

National Survey of Latinos and the 2010 Census

Commissioned by NALEO

Posted March 29, 2010

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National Survey of Latinos and the 2010 Census

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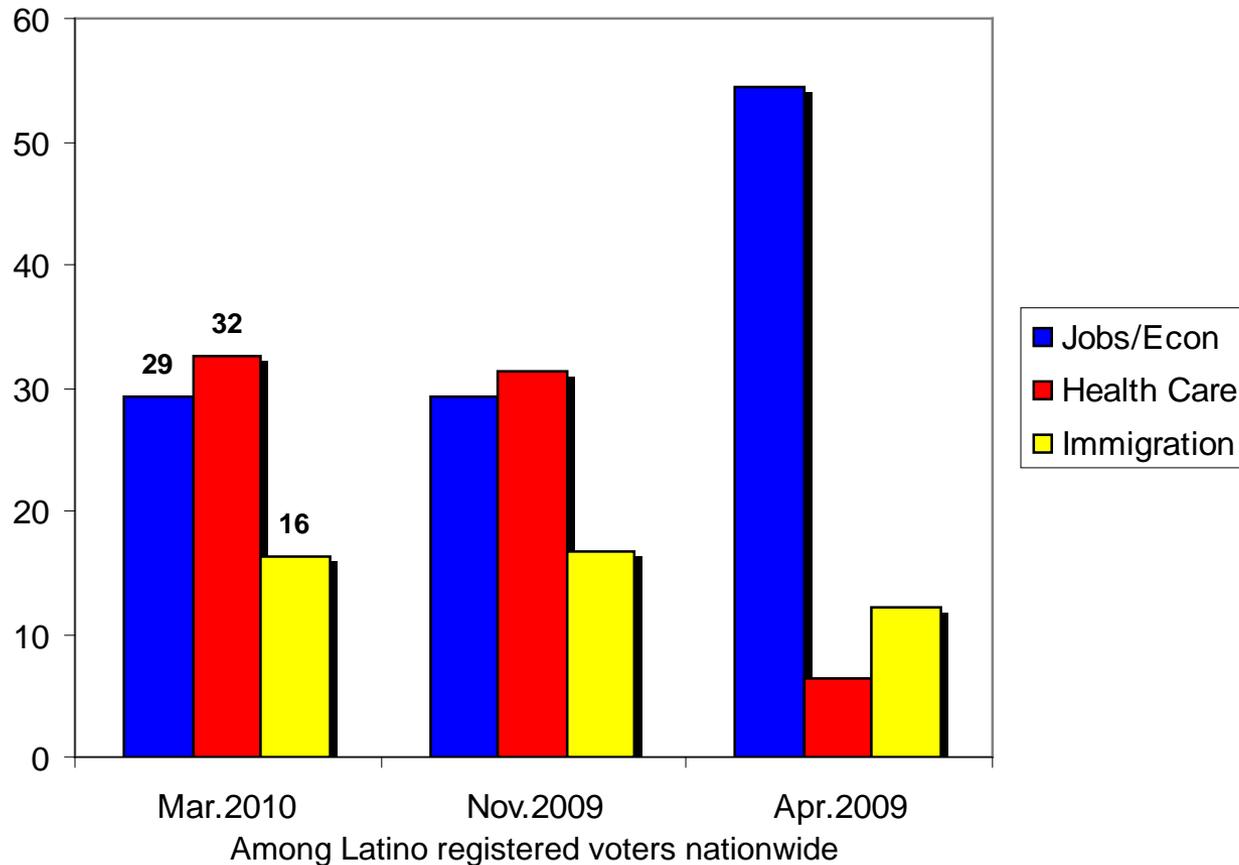
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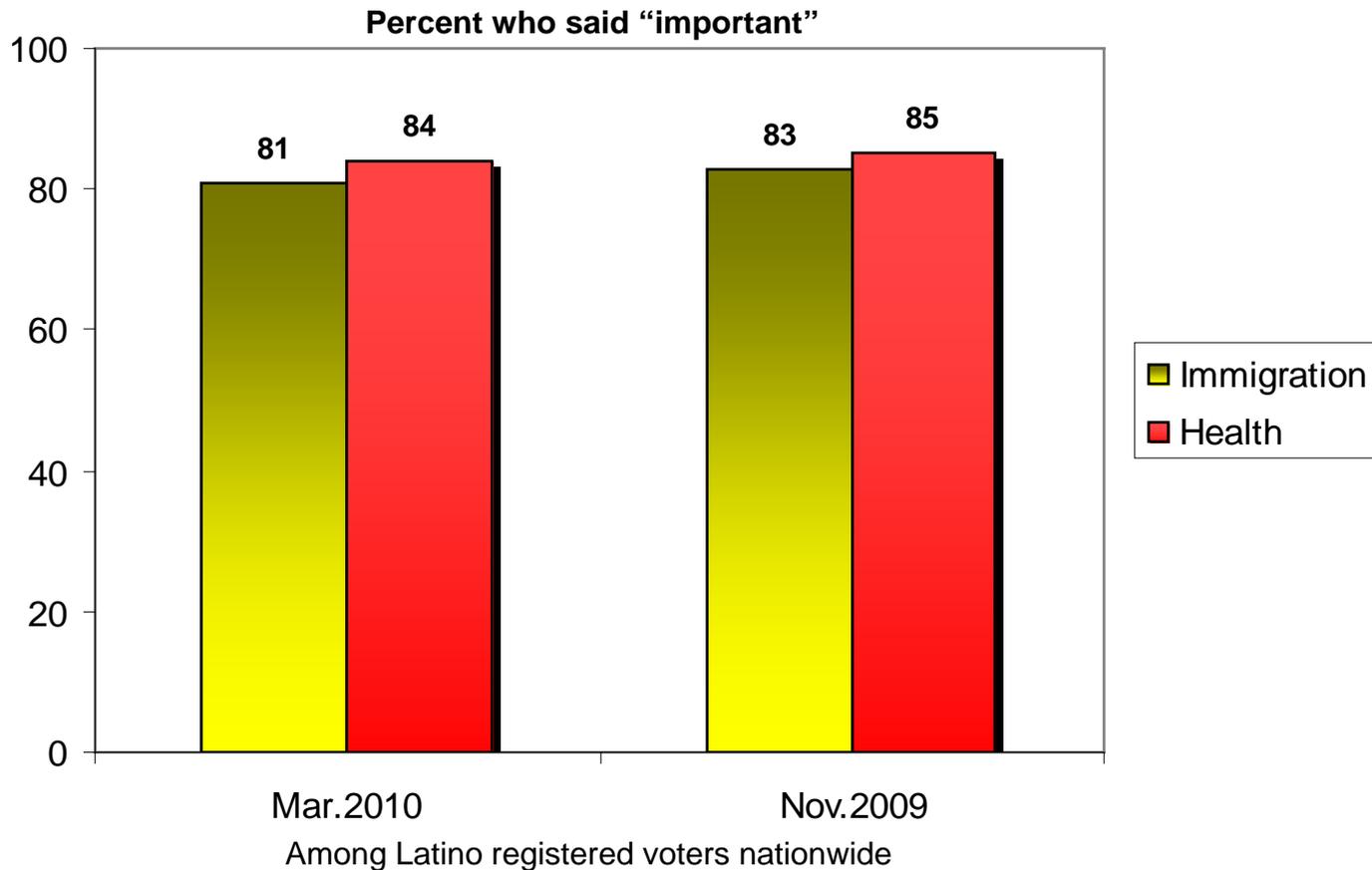
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- National survey of Latinos, fielded in early March 2010
- Primary aim was to understand Latino views and confidence in 2010 Census (this portion commissioned by NALEO)
- Also included questions on important issues, partisanship, views towards political parties, president (this portion independent of NALEO)
- n=500, MoE 4.3%

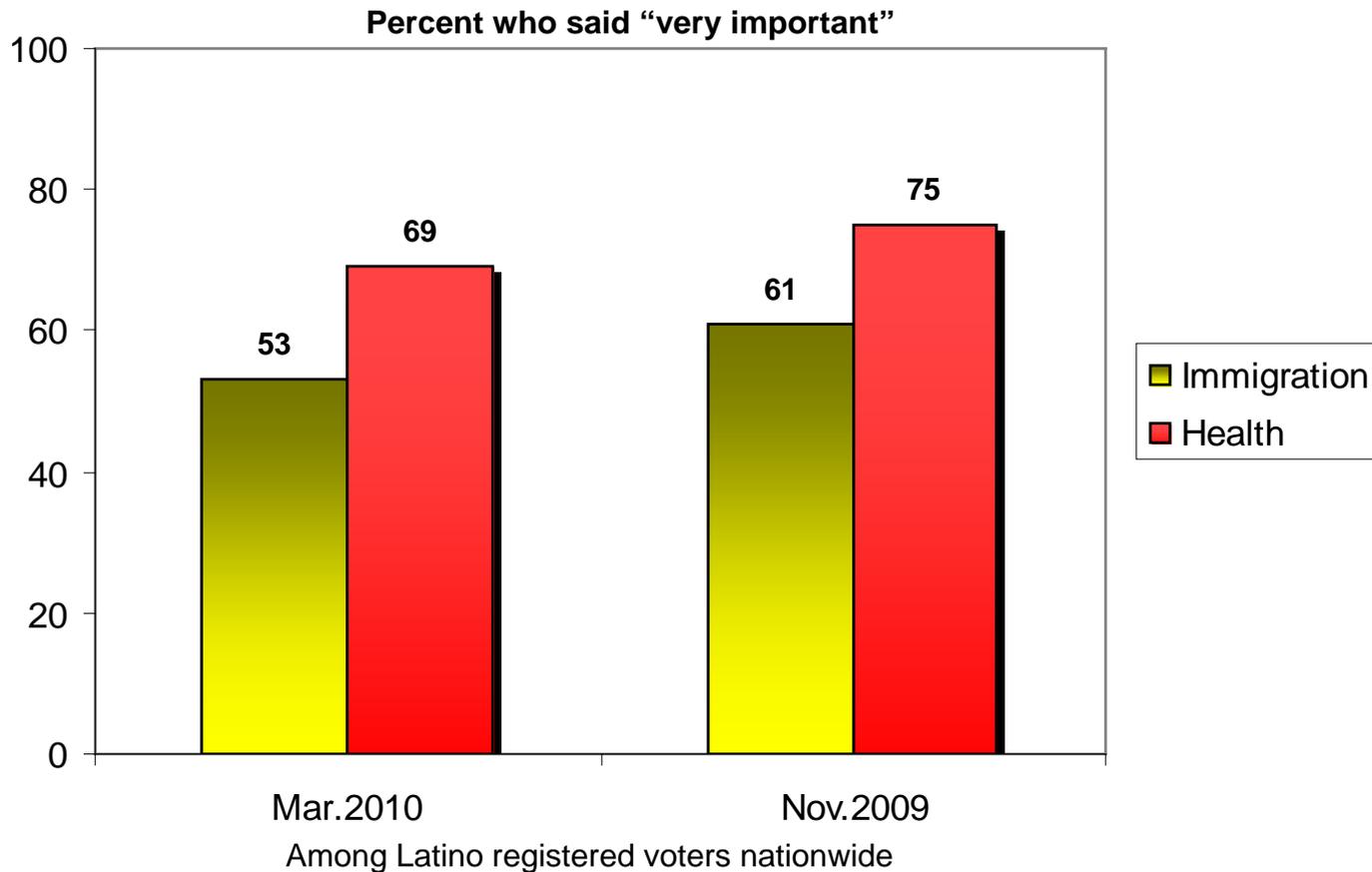
- What do you think is the most important issue that President Obama, and the Congress should address over the next year?



