

Wednesday, Oct. 10th

Decisión 2012:

**Latino voters, immigration policy and
the 2012 Election**



Tivoli 320 11-12:15pm



Latino  Decisions
Everything Latino Politics

America's Voice/Latino Decisions

Colorado Latino Voter Survey

Sept./Oct. 2012

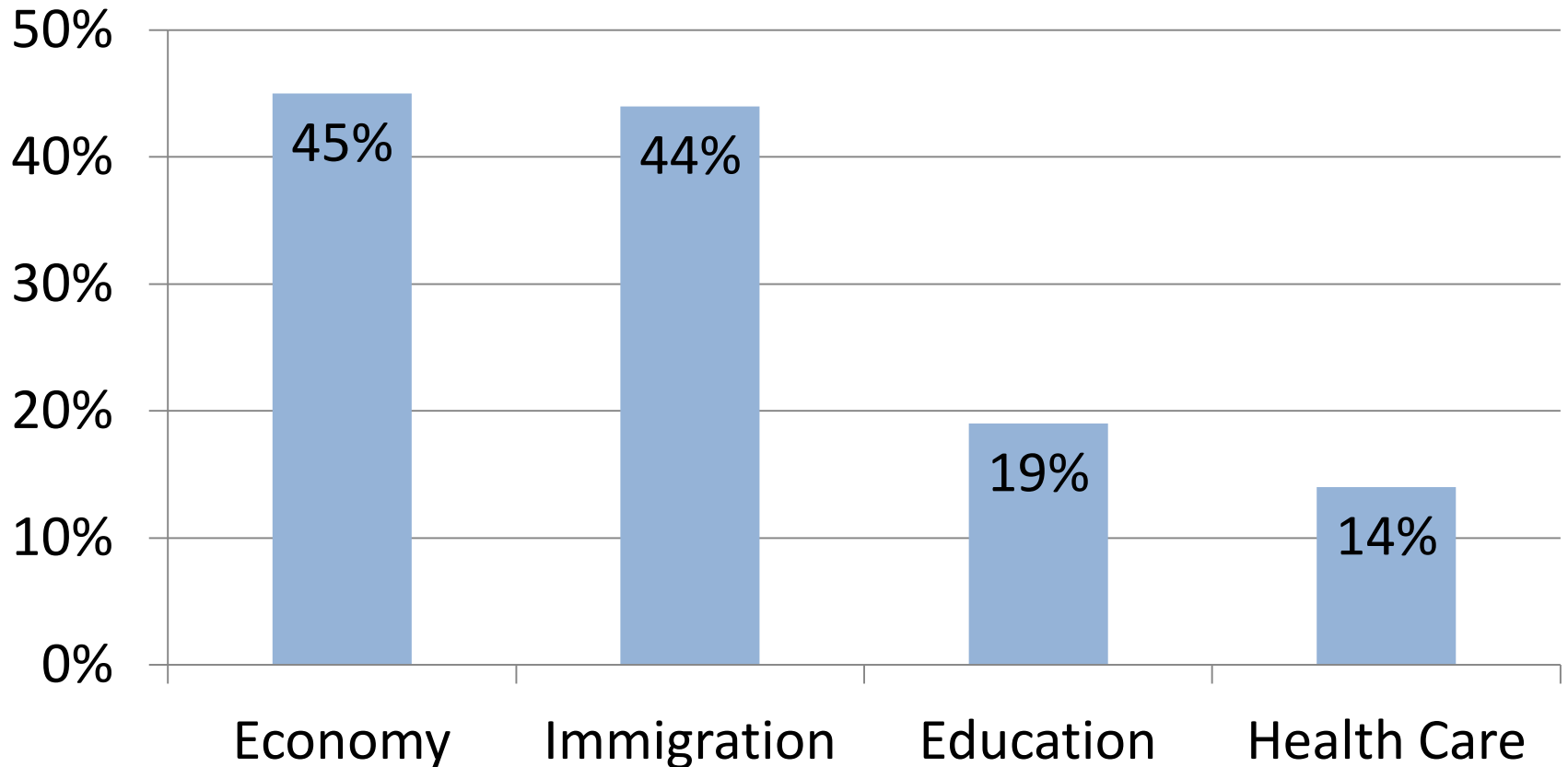
Robert Preuhs, Ph.D.
MSU-Denver

Poll Details

- Poll Sponsored by America's Voice and conducted by Latino Decisions
- Random Sample of 400 Latino Registered Voters in Colorado
- Fielded September 29 – October 4, 2012
- Conducted in English or Spanish
- Maximum Margin of Error: 4.9%

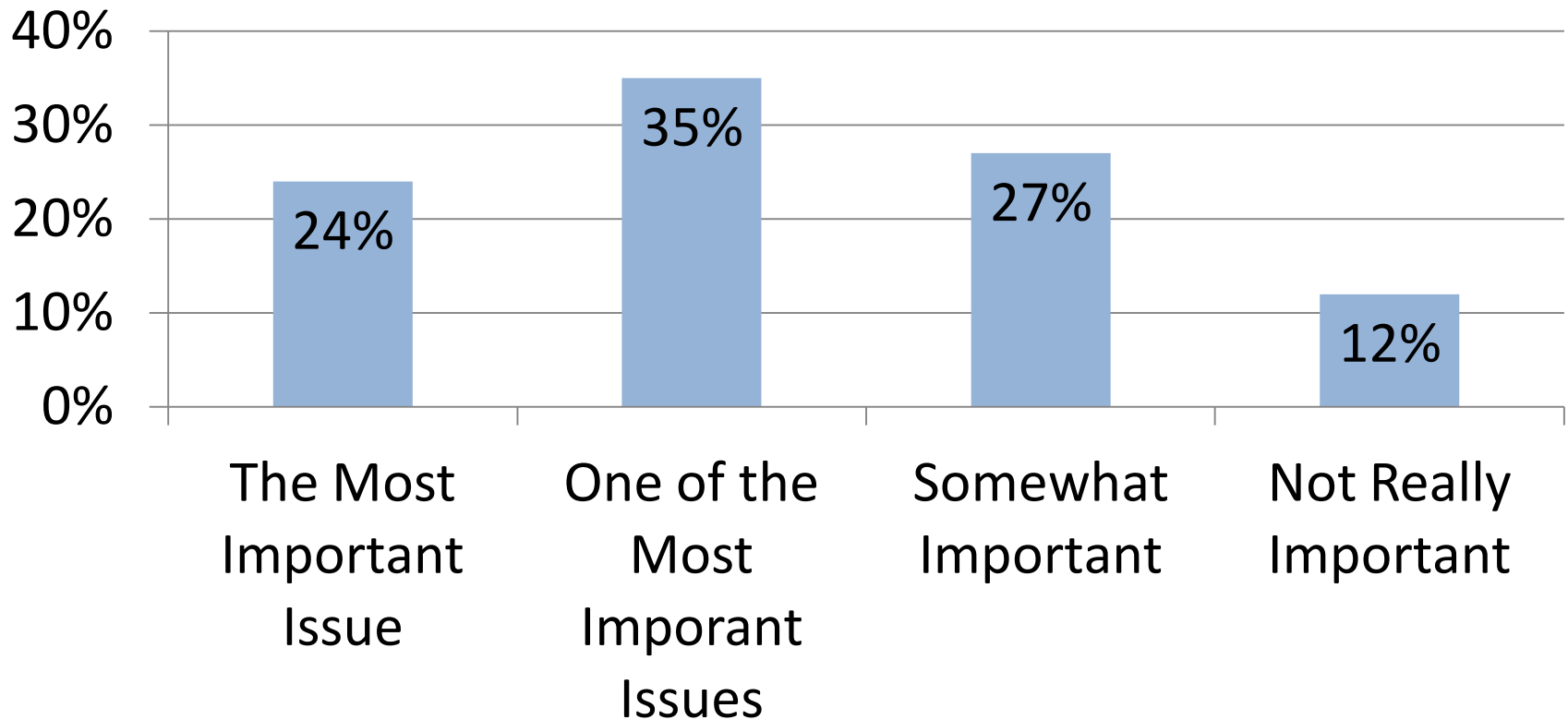
Economy and Immigration Top Priorities

What are the most important issues facing the Latino Community that you think Congress and the President should address?

