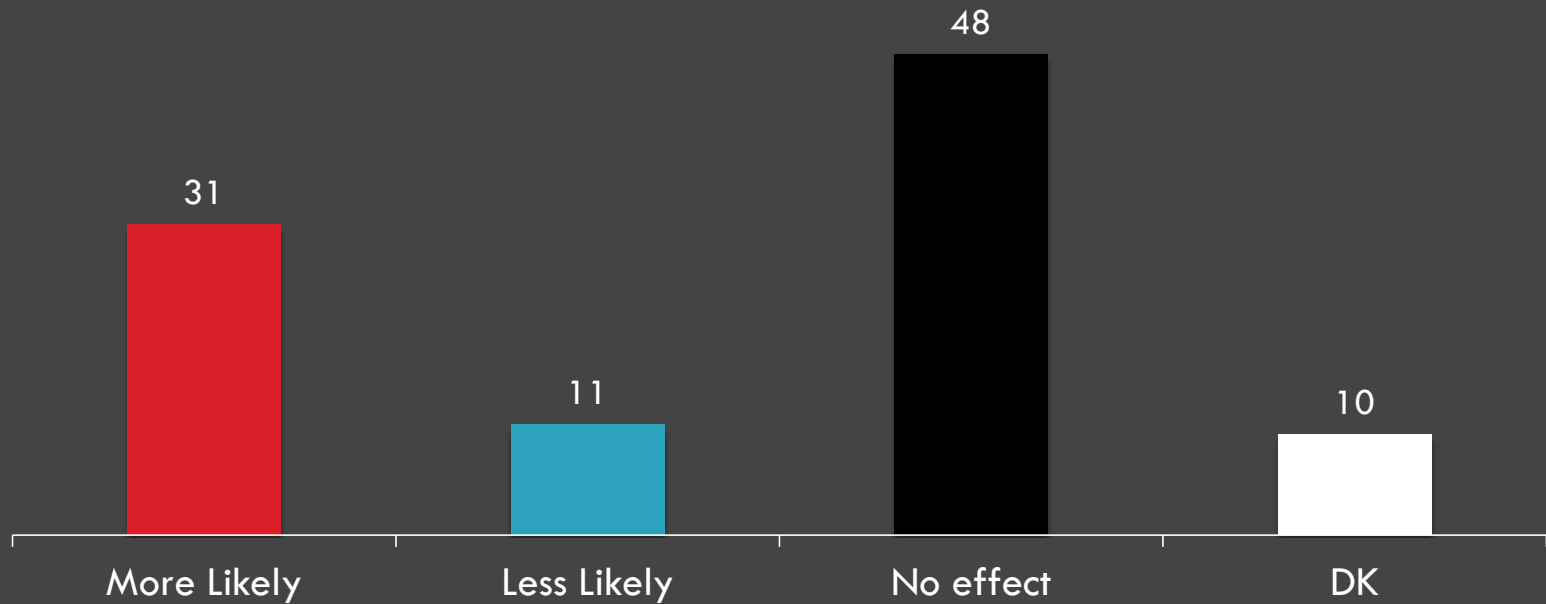
Did Romney's immigration policy positions make you feel more enthusiastic, less enthusiastic, or did not change feelings about Romney?



States: Romney Policy Position Impact

More enthusiastic Romney Less enthusiastic Romney No impact





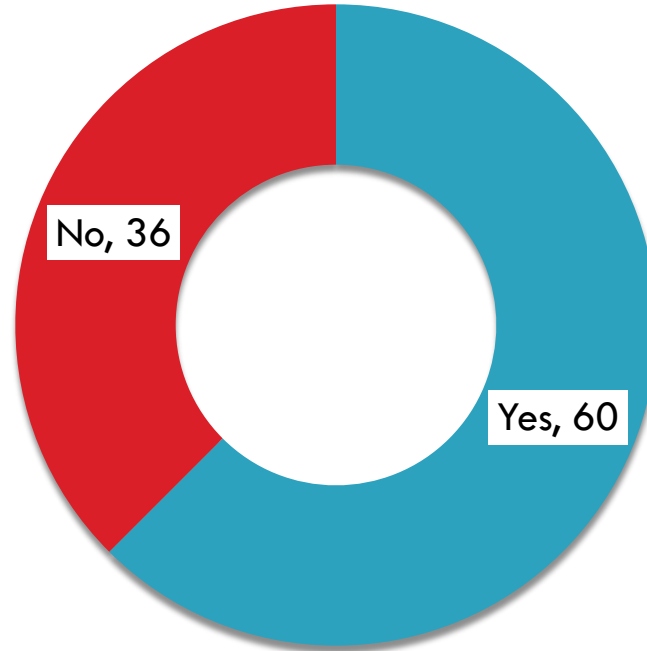
Immigration causes GOP to leave votes on the table...