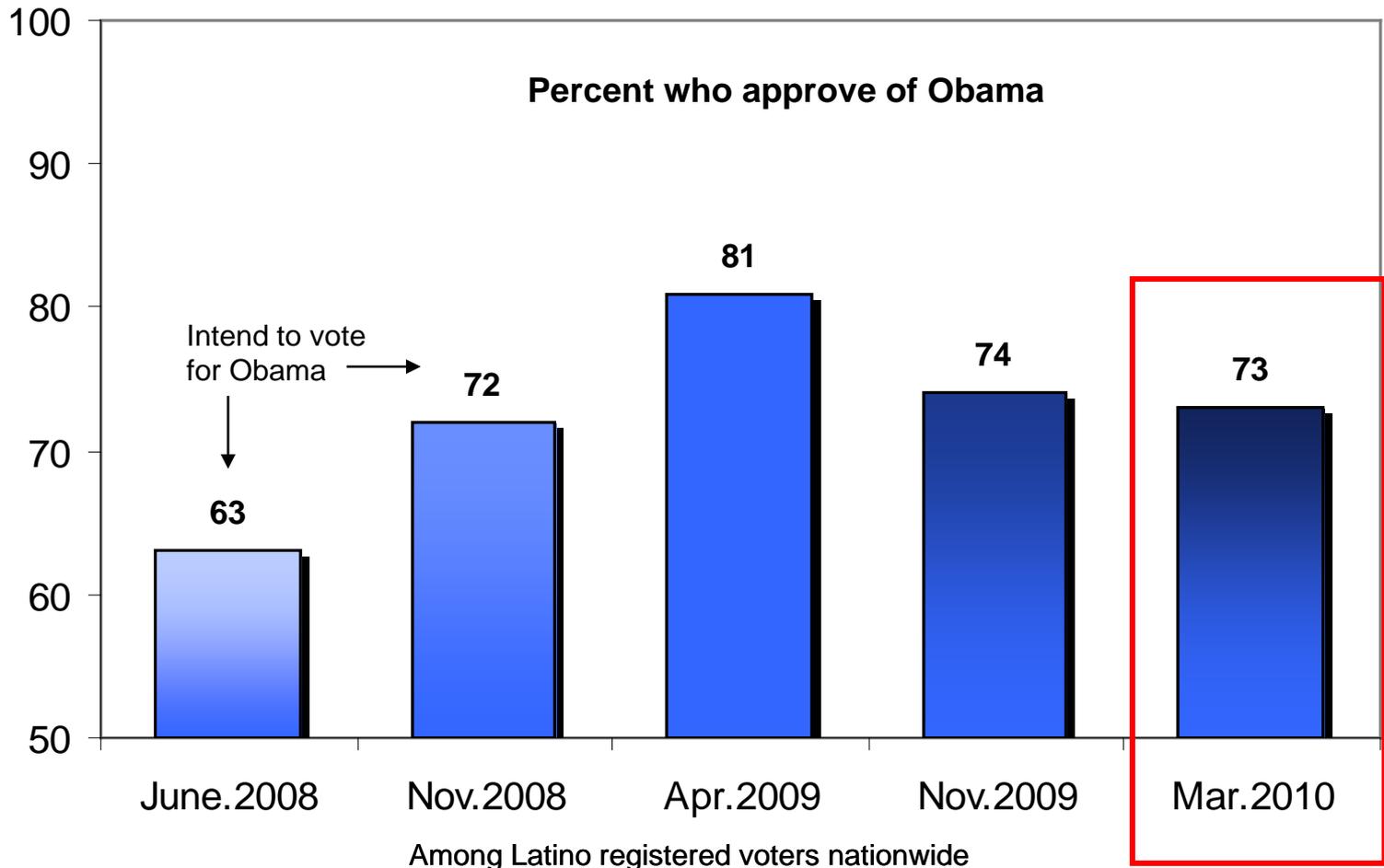
- With all the different issues the Congress and President must address, how important do you think it is that they should pass a bill on **[immigration / health care]** reform before the 2010 congressional election in November?



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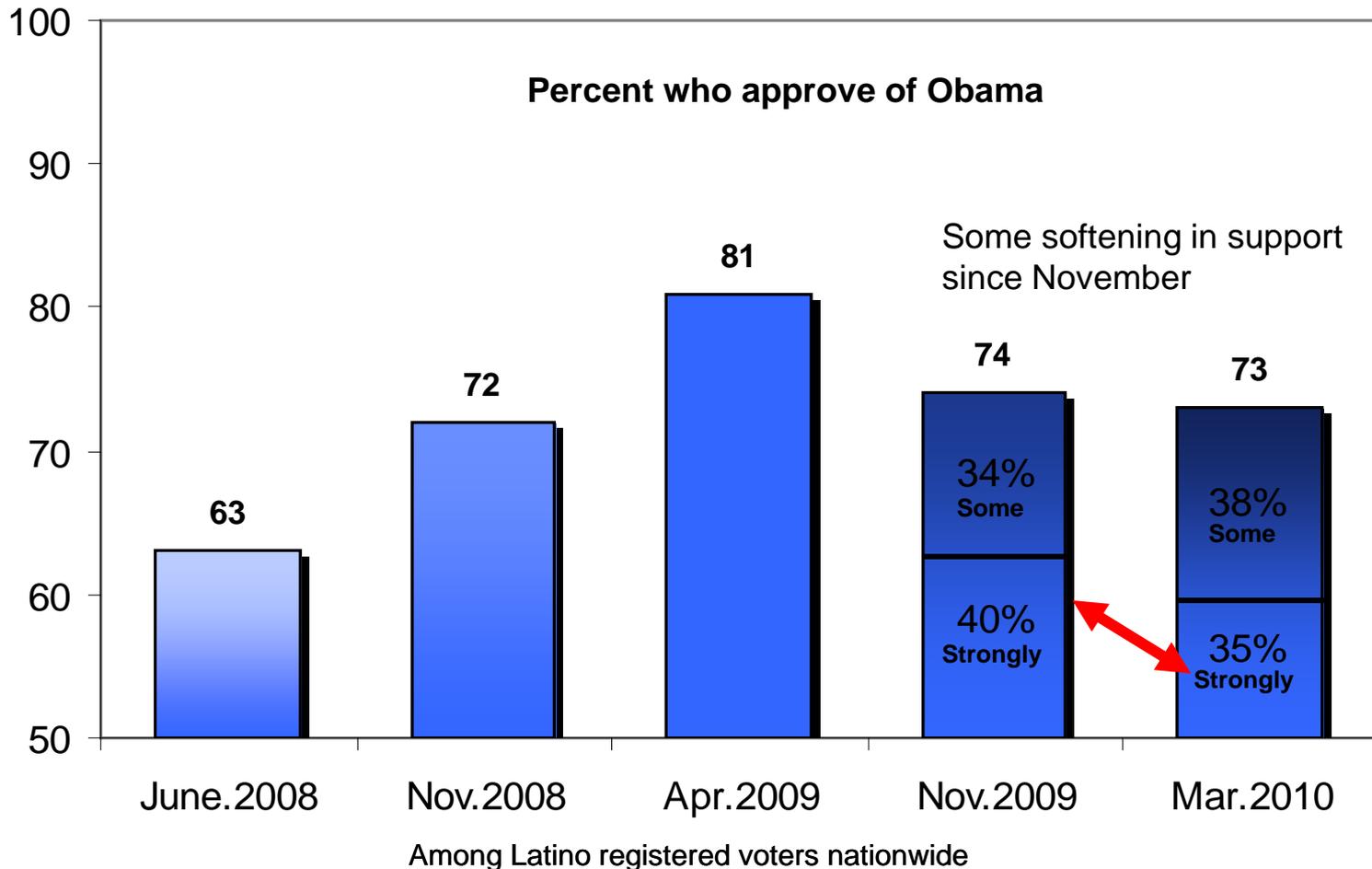


- Generally speaking, do you approve or disapprove of the job Barack Obama is doing as President?

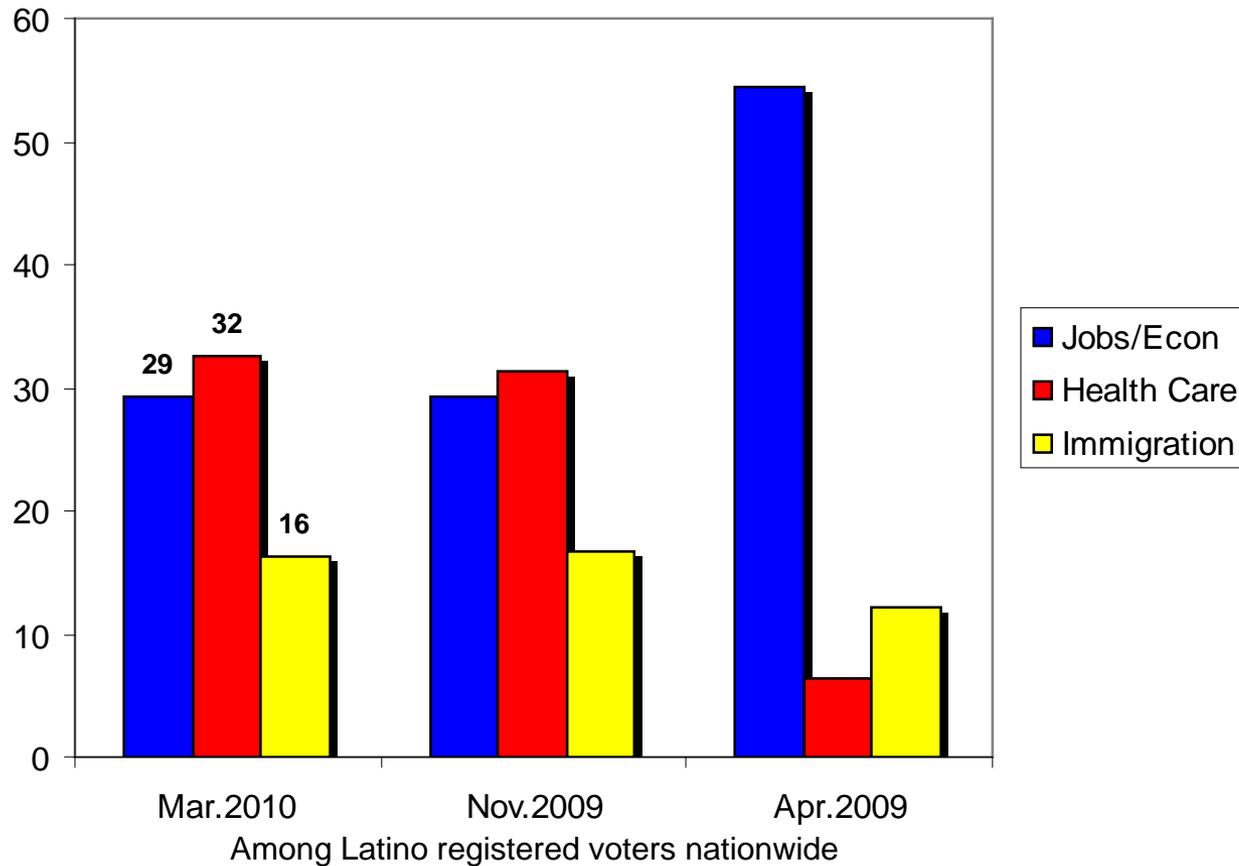


Latino Voters in 2010

- Generally speaking, do you approve or disapprove of the job Barack Obama is doing as President?



- Returning to most important issue....