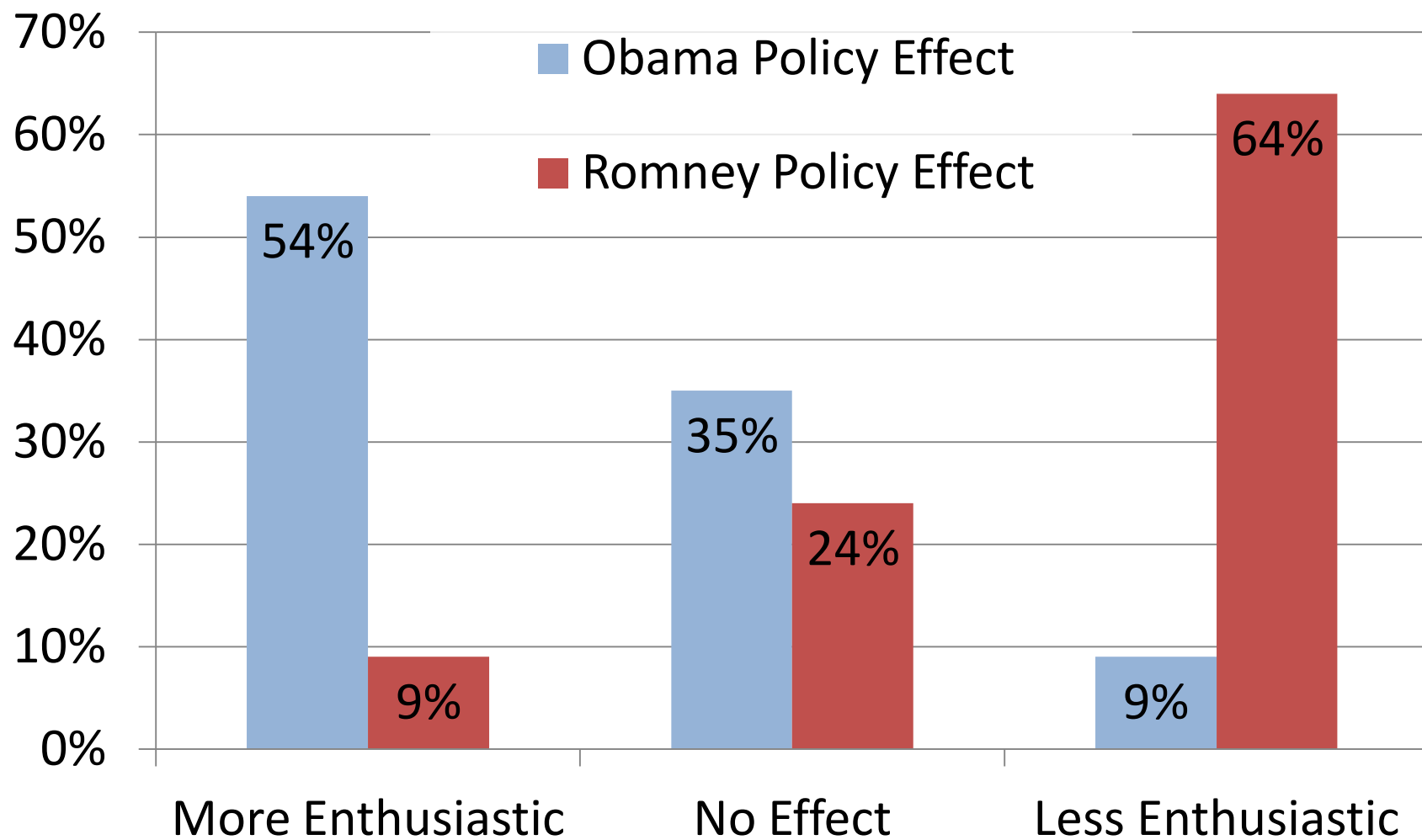


Immigration Impacts Voting Decisions

How important is the issue of immigration in your decision to vote and who to vote for in this election?

