



impreMedia-Latino Decisions Tracking Poll Results - December 2011 (n = 500; ±4.3)

1. Generally speaking, what are the most important issues facing the Latino community that you think Congress and the President should address?

	TOTAL	Foreign born	US born	Spanish	English	Dem	Ind	GOP	Male	Female	≤ \$40K	\$40-79K	≥ \$80K	HS or less	Some Coll	Coll Grad	18-35	36-49	50-69	70+	Less regular	Attend weekly	Born again	CA	TX	FL	NY/NJ	Oth
Create more jobs / unemployment	23%	26%	21%	27%	21%	22%	24%	24%	29%	19%	22%	20%	25%	27%	18%	21%	14%	24%	28%	31%	22%	24%	23%	18%	28%	28%	33%	20%
Fix the economy (generic)	20%	24%	16%	27%	15%	21%	15%	24%	24%	16%	21%	14%	30%	20%	14%	24%	13%	24%	25%	19%	19%	21%	19%	20%	22%	20%	14%	20%
Address Wall Street / Banking	1%	1%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	0%	0%	1%	2%	0%	1%	1%	1%	1%	1%	1%	0%
Immigration reform / DREAM	42%	54%	32%	54%	34%	45%	46%	24%	40%	45%	43%	42%	29%	35%	48%	43%	40%	49%	41%	37%	44%	40%	45%	48%	29%	54%	46%	38%
Wars in Afghanistan or Iraq/Terror	1%	1%	1%	2%	1%	1%	2%	0%	2%	0%	1%	0%	1%	1%	0%	1%	1%	1%	1%	3%	2%	0%	1%	1%	2%	0%	0%	2%
International relations / foreign policy	1%	1%	1%	0%	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%	1%	0%	1%	1%	1%	0%	1%	0%	0%	1%	0%	1%	1%
Health care	11%	9%	12%	12%	10%	13%	7%	9%	6%	14%	12%	8%	14%	12%	11%	9%	12%	8%	12%	12%	9%	13%	12%	12%	15%	5%	8%	9%
Housing / mortgages	2%	1%	2%	1%	2%	2%	1%	1%	2%	1%	2%	1%	3%	2%	1%	2%	1%	0%	3%	2%	0%	3%	1%	2%	2%	2%	0%	1%
Education reform / schools	16%	14%	17%	14%	16%	15%	15%	20%	14%	16%	14%	13%	28%	12%	18%	17%	18%	17%	15%	10%	13%	18%	15%	17%	15%	10%	22%	13%
Corruption in government	1%	1%	0%	2%	0%	1%	1%	0%	1%	0%	1%	0%	1%	2%	1%	0%	0%	0%	2%	2%	0%	1%	0%	0%	4%	0%	0%	0%
Race relations	2%	1%	3%	1%	3%	1%	4%	2%	3%	2%	2%	5%	1%	3%	1%	2%	2%	3%	2%	3%	3%	1%	0%	5%	3%	0%	0%	1%
Address Taxes / Cut taxes	1%	1%	1%	2%	1%	1%	0%	4%	1%	2%	2%	0%	1%	1%	3%	0%	1%	0%	2%	3%	1%	2%	1%	1%	4%	1%	0%	0%
Something else	11%	7%	15%	7%	14%	13%	9%	11%	14%	9%	11%	9%	9%	14%	9%	11%	17%	9%	7%	8%	13%	9%	12%	11%	14%	17%	13%	7%

2. And do you approve or disapprove of the job Barack Obama is doing as President? Is that...

	TOTAL	Foreign born	US born	Spanish	English	Dem	Ind	GOP	Male	Female	≤ \$40K	\$40-79K	≥ \$80K	HS or less	Some Coll	Coll Grad	18-35	36-49	50-69	70+	Less regular	Attend weekly	Born again	CA	TX	FL	NY/NJ	Oth
Strongly approve	32%	31%	32%	35%	29%	42%	20%	10%	29%	33%	36%	31%	27%	35%	30%	29%	21%	34%	37%	39%	30%	33%	36%	30%	34%	29%	47%	26%
Somewhat approve	35%	32%	39%	33%	38%	39%	37%	18%	34%	37%	35%	33%	38%	35%	40%	33%	48%	31%	32%	25%	35%	36%	33%	40%	32%	29%	41%	35%
Somewhat disapprove	11%	11%	10%	11%	11%	8%	12%	18%	10%	11%	13%	9%	8%	10%	14%	10%	14%	6%	11%	9%	12%	9%	8%	15%	9%	13%	7%	8%
Strongly disapprove	18%	19%	16%	14%	20%	6%	23%	50%	21%	14%	14%	21%	26%	15%	12%	25%	15%	24%	14%	22%	18%	18%	18%	10%	25%	26%	2%	24%
Don't know	3%	5%	3%	6%	2%	3%	5%	3%	3%	4%	2%	6%	0%	4%	4%	2%	2%	5%	4%	3%	4%	3%	4%	5%	1%	1%	2%	6%
Refused	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	0%	1%	0%	1%	1%	0%	0%	2%	2%	1%	1%	2%	1%	0%	3%	0%	1%