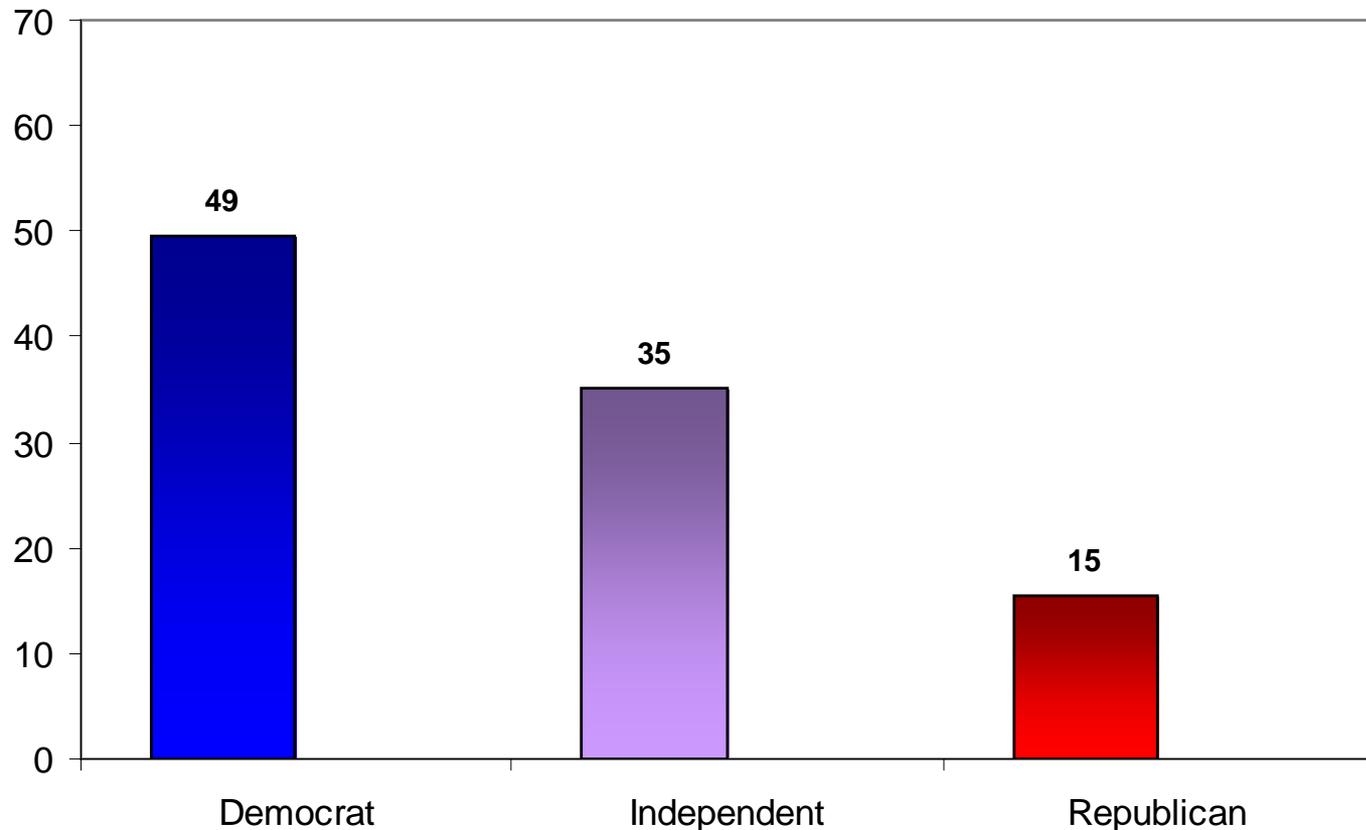


- Returning to most important issue....

Which political party in Congress do you think can best address this issue?

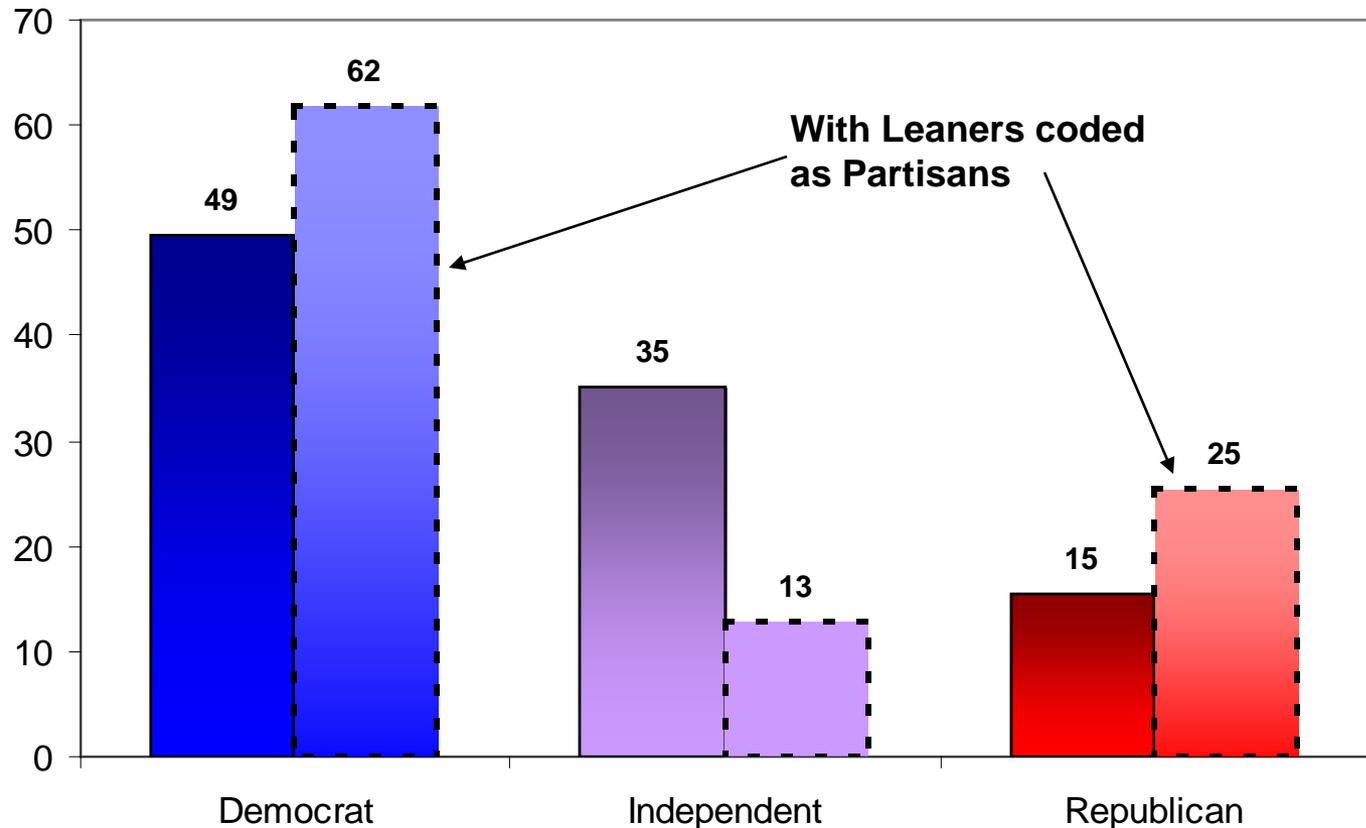
Democrats	50%
Republicans	25%
No difference	16%
Don't know	8%

- Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?



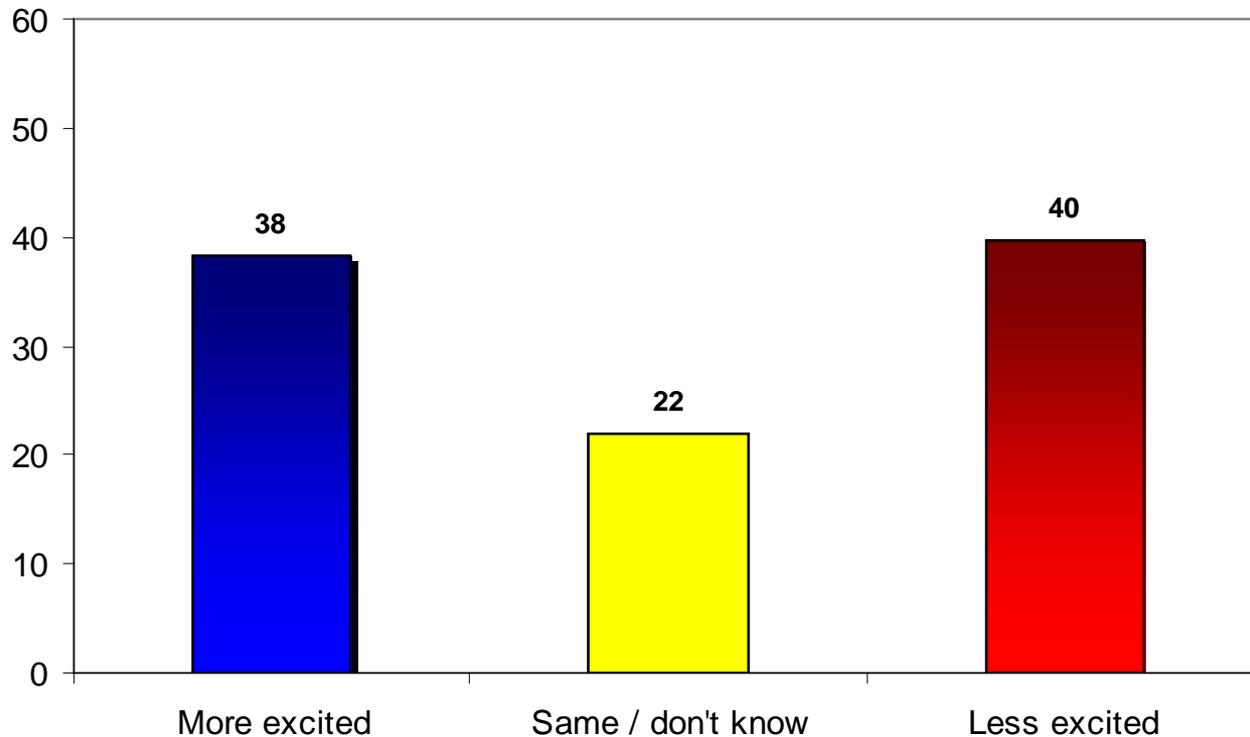
Among Latino registered voters nationwide, March 2010

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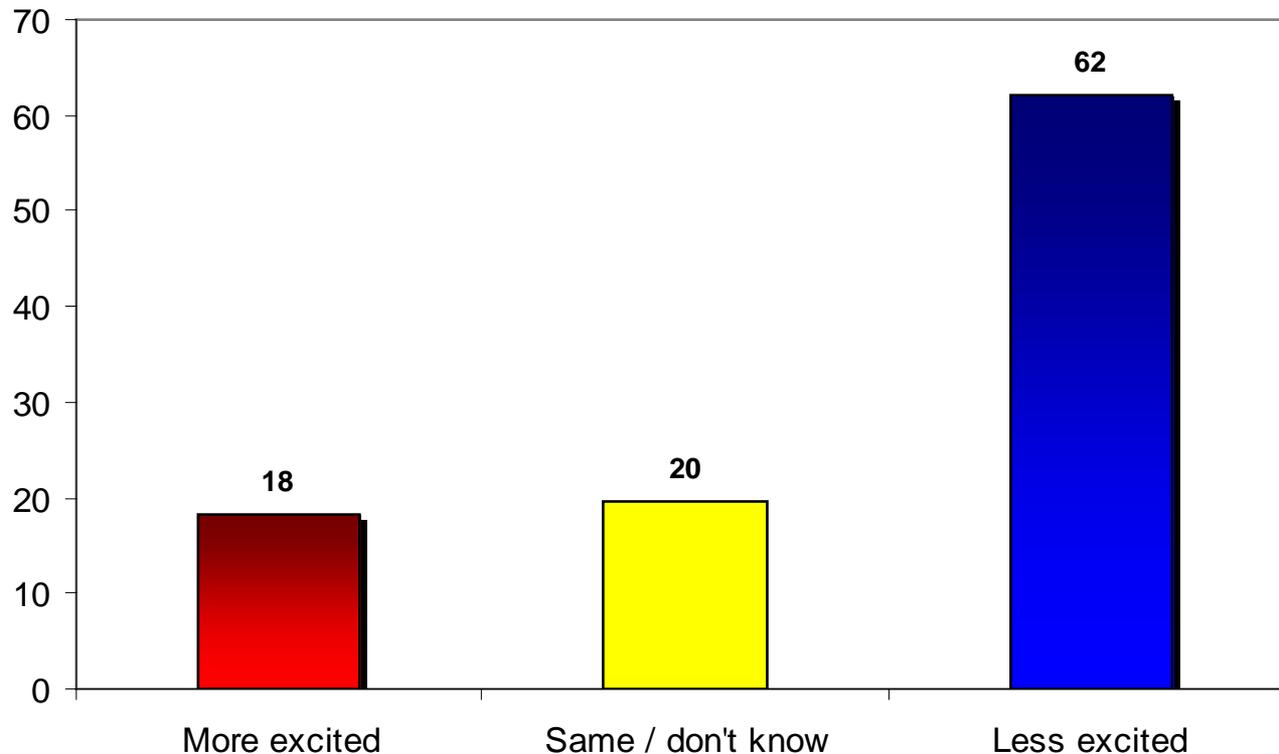
Among Latino registered voters nationwide, March 2010

- Thinking back over the past year since Obama became president, do you consider yourself more excited about the Democratic Party and what they are doing, or less excited about the Democrats?