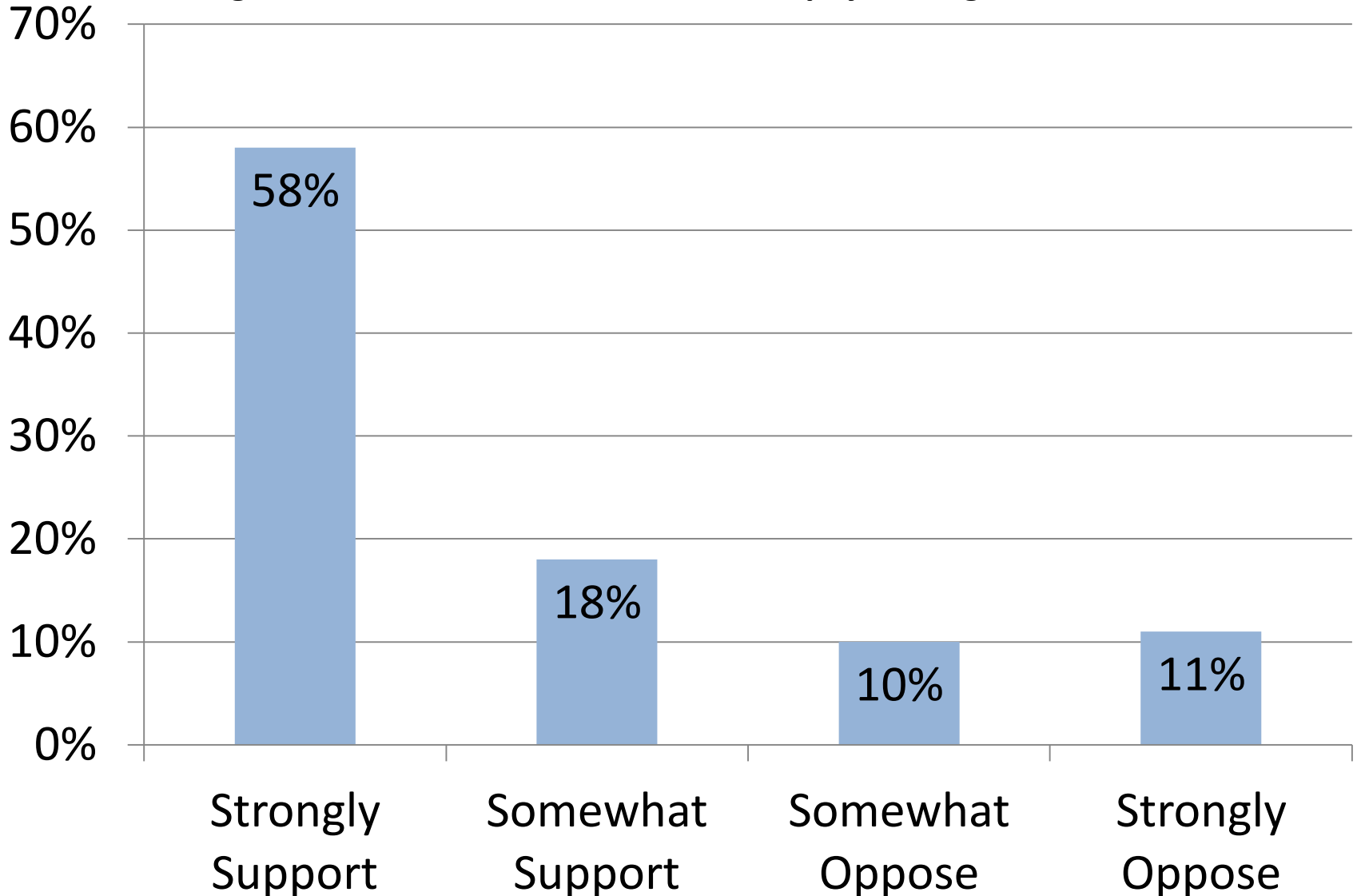


Candidates' Immigration Policies Affect Latino Support

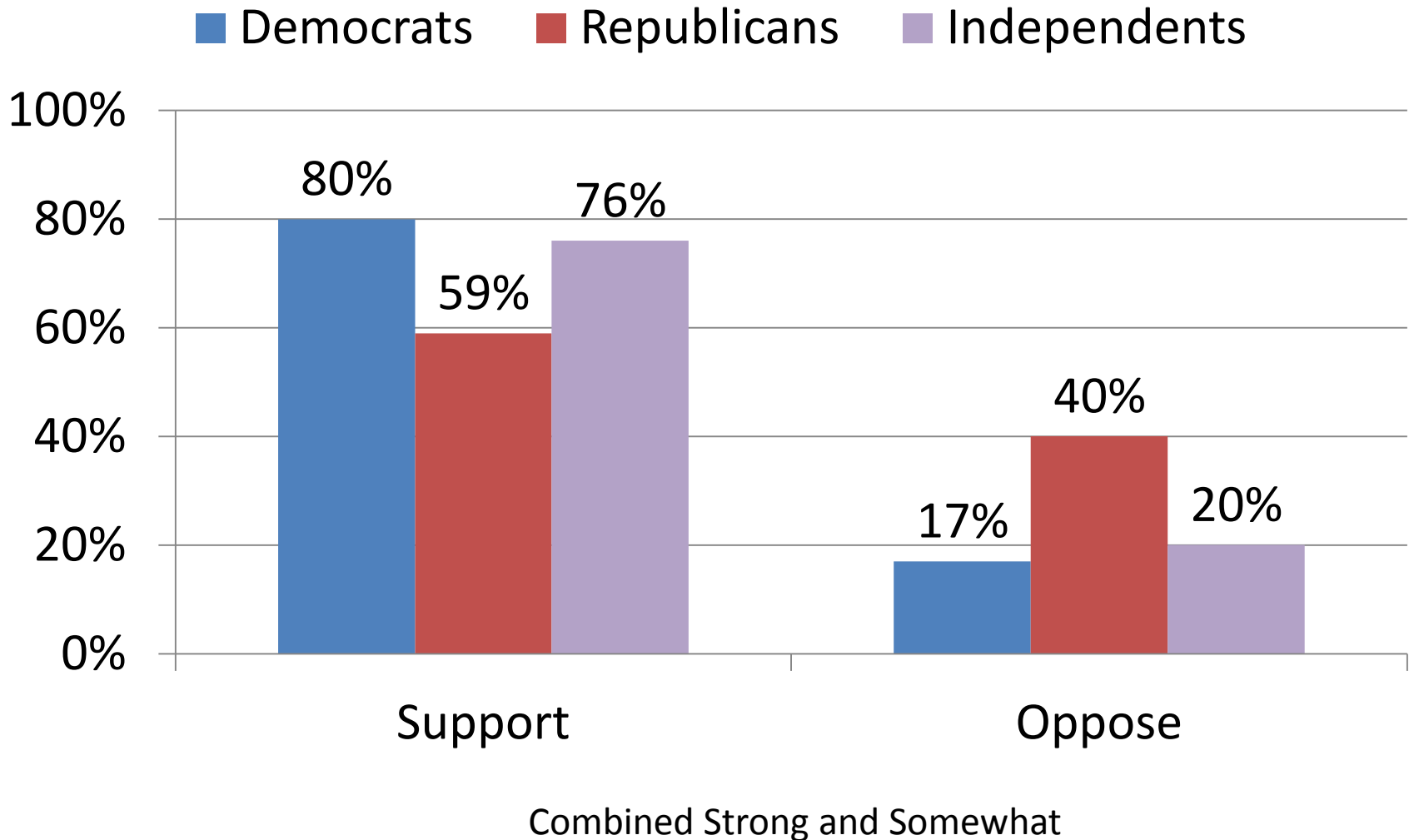


76 Percent Support ASSET Bill

Do you support or oppose the ASSET bill to allow undocumented immigrant youth to attend college here in Colorado and not have to pay the higher non-resident rates?