4. Even though it is a long time from now, thinking ahead to the November 2012 Presidential election, would you say you are more likely to vote for Democrat Barack Obama, or for the Republican challenger? Are you certain to vote for _____ or is there a chance you could change your mind? Okay, I've marked you as undecided - but if you had pick right now are you leaning towards voting for Obama, or for the Republican challenger in 2012?

	TOTAL	Foreign born	US born	Spanish	English	Dem	Ind	GOP	Male	Female	≤ \$40K	\$40-79K	≥ \$80K	HS or less	Some Coll	Coll Grad	18-35	36-49	50-69	70+	Less regular	Attend weekly	Born again	CA	TX	FL	NY/NJ	Oth
Certain to vote for Obama	54%	50%	57%	56%	52%	76%	31%	12%	51%	56%	64%	48%	39%	60%	55%	46%	55%	47%	59%	55%	53%	54%	53%	59%	49%	46%	72%	46%
Vote Obama, but could change mind	11%	10%	12%	6%	14%	9%	17%	3%	9%	12%	7%	9%	22%	5%	11%	16%	14%	10%	11%	2%	13%	7%	11%	14%	10%	6%	12%	9%
Undecided, but leaning towards Obama	4%	6%	3%	7%	3%	4%	7%	1%	7%	2%	2%	7%	3%	7%	6%	2%	5%	8%	3%	2%	3%	6%	2%	3%	2%	6%	1%	8%
Undecided, but leaning towards Republican	8%	10%	6%	10%	7%	4%	16%	8%	8%	8%	9%	11%	5%	11%	7%	6%	7%	8%	10%	8%	8%	9%	11%	8%	3%	6%	7%	14%
Vote Republican	5%	7%	3%	8%	3%	3%	5%	11%	4%	5%	4%	4%	6%	6%	5%	3%	1%	6%	5%	8%	4%	6%	3%	6%	5%	2%	0%	6%

Republican, but could change mind	6%	5%	7%	3%	8%	2%	8%	17%	6%	6%	6%	8%	2%	9%	8%	7%	6%	4%	6%	6%	6%	7%	4%	13%	8%	2%	4%	
Certain to vote for Republican	9%	8%	11%	7%	11%	0%	11%	43%	12%	7%	6%	12%	11%	6%	4%	17%	8%	12%	5%	15%	11%	8%	8%	3%	11%	24%	5%	11%
Don't know	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	1%	2%	1%	1%	0%	0%	1%	
Refused	2%	2%	2%	3%	1%	1%	4%	5%	2%	2%	1%	2%	5%	2%	1%	2%	2%	2%	2%	3%	1%	3%	1%	6%	3%	1%	0%	

4b. Combined Presidential Vote from Q4 above

	TOTAL	Foreign born	US born	Spanish	English	Dem	Ind	GOP	Male	Female	≤ \$40- \$40K	≥ \$40- \$80K	HS or less	Some Coll	Coll Grad	18- 35	36- 49	50- 69	70 +	Less regular	Attend weekly	Born again	CA	TX	FL	NY/NJ	Oth	
Combined vote for Obama	69%	66%	71%	69%	69%	89%	54%	16%	67%	70%	73%	64%	64%	72%	72%	64%	73%	65%	73%	59%	69%	68%	67%	77%	61%	57%	85%	63%
Undecided	11%	14%	9%	14%	9%	5%	21%	13%	11%	11%	10%	13%	10%	13%	10%	9%	10%	10%	13%	12%	9%	13%	15%	10%	10%	9%	8%	15%
Combined vote for Republican	20%	21%	20%	18%	22%	6%	24%	71%	22%	19%	16%	23%	26%	14%	18%	28%	17%	25%	14%	30%	21%	19%	18%	13%	29%	34%	7%	22%

5A. Would you say the Democratic Party is currently doing a good job of reaching out to Hispanics, that they don't care too much about Hispanics, or that they are being hostile towards Hispanics?