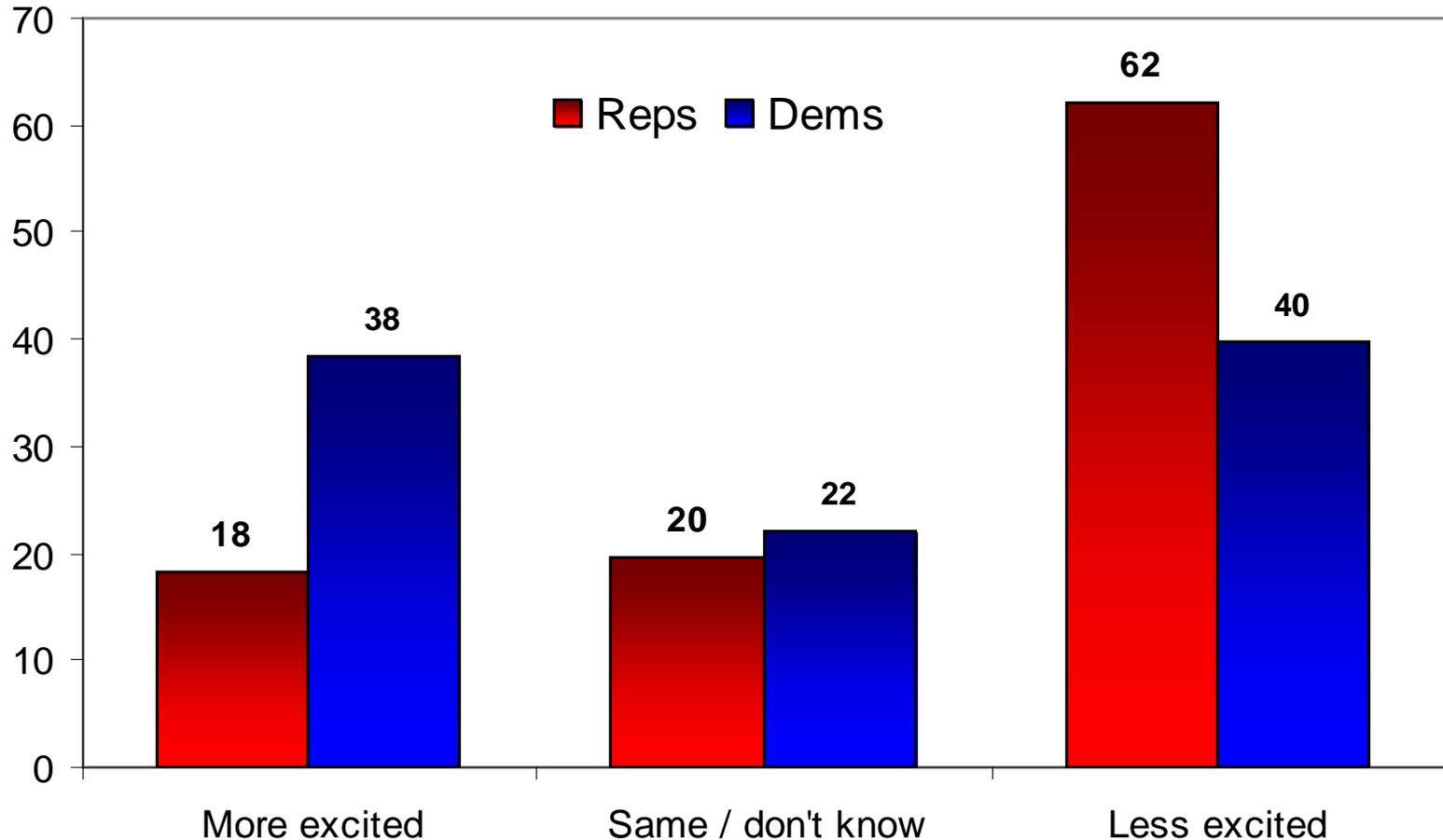
Among Latino registered voters nationwide, March 2010

- Thinking back over the past year since Obama became president, do you consider yourself more excited about the Republican Party and what they are doing, or less excited about the Republicans?



Among Latino registered voters nationwide, March 2010

- Combined Dem / Rep excitement



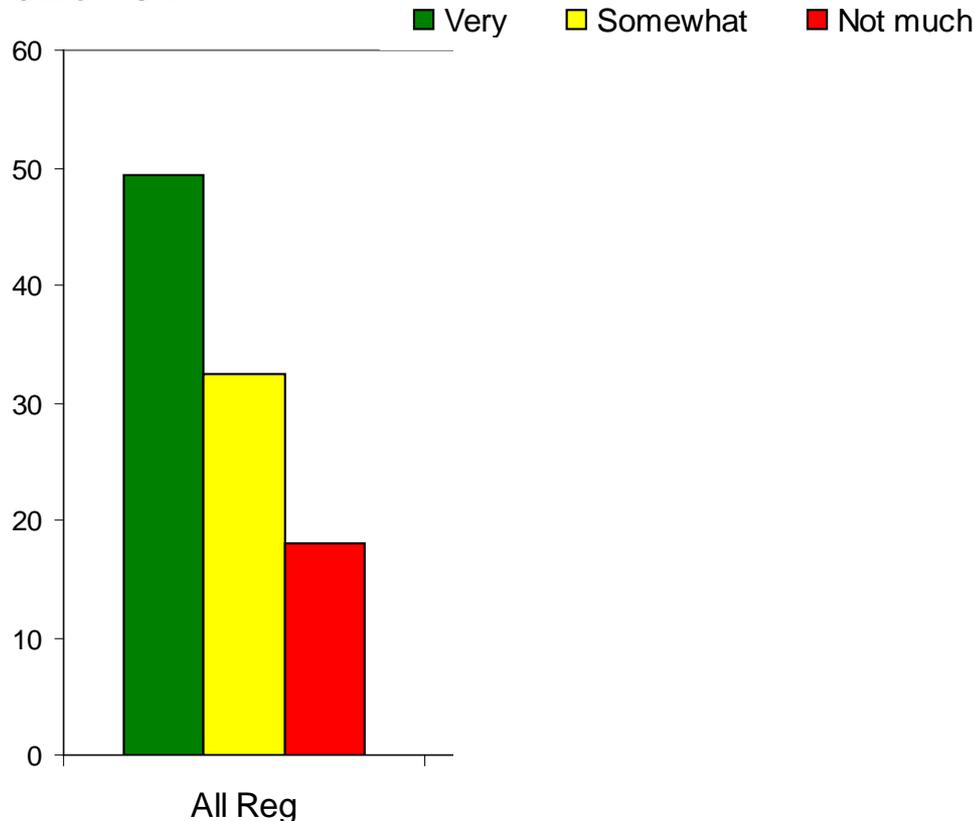
- Do you consider yourself more excited about the Democratic Party and what they are doing, or less excited?

	<u>More Excited</u>	<u>Same Level</u>	<u>Less Excited</u>	
Democrats	52%	22%	24%	+28
Independents	24%	43%	33%	- 09 
Republicans	12%	8%	81%	- 69
U.S. born	23%	26%	51%	- 28 
Foreign born	60%	15%	25%	+35
Female	37%	23%	39%	- 02
Male	40%	20%	40%	~~
18 – 29	33%	26%	41%	- 08 
30 – 44	43%	22%	35%	+08
45 – 64	35%	20%	45%	- 10
65 +	42%	20%	38%	+04

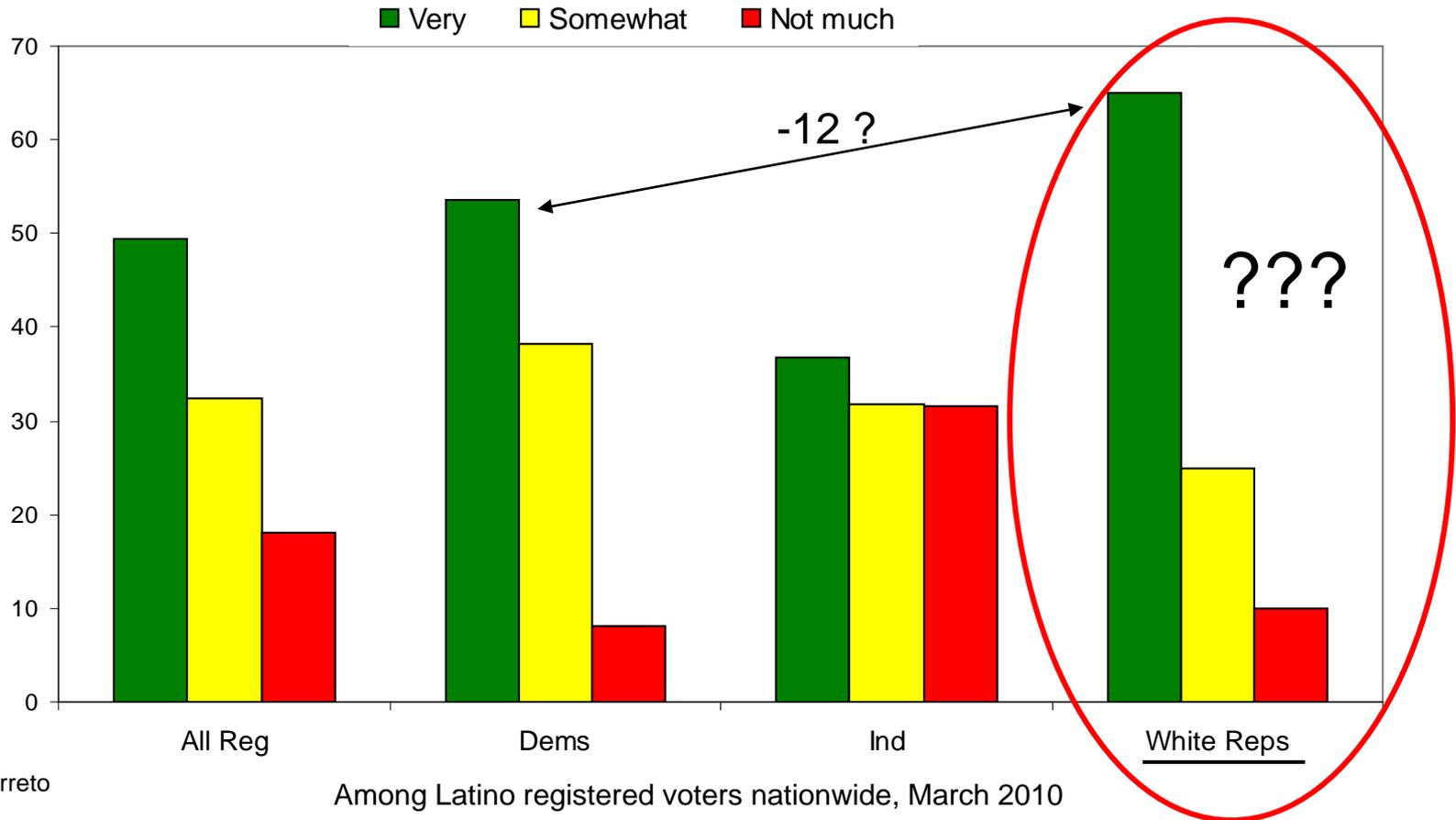
- Do you consider yourself more excited about the Democratic Party and what they are doing, or less excited?