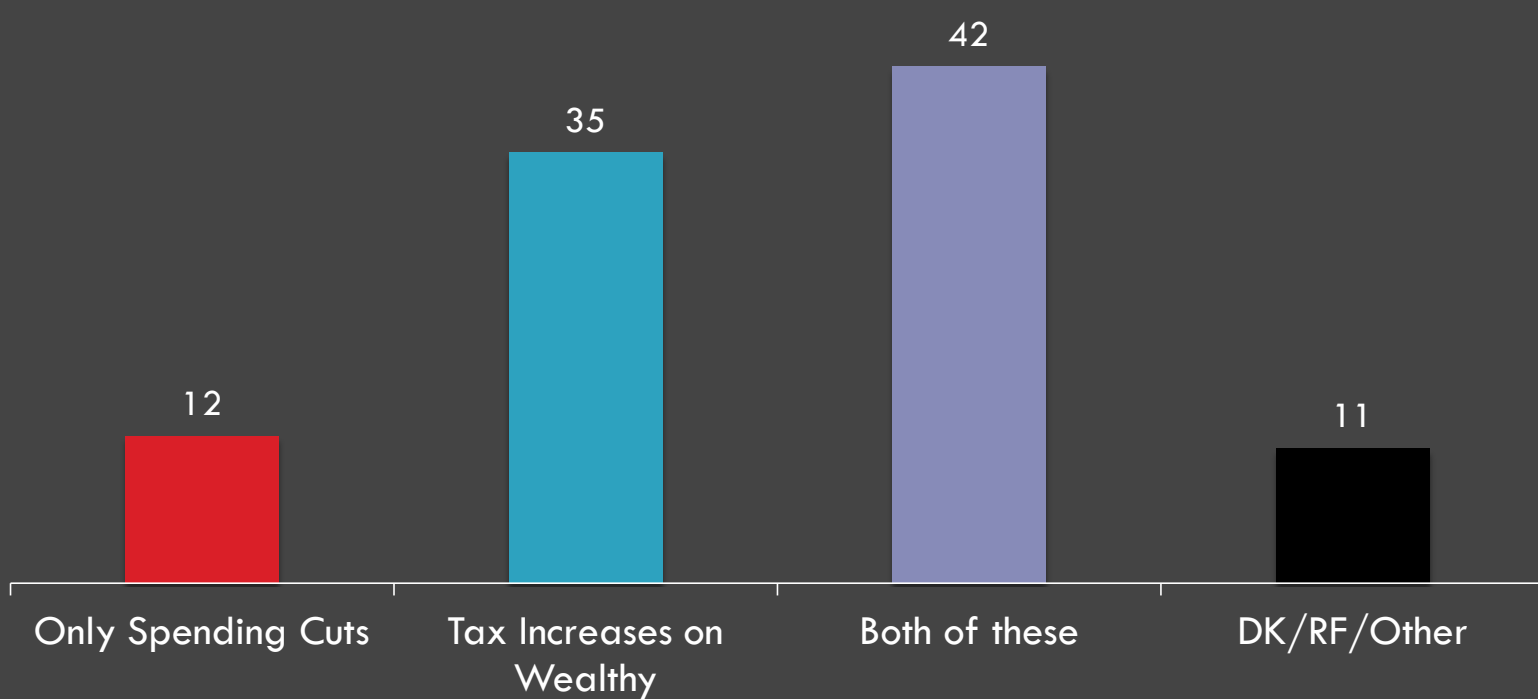
If GOP took a role in passing comprehensive reform with a path to citizenship, would it make you more likely to vote Republican?