	TOTAL	Foreign born	US born	Spanish	English	Dem	Ind	GOP	Male	Female	≤ \$40- \$40K	≥ \$40- \$80K	HS or less	Some Coll	Coll Grad	18- 35	36- 49	50- 69	70 +	Less regular	Attend weekly	Born again	CA	TX	FL	NY/NJ	Oth	
Good job	52%	51%	53%	50%	54%	63%	47%	20%	52%	53%	55%	53%	52%	52%	51%	57%	55%	53%	54%	56%	53%	51%	53%	56%	41%	57%	62%	47%
Don't care too much	30%	27%	32%	27%	31%	26%	30%	45%	28%	31%	24%	33%	31%	28%	30%	32%	31%	31%	26%	22%	30%	29%	27%	23%	40%	33%	28%	31%
Being hostile	8%	10%	6%	14%	4%	5%	10%	14%	8%	8%	11%	8%	2%	13%	2%	6%	5%	4%	12%	8%	7%	8%	11%	5%	9%	0%	4%	17%
Don't know	7%	10%	6%	9%	7%	5%	11%	11%	10%	6%	8%	6%	8%	7%	14%	3%	4%	10%	7%	14%	8%	8%	5%	13%	2%	10%	4%	4%

5B. Would you say the Republican Party is currently doing a good job of reaching out to Hispanics, that they don't care too much about Hispanics, or that they are being hostile towards Hispanics?

	TOTAL	Foreign born	US born	Spanish	English	Dem	Ind	GOP	Male	Female	≤ \$40- \$40K	≥ \$40- \$80K	HS or less	Some Coll	Coll Grad	18- 35	36- 49	50- 69	70 +	Less regular	Attend weekly	Born again	CA	TX	FL	NY/NJ	Oth	
Good job	17%	11%	22%	12%	21%	8%	21%	41%	16%	18%	19%	11%	17%	11%	25%	19%	23%	16%	16%	10%	14%	21%	27%	13%	25%	25%	10%	16%
Don't care too much	46%	51%	42%	50%	44%	50%	39%	43%	47%	46%	47%	51%	48%	52%	40%	44%	44%	49%	49%	42%	48%	43%	38%	50%	41%	48%	44%	44%
Being hostile	27%	26%	27%	26%	27%	33%	31%	12%	29%	24%	27%	27%	29%	25%	24%	31%	28%	18%	28%	38%	28%	24%	26%	27%	23%	12%	41%	28%
Don't know	10%	10%	9%	11%	9%	8%	16%	4%	7%	12%	6%	11%	7%	11%	10%	6%	5%	16%	7%	8%	8%	11%	7%	9%	10%	13%	3%	12%

7. Marco Rubio, a Cuban American Republican Senator from Florida, has been rumored to be on the list of likely nominees for Vice-President. If Senator Rubio were nominated by the Republicans for Vice-President, what effect if any would it have on your likelihood of voting Republican in next year's presidential election? Would it make you more likely or less likely to vote Republican, or have no effect on your vote?

	TOTAL	Foreign born	US born	Spanish	English	Dem	Ind	GOP	Male	Female	≤ \$40- \$40K	≥ \$40- \$80K	HS or less	Some Coll	Coll Grad	18- 35	36- 49	50- 69	70 +	Less regular	Attend weekly	Born again	CA	TX	FL	NY/NJ	Oth	
Much more likely to vote Republican	13%	12%	15%	11%	15%	6%	16%	39%	18%	10%	13%	11%	19%	9%	17%	16%	16%	13%	9%	16%	16%	11%	11%	7%	19%	29%	11%	12%
Somewhat more likely Republican	11%	13%	11%	13%	10%	11%	10%	17%	9%	13%	13%	12%	7%	11%	14%	9%	14%	7%	11%	8%	10%	14%	12%	14%	11%	5%	12%	12%
Somewhat less likely Republican	11%	13%	7%	13%	8%	14%	6%	4%	11%	9%	12%	13%	6%	14%	7%	9%	10%	10%	13%	4%	9%	11%	15%	15%	10%	14%	4%	5%
Much less likely to vote Republican	10%	12%	9%	14%	8%	14%	7%	0%	10%	10%	12%	7%	6%	13%	8%	9%	6%	8%	13%	18%	11%	9%	8%	13%	6%	14%	11%	8%
Have no effect	46%	40%	50%	36%	52%	46%	50%	35%	44%	47%	42%	52%	56%	43%	47%	48%	51%	53%	40%	38%	47%	44%	41%	48%	41%	30%	56%	49%
Don't know	7%	9%	6%	10%	6%	7%	9%	4%	6%	8%	6%	4%	5%	8%	5%	7%	3%	6%	11%	12%	5%	10%	11%	4%	9%	6%	3%	12%
Refused	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	0%	3%	1%	1%	0%	2%	3%	4%	2%	1%	2%	0%	3%	1%	4%	3%

8. When thinking about who to vote for in next year's election, how much will your religious beliefs shape your vote? Would you say they will have a big impact, a small impact, or no effect at all on who you vote for?