	<u>More Excited</u>	<u>Same Level</u>	<u>Less Excited</u>	
Immig Reform Extr important	40%	18%	42%	- 02
Health Reform Extr important	48%	20%	32%	+16
Immig > Health	27%	15%	58%	- 31 

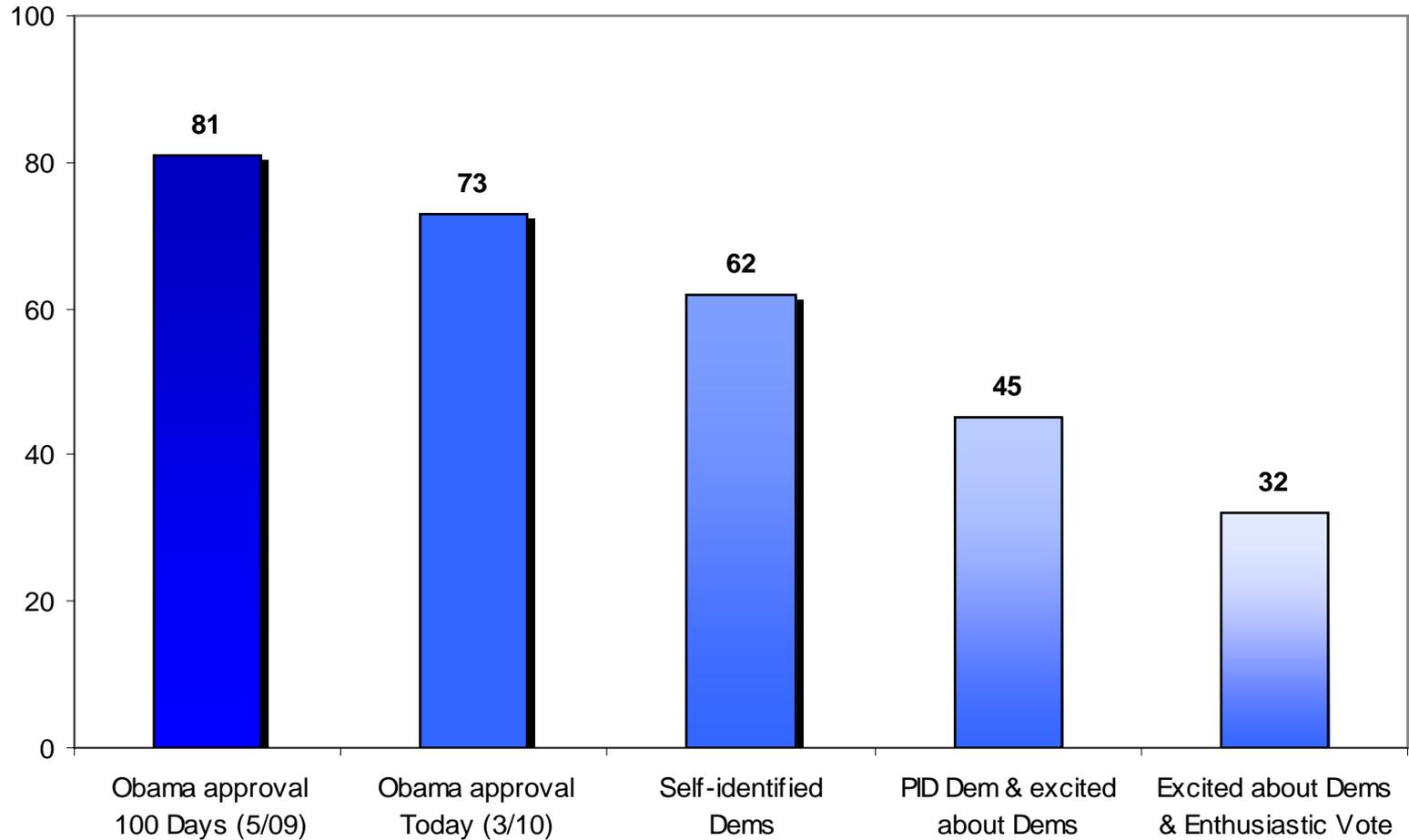
- Thinking back over the last year since Obama became president and the Democrats have had control of the Congress, how enthusiastic are you about voting in the November 2010 elections?



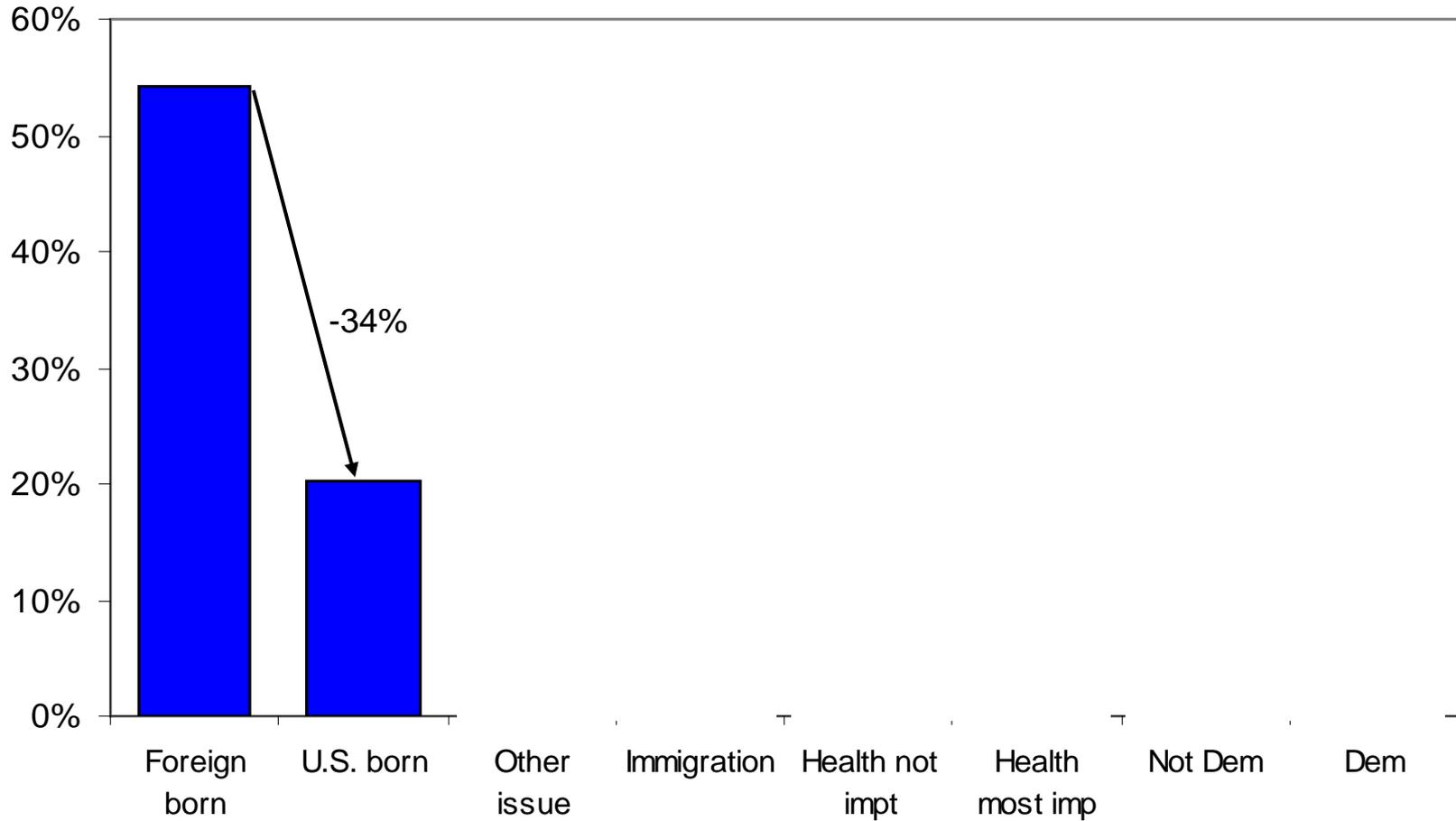
- However, the more crucial point of comparison is Latino Dem excitement compared to White Republican excitement.... Which is unknown, but expected to be somewhat high