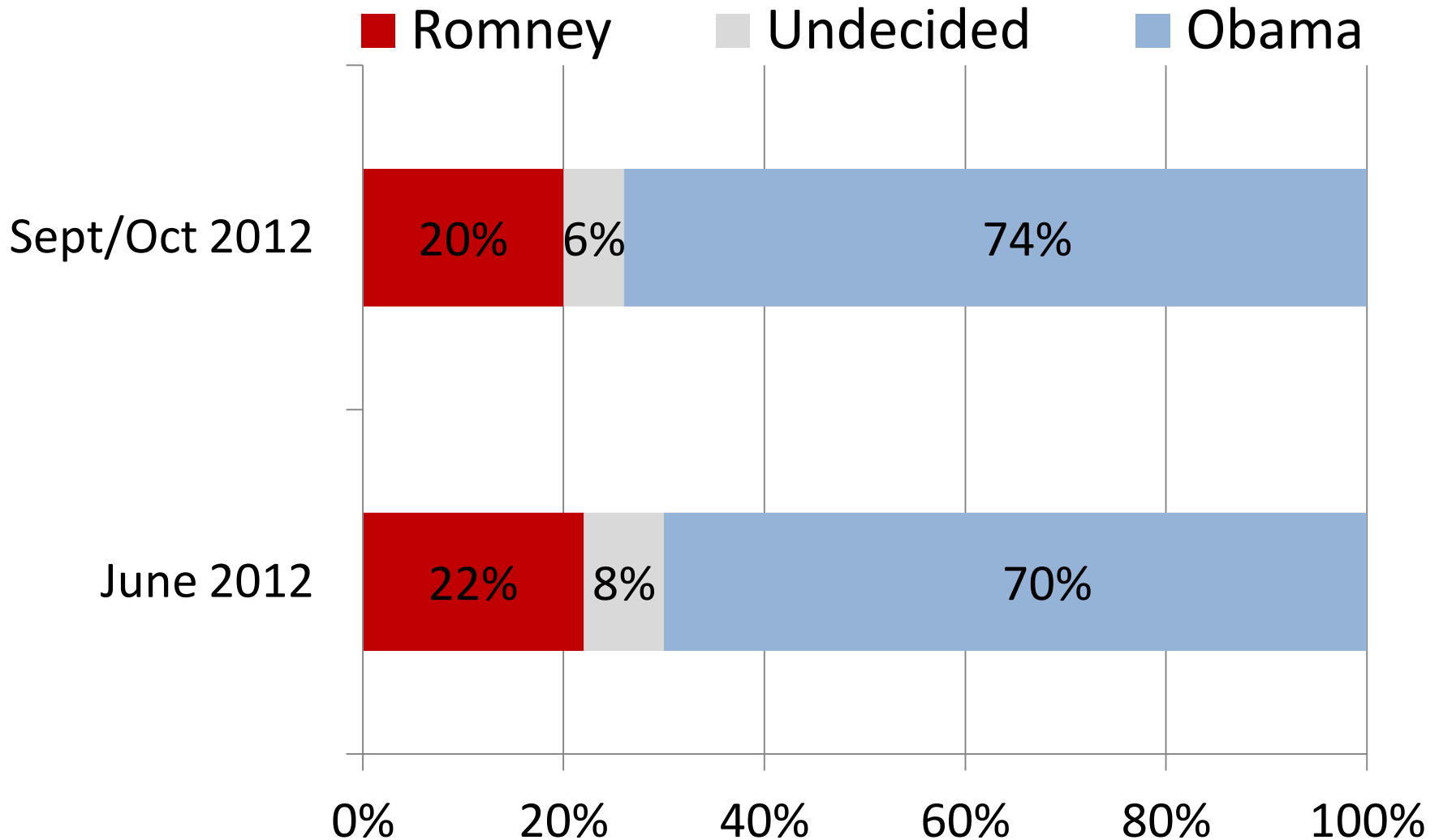


Support for ASSET Crosses Party Lines



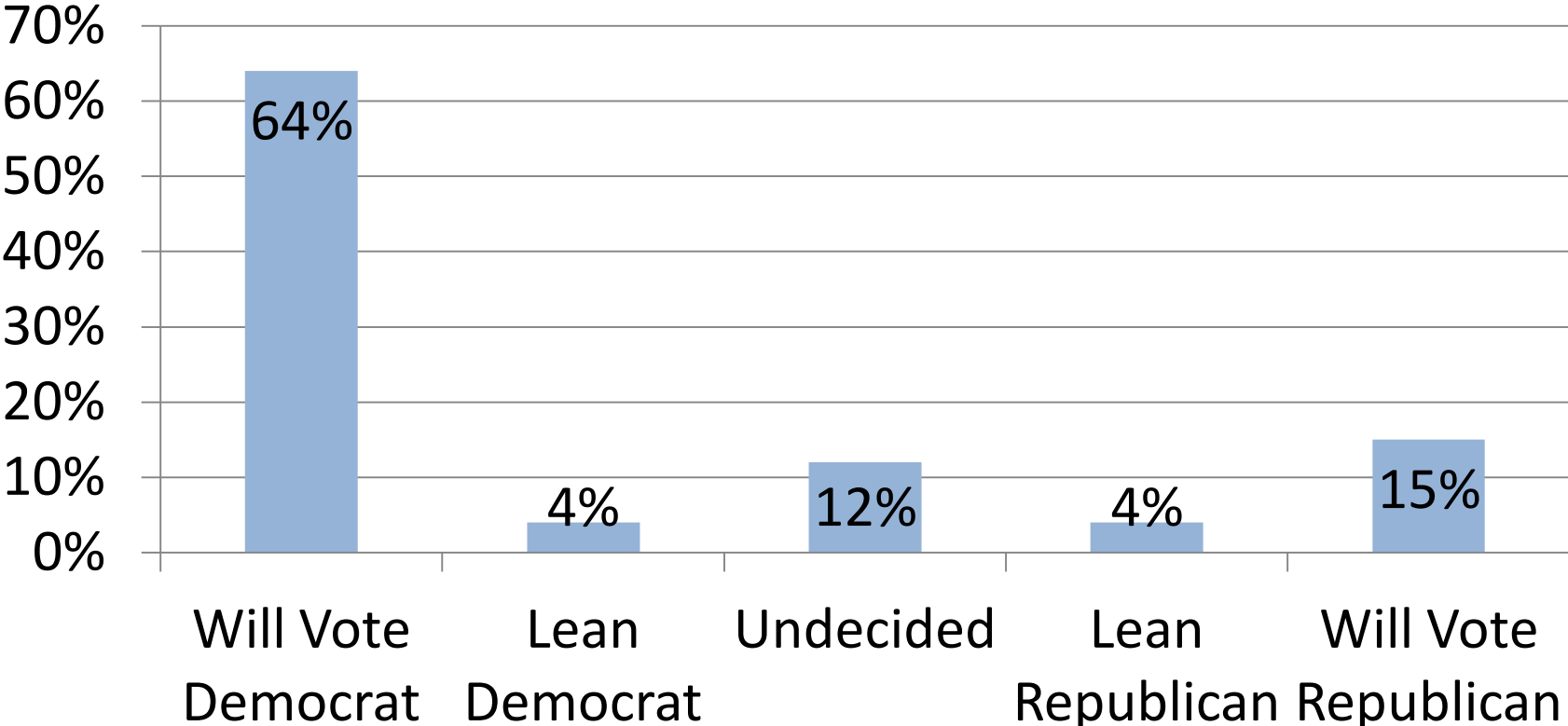
Obama Support Remains High

If the election were held today, would you vote for...

