

impreMedia/Latino Decisions Battleground States Survey – Nov 2015 – TOPLINES

1. What are the most important issues facing the [Latino/Hispanic] community that our politicians should address?
 [RESPONDENT MAY SELECT TWO – RECORD ORDER OF MENTION IF TWO] RANDOMIZE
 PLACEMENT OF ITEMS 1-12

Immigration issues.....	36
Education.....	28
Health care.....	22
Jobs & the economy.....	21
Race relations.....	17
Too much spending.....	14
Housing.....	12
Climate change.....	12
Foreign policy, Middle East.....	6
Gas/energy prices.....	5
Policing issues.....	4
Abortion, social issues.....	2
Other.....	4

Now please indicate if you have a favorable or unfavorable opinion of each of the following people who have been mentioned as possible Democratic candidates for president in 2016: [RANDOMIZE ORDER]

	Very Fav	Some Fav	Some Unfav	Very Unfav	Never Heard	No Opin	Tot Fav	Tot Un
2. Former Secretary of State Hillary Clinton	38	22	7	20	0	12	61	27
3. Vice President Joe Biden	14	39	9	13	1	23	54	22
4. Vermont Senator Bernie Sanders	16	23	7	12	8	33	39	20
5. Former Maryland Governor, Martin O'Malley	2	8	5	13	30	43	10	18
6. Former Virginia Senator Jim Webb	5	10	5	11	30	39	14	16
7. Former Rhode Island Governor Lincoln Chafee	1	4	12	12	30	43	4	23

Now please indicate if you have a favorable or unfavorable opinion of each of the following people who have been mentioned as possible Republican candidates for president in 2016: [RANDOMIZE ORDER]

	Very Fav	Some Fav	Some Unfav	Very Unfav	Never Heard	No Opin	Tot Fav	Tot Un
8. Businessman Donald Trump	6	9	5	67	0	13	15	71
9. Former CEO of Hewlett Packard, Carly Fiorina	6	19	8	20	24	23	25	28
10. Medical doctor Ben Carson	11	14	4	13	12	46	25	17
11. Former Florida Governor Jeb Bush	10	32	17	20	3	18	42	37
12. Florida Senator Marco Rubio	13	19	10	30	9	20	32	40
13. Texas Senator Ted Cruz	7	18	13	28	12	23	24	40

--- PROJECT METHODOLOGY ---

Latino Decisions interviewed 424 Latino registered voters who live in 14 presidential battleground states, using their new randomized email sampling method. Registered voters were randomly selected from the voter file and contacted by email, and asked to complete a short survey. The email invite was provided in English and Spanish, and respondents could choose to take the survey in either English or Spanish. The random selection approach is the exact same as in a telephone survey, with the only difference being the respondent completed the survey online. This has a significant advantage over most online panel samples which are “opt-in” or convenience samples and not randomly selected. The survey has a margin of error of +/- 4.7% on answers approaching a 50/50 distribution. The 14 battleground states included in the sample are Florida, Colorado, Nevada, New Mexico, Arizona, Ohio, Pennsylvania, Wisconsin, Iowa, Georgia, New Hampshire, Virginia, North Carolina, and Michigan. Combined, these states have 4 million Latino registered voters and are expected to be among the closest states in 2016. As the election nears, Latino Decisions will update the list of competitive battleground states.