- Latino Democratic Affinity May 2009 – Nov 2010

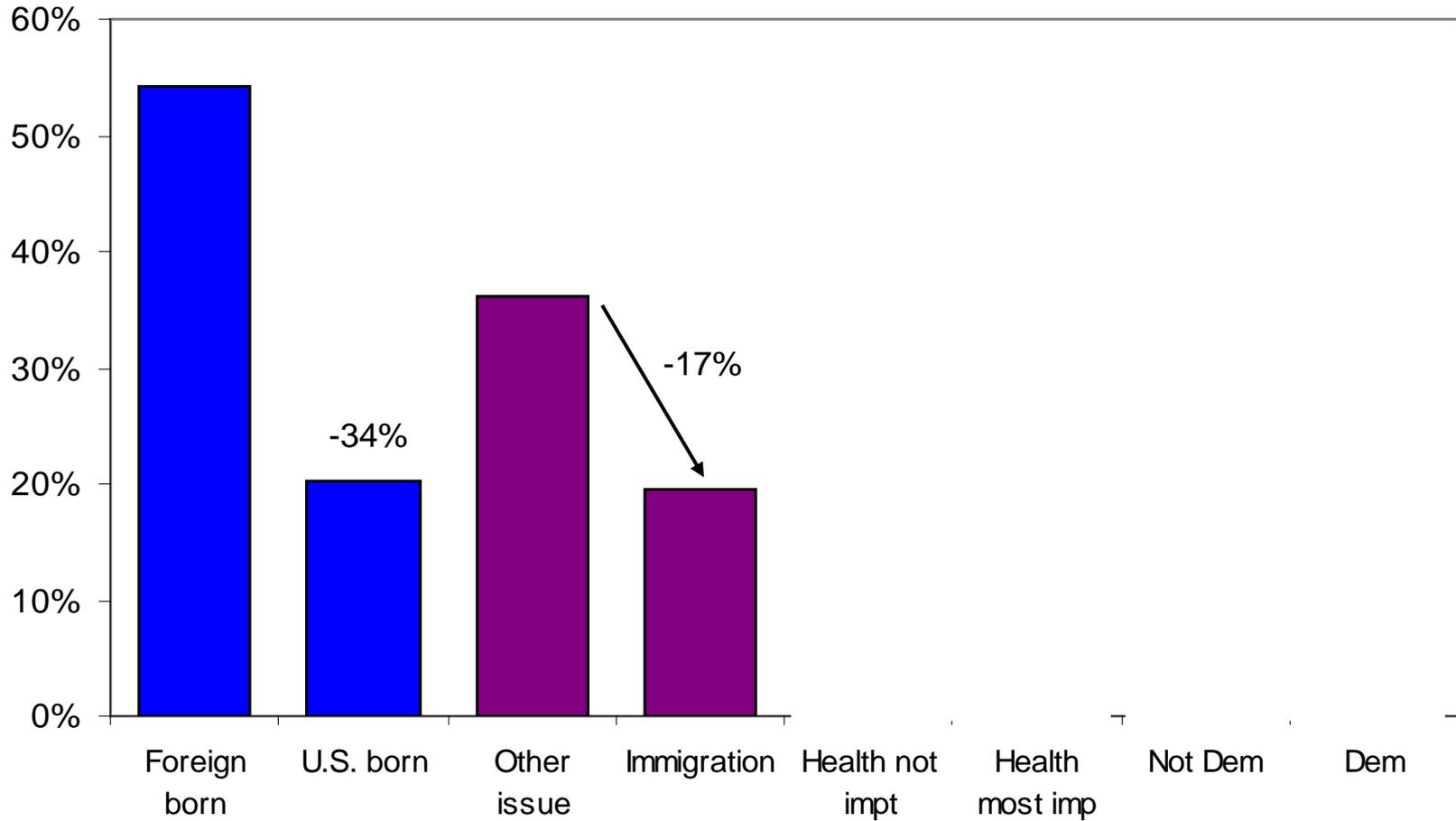


- Predicted Probability of Being “More Excited” about Democrats



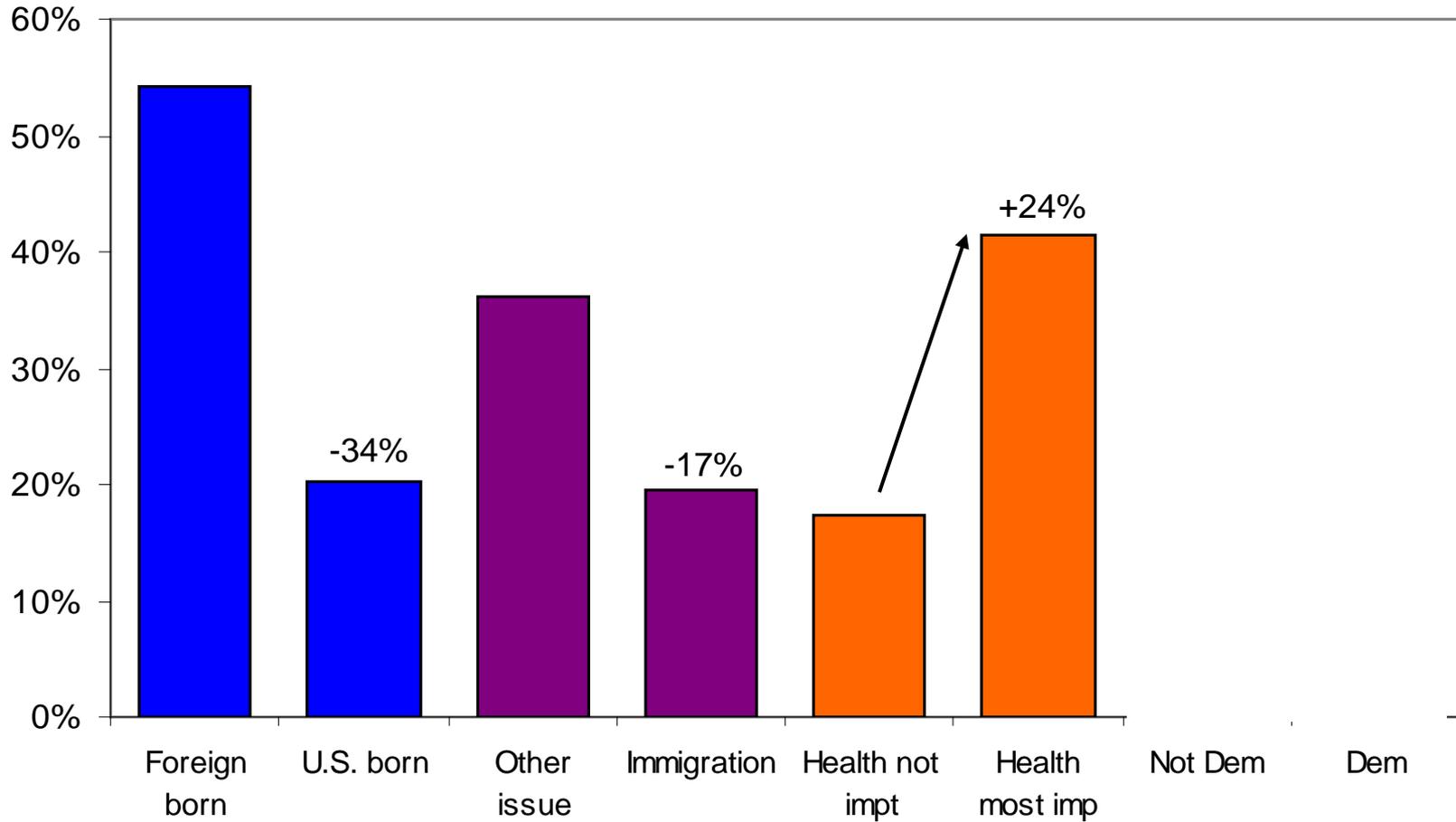
Among Latino registered voters nationwide, March 2010

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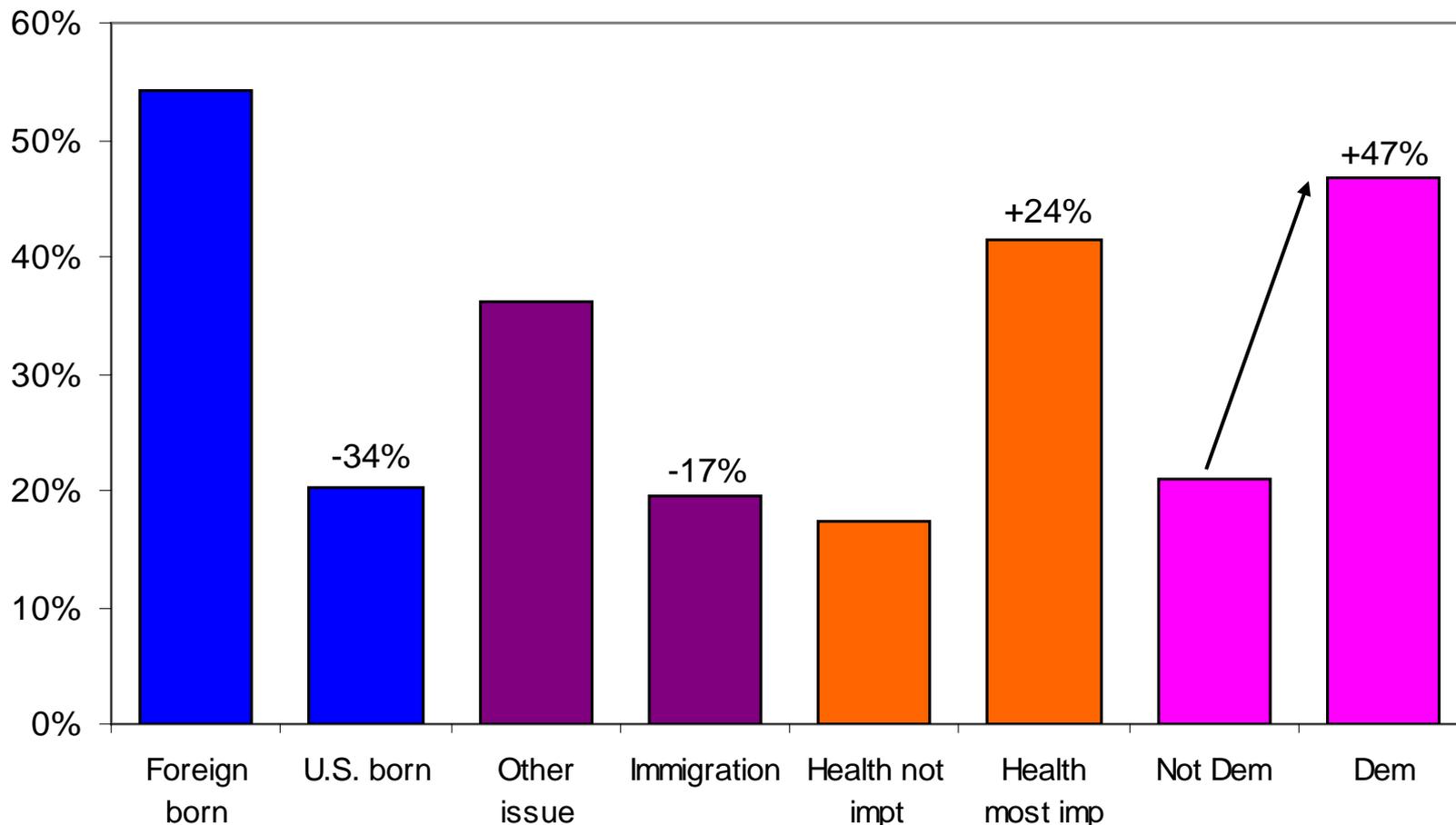
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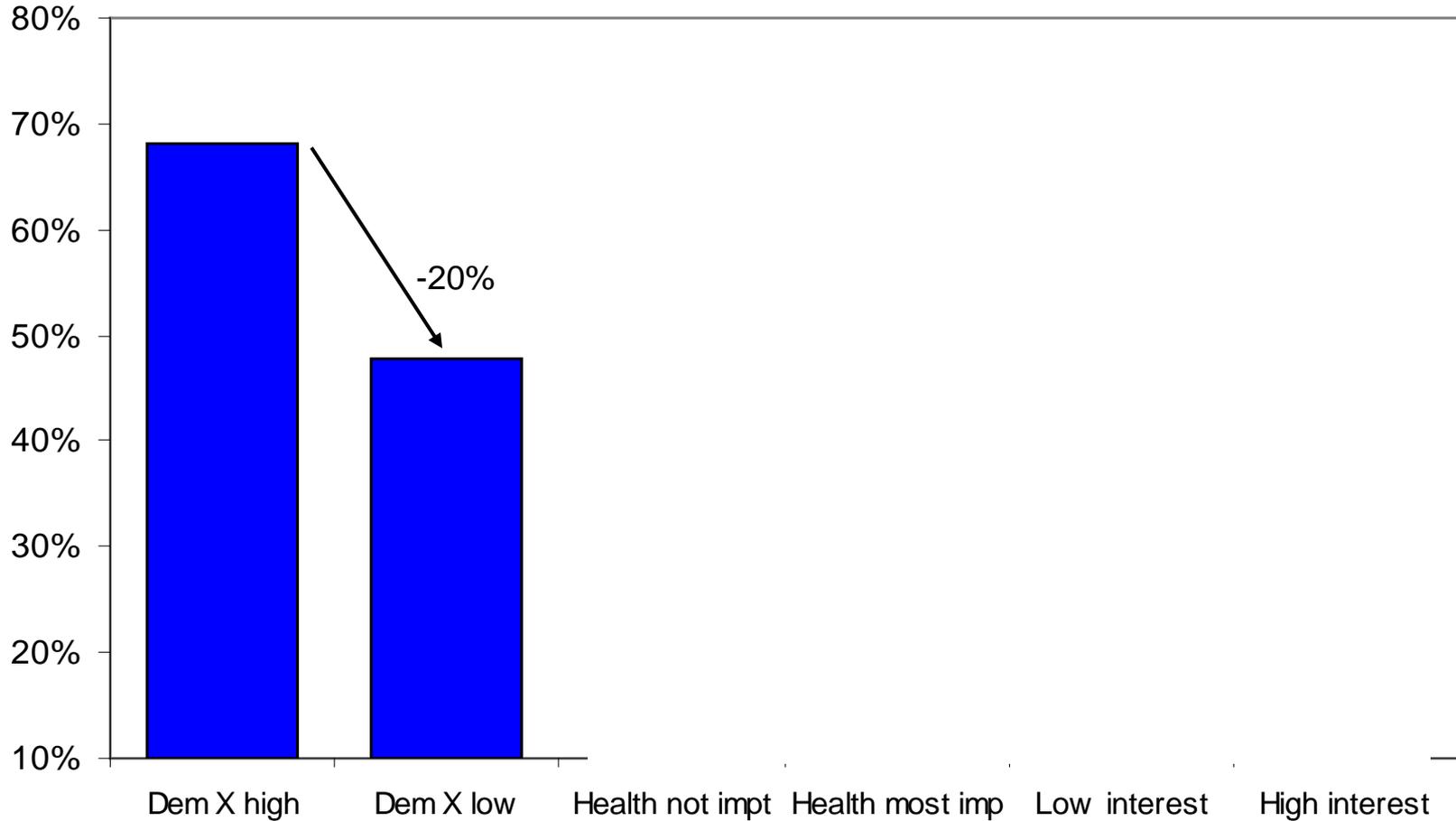
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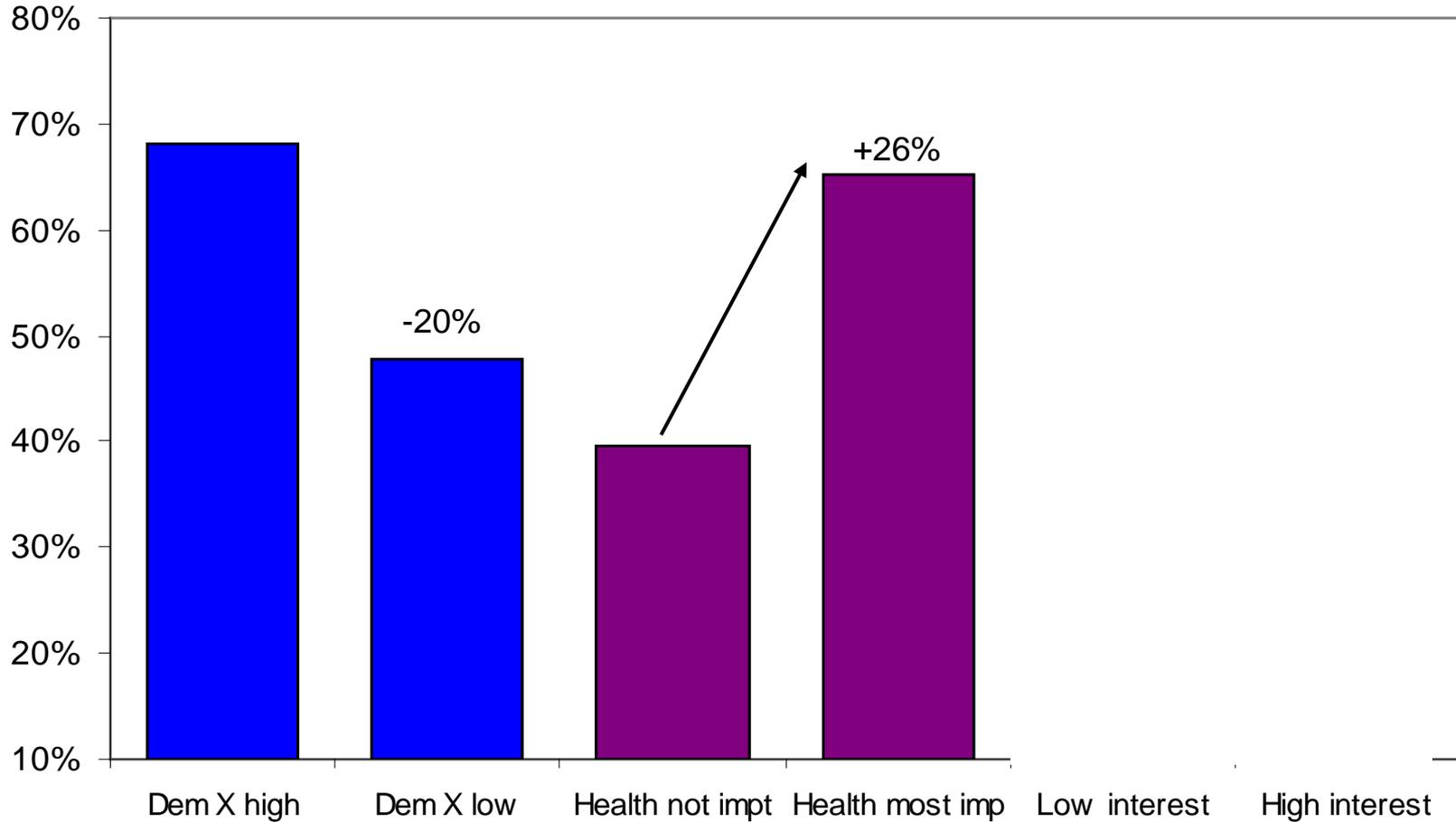
Among Latino registered voters nationwide, March 2010