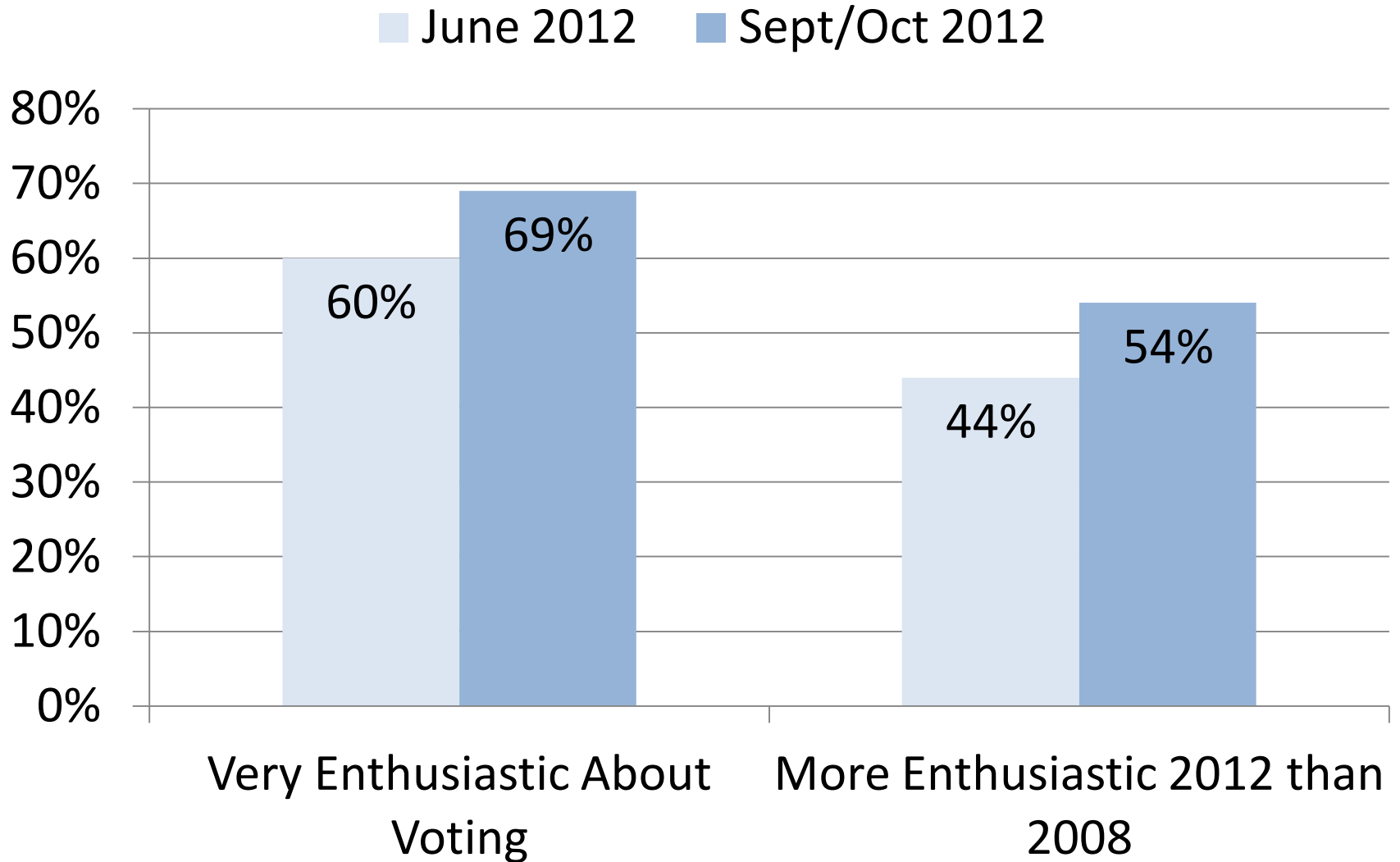


Congressional Advantage to Dems

Now thinking about the upcoming elections for U.S. Congress in November, do you plan to vote for the Democratic or Republican candidate in your district?

