

Methodology Statement, Latino Decisions 2014 Latino Election Eve

Latino Decisions completed 4200 interviews with Latinos who had already voted early, or were certain to vote in the November 4, 2014 general election. Interviews were conducted via telephone with live callers, all of whom were bilingual, and interviews were completed in the language of preference of the respondent. Overall, 66% of interviews were completed in English and 34% in Spanish. Respondents were reached on landline and cell phone-only households, from October 30 to November 3, 2014 and interviews averaged 14 minutes in length.

Voters were pre-screened based on their vote history in previous midterm elections, and date of registration to include a mix of new registrants and first-time voters as well as those who had confirmed vote history in 2006 and 2010 midterms. Respondents were asked if they had already voted early, and if not, if they were 100% certain they would vote on November 4th. The interview for any respondent who was not certain was terminated. Using this same methodology in 2010, 88% of the interviewed sample was subsequently confirmed (validated) as having voted when examining official vote records, with no meaningful deviation from reported totals.

For 10 individual states, a minimum of 400 interviews were completed to provide state-specific reliable estimates and carry an overall margin of error of 4.9%. For the remaining 40 states and the District of Columbia an additional national sample was completed, and then combined with the 10 stand-alone state samples and weighted for an overall combined nationally proportionate sample. The national sample of 4,200 is directly proportionate to the Latino voter population nationwide, and is weighted to reflect the known Census demographics for Latino voters and carries a margin of error of 1.5%