- Predicted Probability of Voter Turnout in 2010



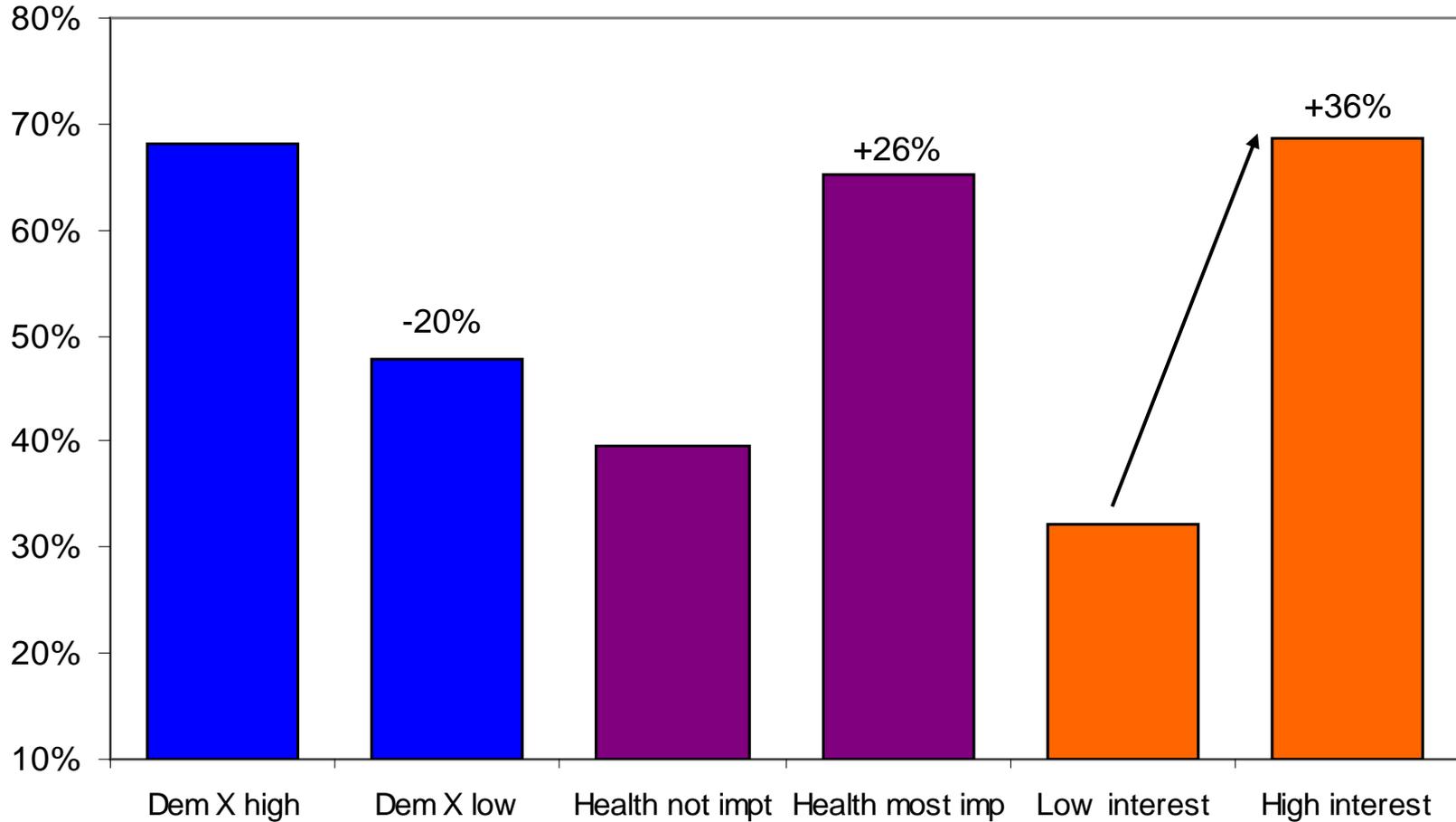
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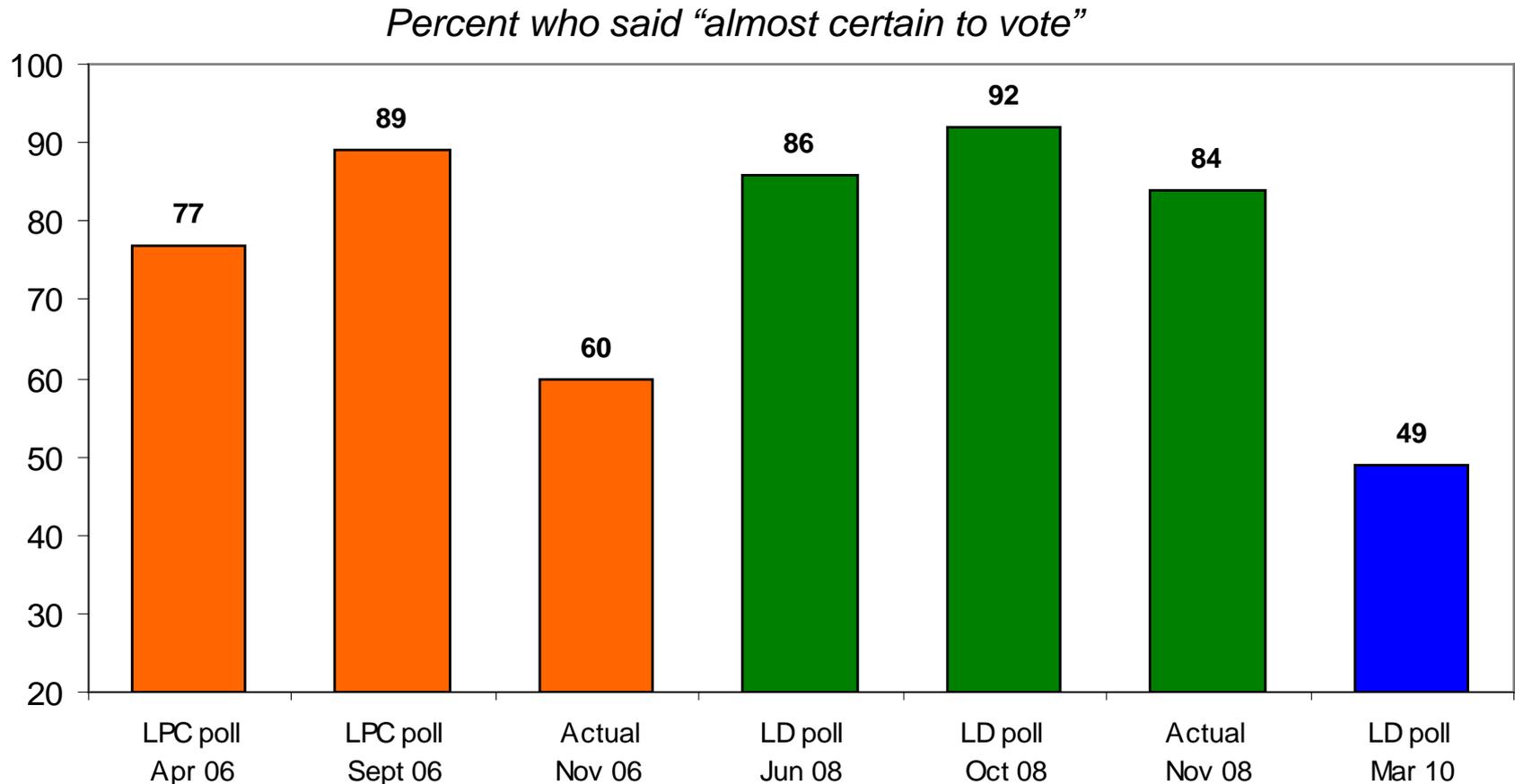
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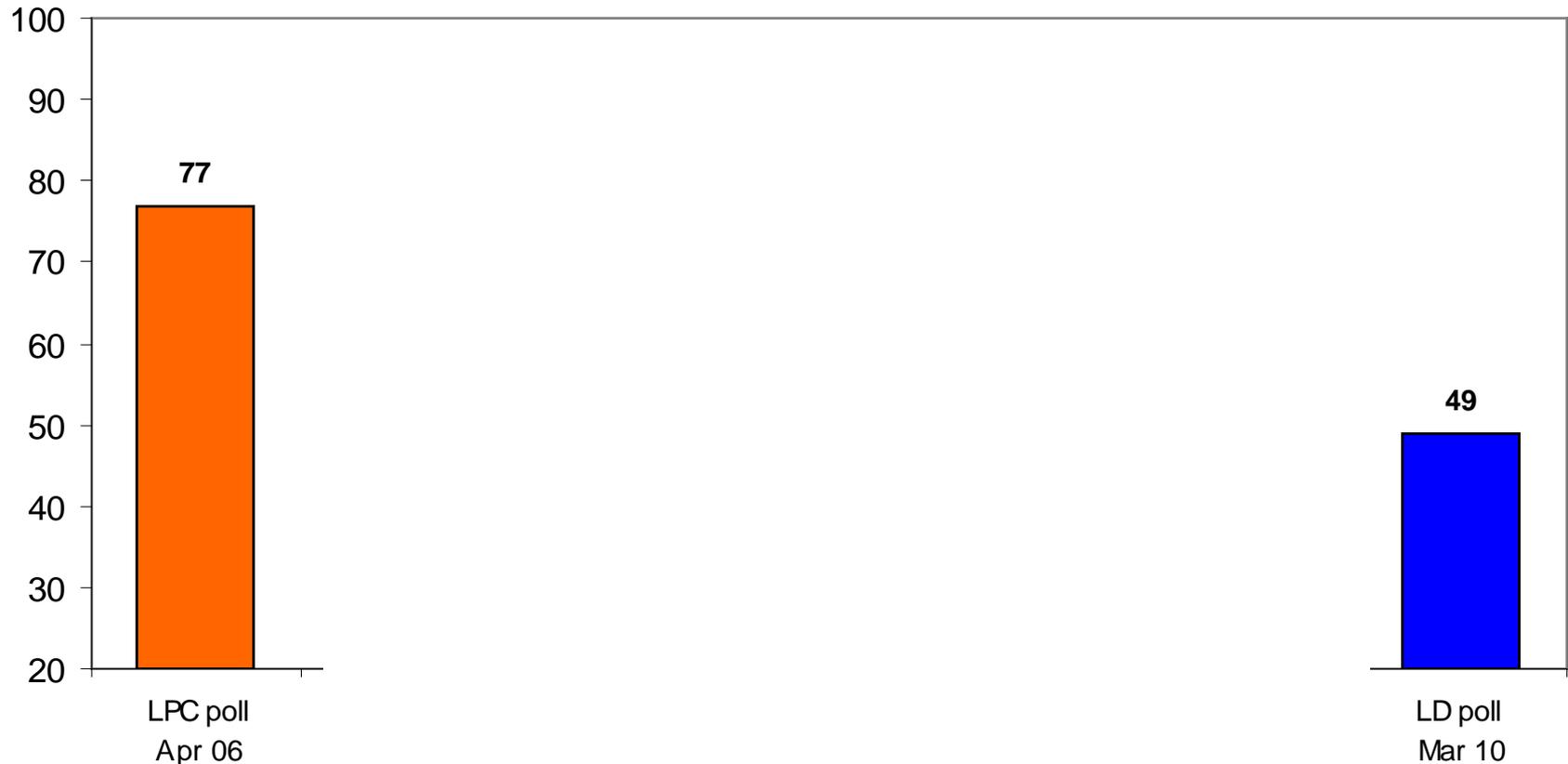
Among Latino registered voters nationwide, March 2010