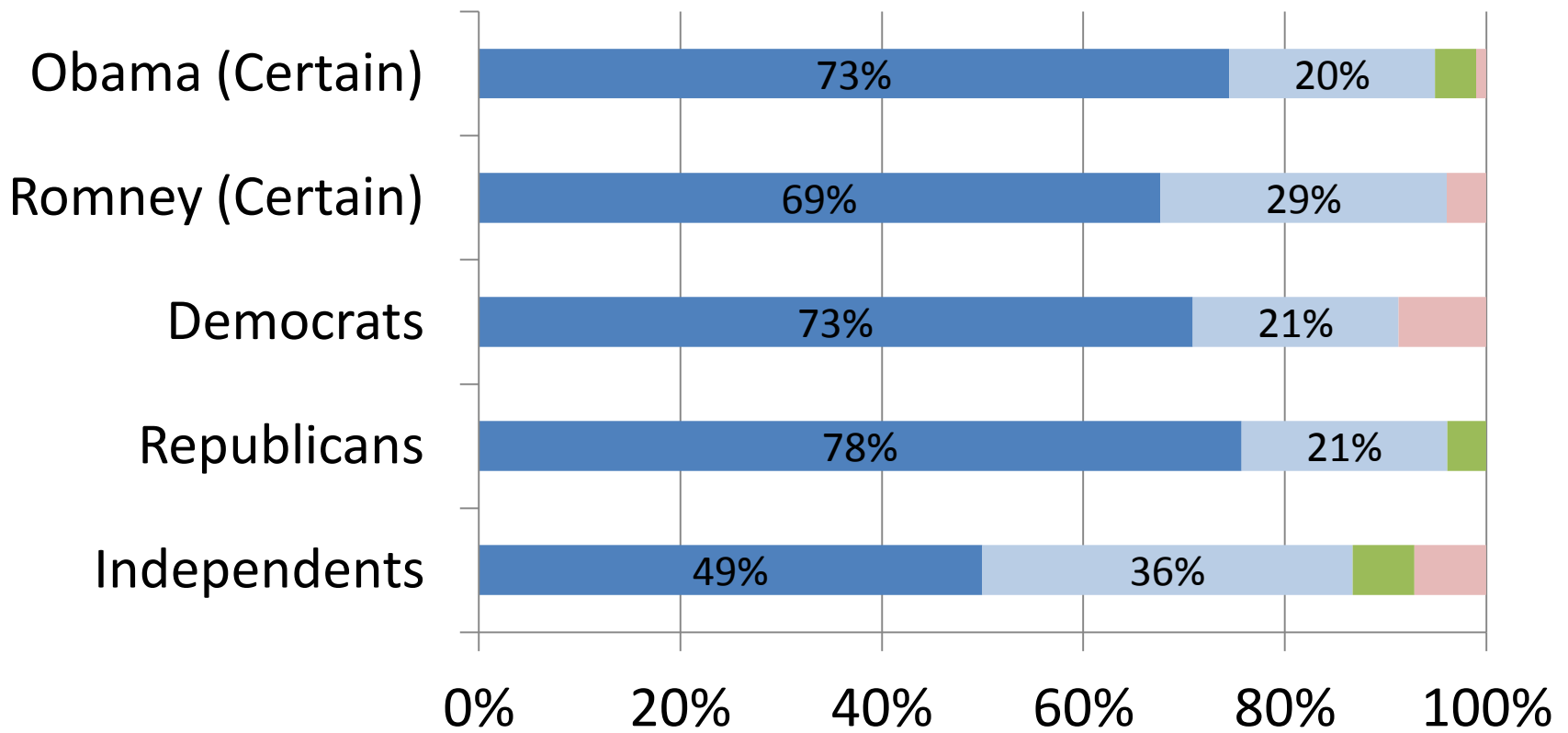


Increasing Enthusiasm for the Election



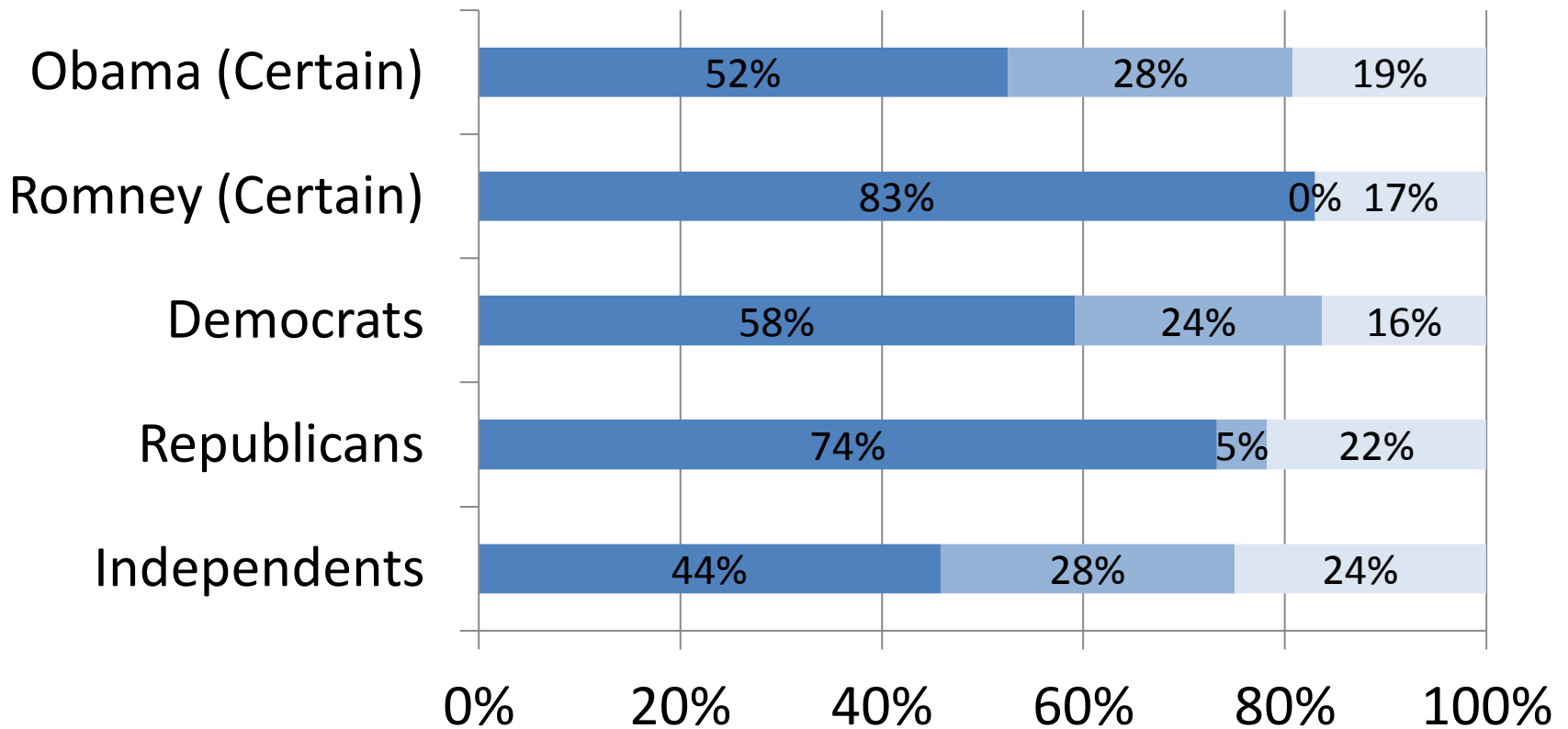
Enthusiasm High Across PID and Presidential Preference Categories

■ Very ■ Somewhat ■ Not Too Much ■ Not At All



Enthusiasm Relative to 2008 Across PID and Candidate Preference

■ More Enthusiastic in 2012 ■ Same ■ Less Enthusiastic in 2012



Key Findings from Colorado

- Immigration a Top Issue
- Strong Support for ASSET Bill
- Support for Obama Remains High
- Enthusiasm Is High and Increasing