	TOTAL	Foreign born	US born	Spanish	English	Dem	Ind	GOP	Male	Female	≤ \$40- \$40K	≥ \$40- \$80K	HS or less	Some Coll	Coll Grad	18- 35	36- 49	50- 69	70 +	Less regular	Attend weekly	Born again	CA	TX	FL	NY/NJ	Oth
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you're supposed to do	9%	9%	10%	9%	10%	11%	8%	7%	10%	9%	12%	8%	9%	11%	10%	8%	5%	14%	10%	11%	10%	9%	7%	10%	12%	6%	9%	9%
Because all of my family and friends are there and it's nice to be together	12%	6%	19%	5%	19%	10%	20%	7%	20%	6%	7%	14%	23%	7%	11%	21%	25%	8%	9%	6%	19%	6%	10%	14%	6%	15%	19%	12%
To listen to the scripture and hear the priest or pastor preach the word of God	52%	50%	52%	47%	55%	51%	46%	61%	41%	60%	54%	56%	46%	54%	54%	49%	59%	53%	52%	41%	41%	61%	56%	48%	51%	52%	46%	57%
Some other reason	7%	8%	7%	4%	11%	7%	8%	9%	10%	6%	3%	8%	13%	7%	11%	7%	3%	15%	8%	7%	9%	6%	4%	11%	3%	6%	3%	10%
Don't know	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	2%	0%	0%	0%	1%	1%	1%	0%	1%	2%	1%	0%	1%	2%	1%	0%	0%	0%
Refused	18%	26%	11%	35%	5%	20%	17%	14%	19%	18%	22%	14%	9%	21%	13%	15%	7%	10%	20%	33%	19%	18%	23%	16%	27%	21%	22%	12%

22. Regardless of how often you attend church, would you say religion provides a great deal, quite a bit, some, or no guidance at all in your day-to-day living?

	TOTAL	Foreign born	US	Spanish	English	Dem	Ind	GOP	Male	Female	≤ \$40K	\$40K-79K	≥ \$80K	HS or less	Some Coll	Coll Grad	18-35	36-49	50-69	70+	Less regular	Attend weekly	Born again	CA	TX	FL	NY/NJ	Oth
A great deal	33%	29%	35%	23%	39%	31%	30%	43%	31%	34%	29%	34%	39%	31%	34%	35%	37%	31%	29%	37%	24%	43%	39%	32%	41%	29%	28%	29%
Quite a bit	27%	29%	23%	36%	18%	24%	29%	24%	26%	25%	32%	23%	23%	33%	24%	20%	17%	30%	35%	31%	19%	33%	34%	19%	37%	27%	26%	24%
Some	24%	23%	26%	22%	26%	25%	25%	22%	22%	27%	24%	31%	25%	20%	28%	28%	28%	29%	21%	17%	34%	13%	18%	31%	14%	22%	24%	26%
No guidance at all	9%	9%	11%	7%	12%	11%	10%	6%	13%	7%	10%	6%	10%	9%	9%	12%	14%	7%	9%	10%	15%	3%	5%	11%	1%	14%	18%	10%
Don't know / Refused	6%	11%	5%	12%	5%	9%	7%	6%	8%	8%	4%	5%	3%	7%	5%	4%	4%	3%	7%	4%	8%	8%	4%	7%	7%	8%	4%	11%

23. Do you consider yourself a born-again, spirit-filled Christian or involved in the charismatic movement?

	TOTAL	Foreign born	US	Spanish	English	Dem	Ind	GOP	Male	Female	≤ \$40K	\$40K-79K	≥ \$80K	HS or less	Some Coll	Coll Grad	18-35	36-49	50-69	70+	Less regular	Attend weekly	Born again	CA	TX	FL	NY/NJ	Oth
Yes	39%	36%	28%	42%	25%	30%	33%	35%	30%	33%	45%	26%	24%	39%	26%	30%	25%	29%	38%	44%	20%	46%	100%	28%	39%	31%	35%	29%
No	53%	51%	66%	46%	68%	60%	57%	58%	61%	57%	49%	69%	71%	53%	65%	65%	66%	69%	54%	53%	68%	47%	0%	65%	51%	57%	57%	59%
Don't know	4%	5%	4%	5%	4%	5%	5%	2%	6%	4%	4%	5%	3%	6%	5%	3%	8%	3%	5%	2%	6%	4%	0%	2%	5%	6%	0%	9%
Refused	3%	7%	2%	7%	3%	4%	5%	5%	3%	6%	1%	0%	1%	3%	4%	2%	1%	0%	2%	1%	6%	3%	0%	4%	6%	6%	8%	3%