- Anticipated Voter Turnout Among Latino Registered Voters by year for 2006, 2008, 2010

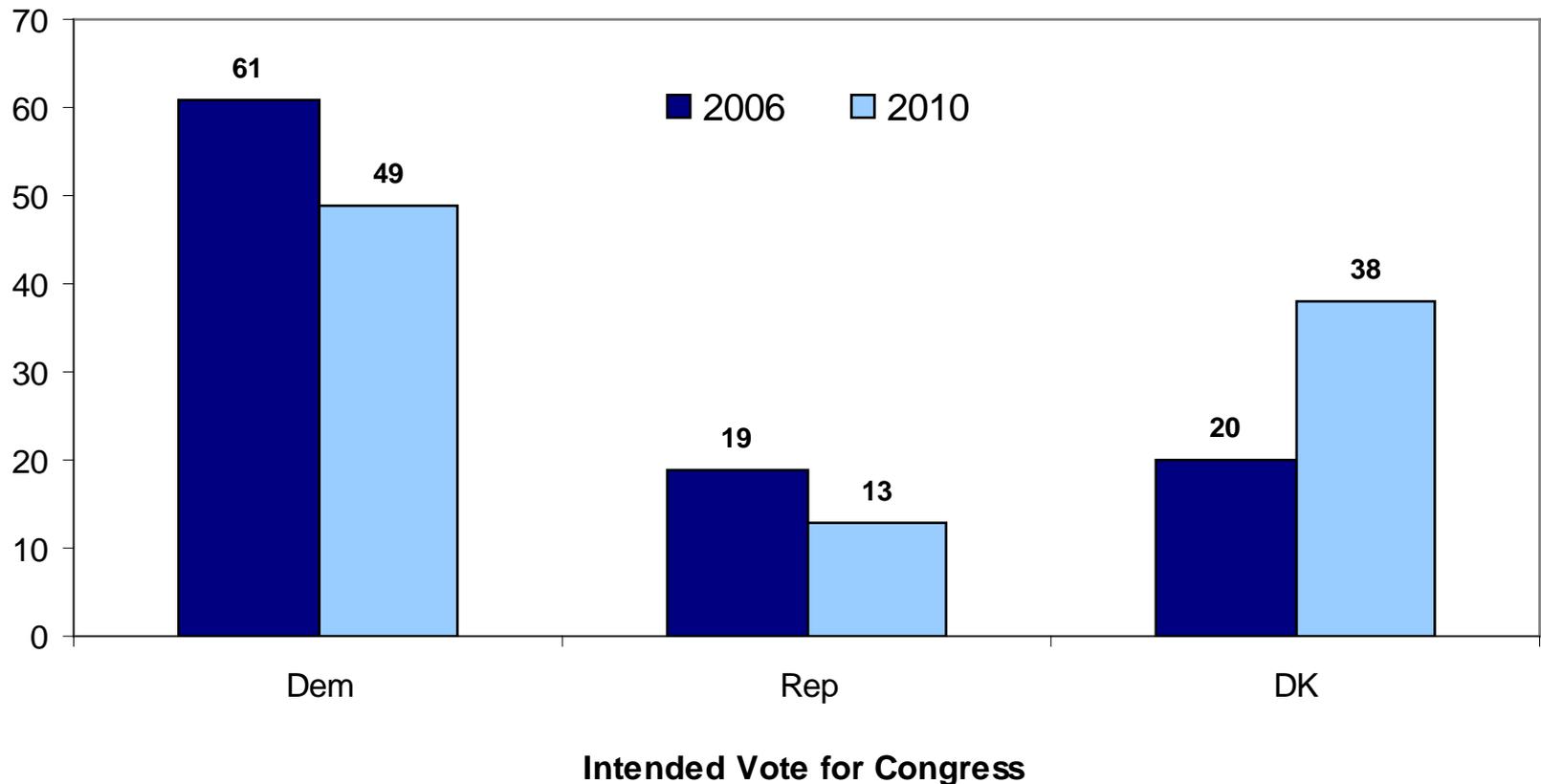


- Anticipated Voter Turnout Among Latino Registered Voters by year for 2006, 2008, 2010

Percent who said “almost certain to vote”

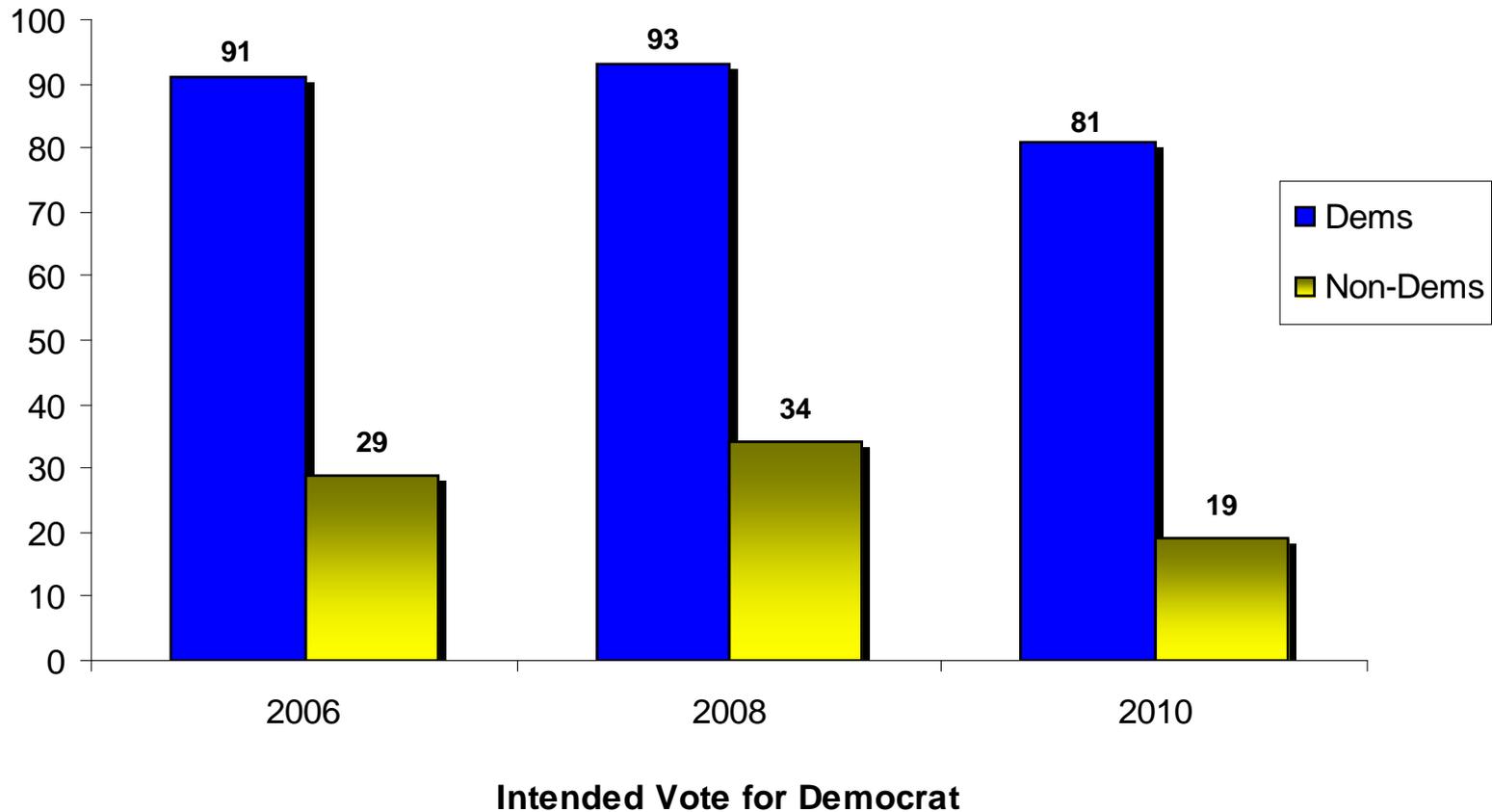


- Thinking about the upcoming elections for Congress and Senate in November, do you plan to vote for the Democratic candidate or the Republican candidate? (as of March 2006 & 2010)



- Thinking about the upcoming elections for Congress and Senate in November?

Percent voting Democrat by Partisanship



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LATINO INFLUENCE SEATS		
State	Senator	% Latino
TX	OPEN?	24.1
CA	Boxer	17.3
FL	OPEN	11.2
NY	Gillibrand	9.9
NV	Reid	8.6
CO	Bennet	8.8
IL	OPEN	5.3
CT	Dodd	3.8
PA	Specter	1.5
DE	OPEN	3.1
NC	Burr	1.0
LA	Vitter	0.8
NH	OPEN	0.7
OH	OPEN	1.7
MO	OPEN	1.5
AR	Lincoln	0.8
KY	OPEN	0.8

Are Latinos Loyal Partisans?

Posted on **March 2, 2010** by Sylvia Manzano

A recent post here discussed the widely held opinion that [Latinos are not as welcome](#) as whites in the Democratic or Republican Party. Latinos and Non-Latinos hold consistent perceptions, suggesting that both parties have a branding problem, inasmuch as either party is interested in projecting an image of inclusiveness to the increasingly diverse American electorate. Distaste, distrust or even alienation from partisan politics can exacerbate already depressed levels of political participation among Latinos. For parties, it may become more difficult to determine the math that will predict electoral victories with any consistency. Neither party can rely on a particular tradition of group loyalties any longer – voter turnout, candidate preferences and party attachments need to be cultivated.

Democrats

An overwhelming majority of Latino voters (72%) [supported President Barack Obama](#), but his appeal does not necessarily transfer to other candidates or the party brand. One year after his election, a Latino Decisions poll found 75% of the national Latino electorate continues to view the President and his job performance favorably. Yet only

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