LATINO VOTE IN THE 2012 NATIONAL ELECTION

A NATIONAL/BATTLEGROUND STATE PERSPECTIVE

GABE SANCHEZ, UNM

POLL SPONSORED BY AMERICA'S VOICE AND CONDUCTED BY LATINO DECISIONS

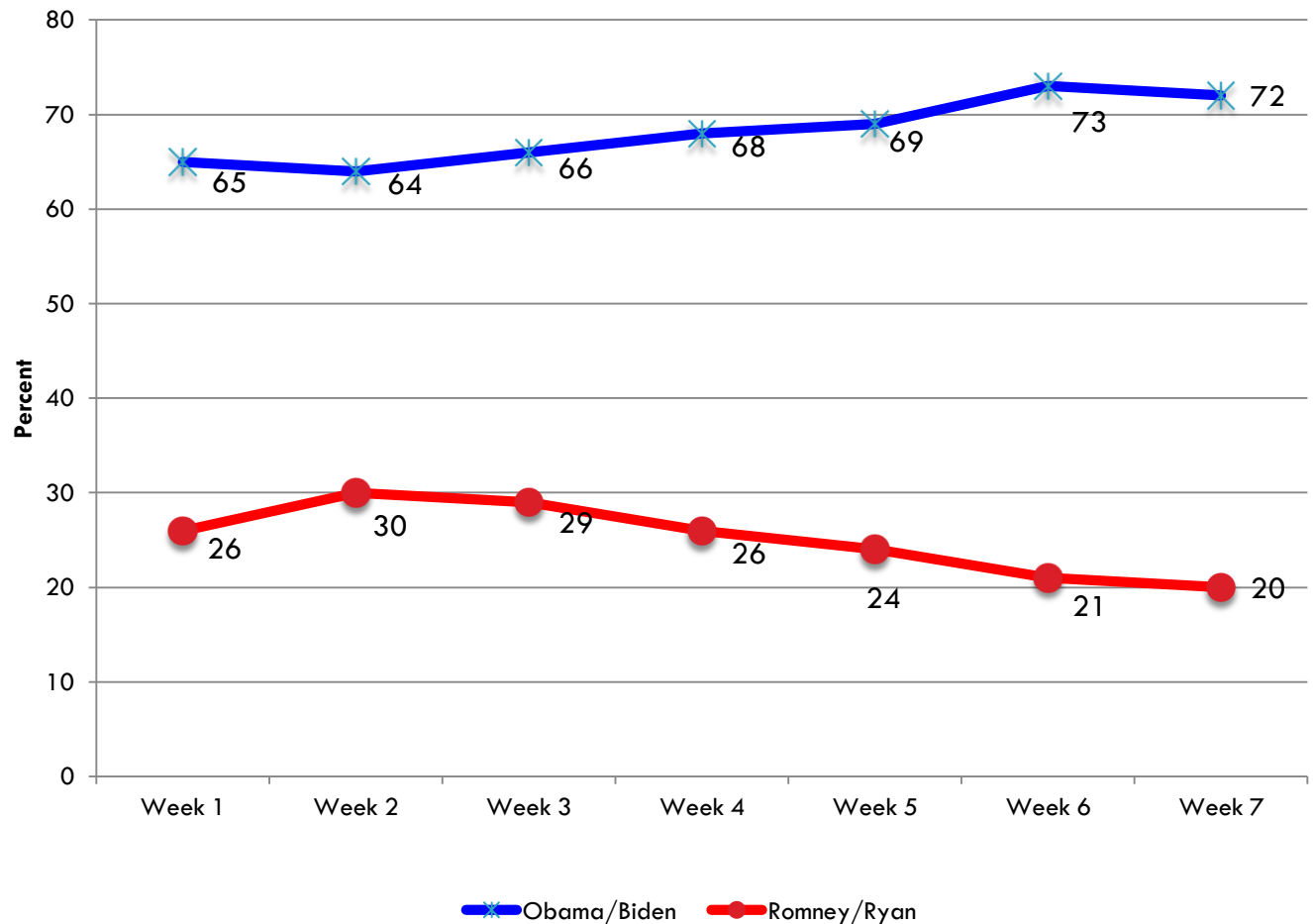


Latino  Decisions

Latino Vote Projection in the ImpreMedia-Latino Decisions Tracker

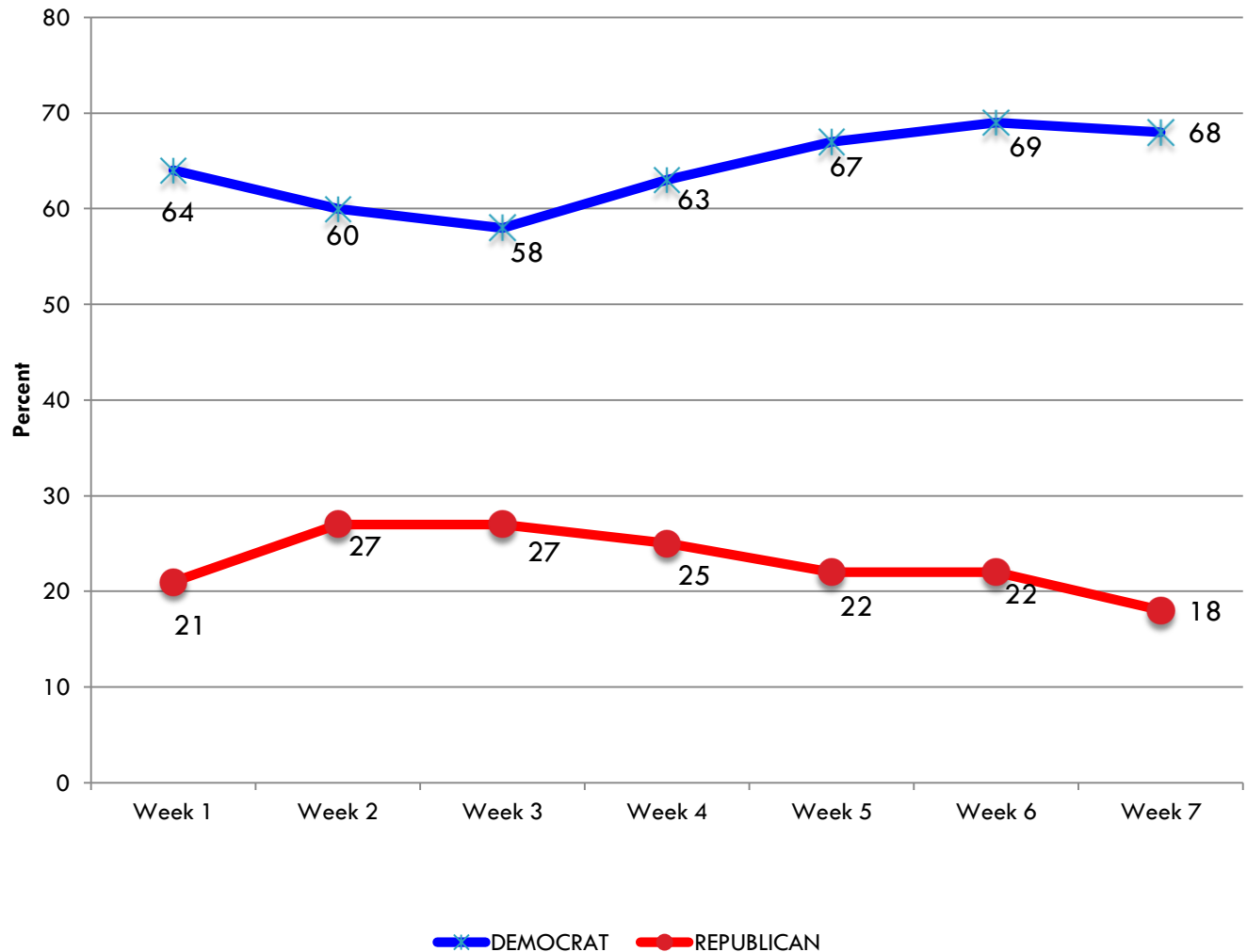
Source:
Impremedia/Latino
Decisions Weekly
Tracker, 2012

NB: LD polls include
only registered
voters



Two-Party Generic House Vote, 2012

Source:
Impremedia/Latino
Decisions Weekly
Tracker, 2012



Battlegrounds look different than the overall electorate...

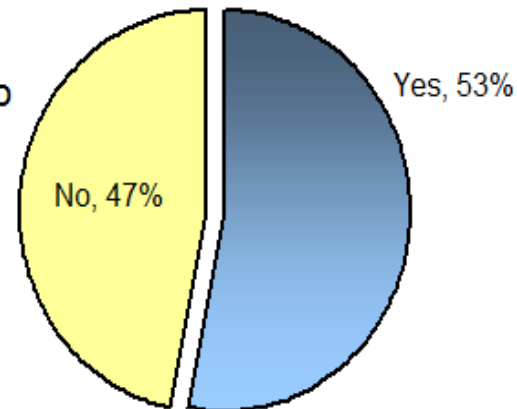
Voters in battlegrounds far more engaged ...

	Arizona	Florida	Nevada	Colorado	Virginia	New Mexico	National
Obama	80	61	78	74	10/15	10/17	72
Romney	14	31	17	20	--	--	20
DEM	71	52	68	66	--	--	68
REP	14	31	18	19	--	--	18
Very Enthused	69	70	68	69	--	--	53
Know Undoc	66	49	69	69	--	--	55

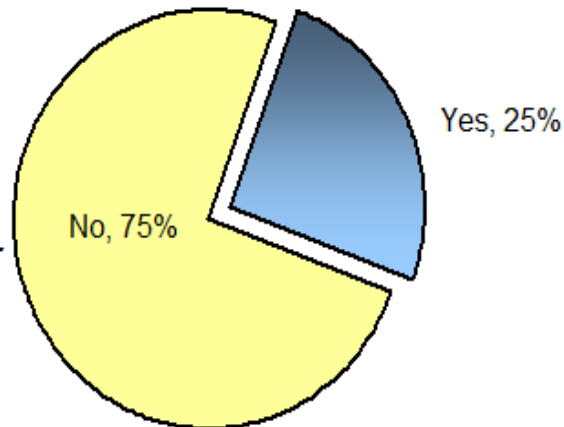
Immigration Has Become Personal

Many question how/why immigration policy is so salient to Latino voters?

Do you happen to know somebody who is an undocumented immigrant?



Do you know of any person or family who has faced detention or deportation for immigration reasons?



Source: impreMedia-Latino Decisions Tracking Poll, June 9, 2011
n=500, +/- 4.3%

THANK YOU

FOR MORE INFORMATION:
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James Mejia, President & CEO, Mejia and Associates; former President, Denver Hispanic Chamber of Commerce (Moderator), MSU-Denver Affiliate Faculty.

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Gabriel Sanchez, Associate Professor of Political Science, University of New Mexico, Director of Research, Latino Decisions