National: Know Undocumented Immigrants

Considering all your family, friends, co-workers, and others you know,

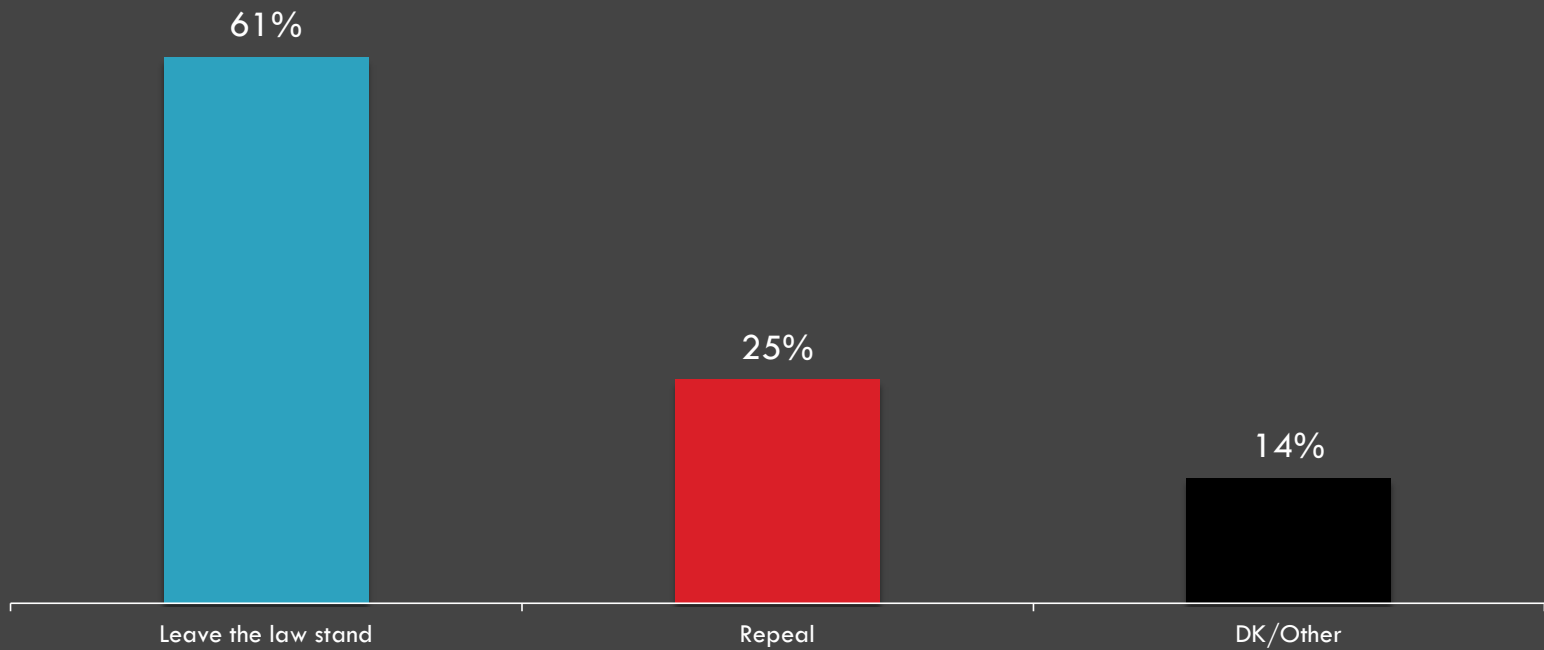
do you happen to know someone who is an undocumented immigrant?





Fixing the Deficit...

77% of Latinos want tax increases to cover at least part of our fiscal problem
Pragmatic mixture the most popular approach



Latinos overwhelmingly favor retaining ACA...

A note about exit poll estimates...

- NEP estimates continue to raise questions:
 - ▣ What percent of non-white voters were college educated?
 - ▣ What percent of Latino interviews completed the poll in Spanish?
 - ▣ Why have national and state numbers been revised already? From 69% to 71% just last night...
- Several suspicious estimates of Democratic vote:
 - ▣ Ohio—NEP 56%, LD 82%
 - ▣ Nevada—NEP 69%, LD 80%
 - ▣ Virginia—NEP 53%, LD 66%
- Latino Decisions will validate our results and theirs against precinct-level returns.

www.LatinoVote2012.com

LatinoDecisions.com



Thank You!