Olivia Mendoza, Executive Director, Colorado Latino Forum

Grace Lopez Ramirez, Colorado State Director, Mi Familia Vota

Sergio De La Rosa, DREAMer and leader with Together Colorado Action Fund

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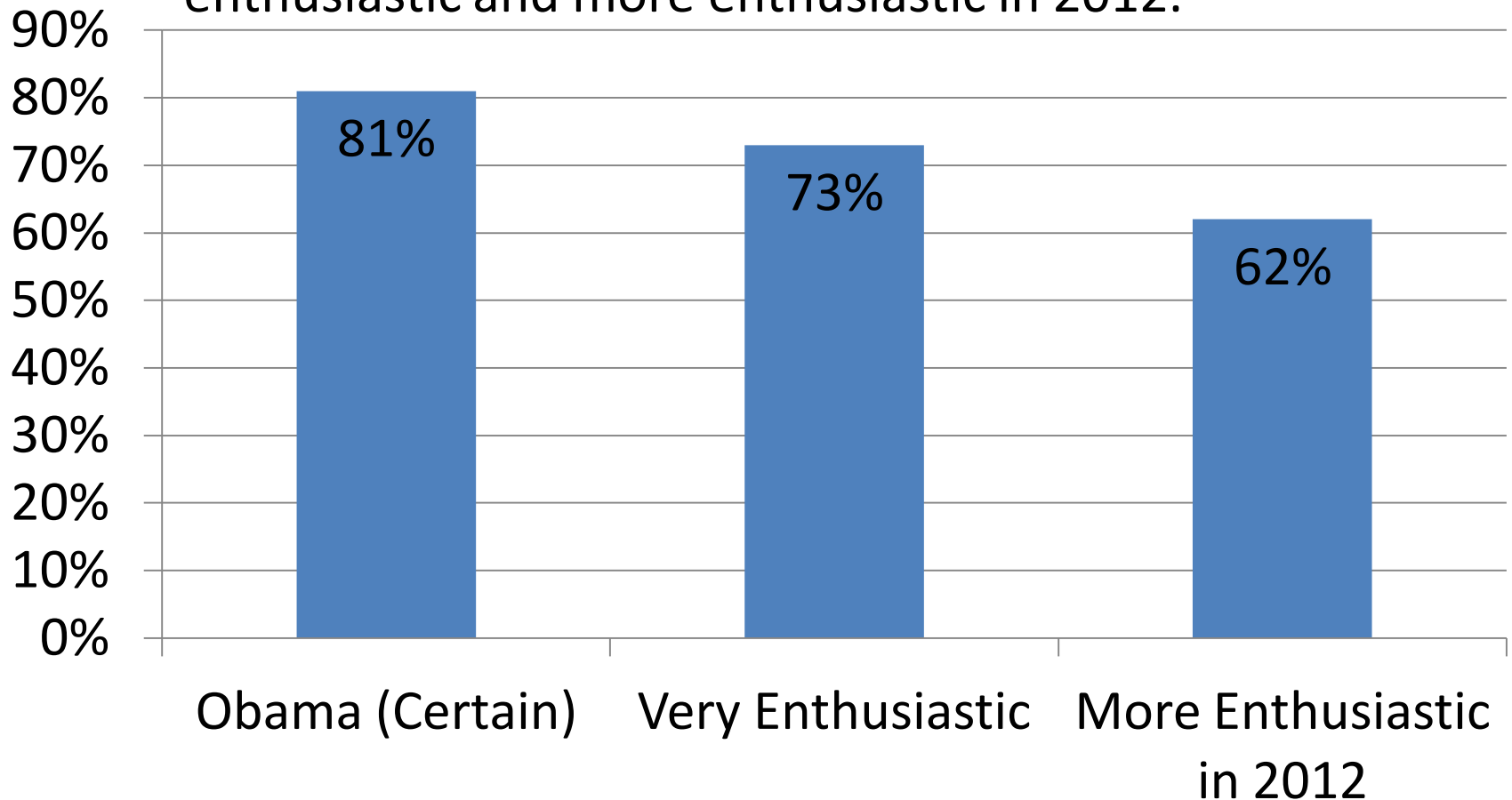


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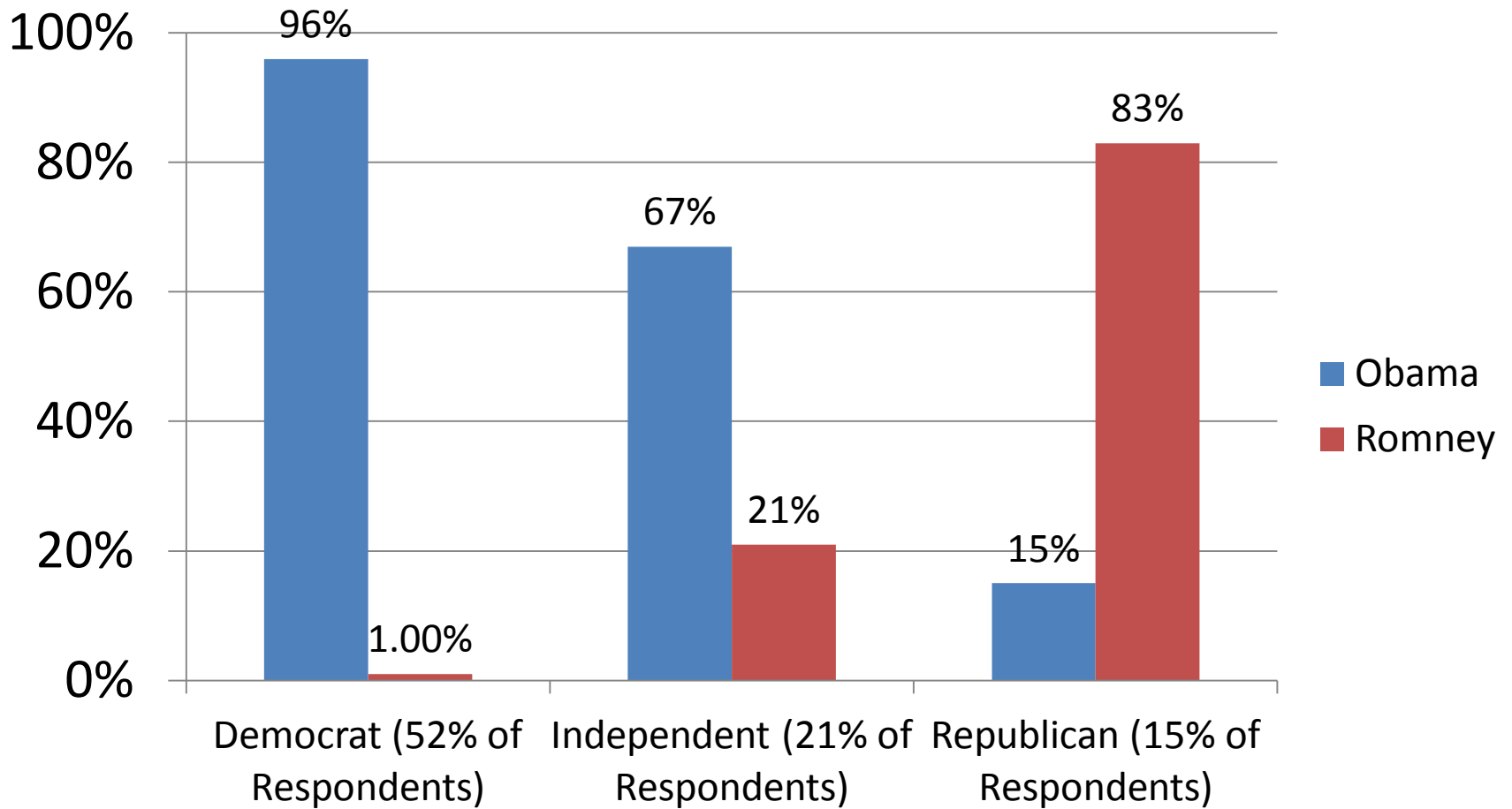
Supplemental Slides

High Levels of Obama Support and Enthusiasm Among those Concerned about Immigration

Among respondents indicating immigration is the most important issue, percentage supporting Obama, being very enthusiastic and more enthusiastic in 2012.



Party ID and Presidential Preference



Persistent Enthusiasm Problem

Source:
Impremedia/Latino
Decisions Weekly
Tracker, 2012

