Wednesday, Oct. 10th

Decision 2012:
Latino voters, immigration policy and the 2012 Election

Tivoli 320  11-12:15pm
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?

- Economy: 45%
- Immigration: 44%
- Education: 19%
- Health Care: 14%
Immigration Impacts Voting Decisions

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

- The Most Important Issue: 24%
- One of the Most Important Issues: 35%
- Somewhat Important: 27%
- Not Really Important: 12%
Candidates’ Immigration Policies Affect Latino Support

- **Obama Policy Effect**
  - More Enthusiastic: 54%
  - No Effect: 35%
  - Less Enthusiastic: 9%

- **Romney Policy Effect**
  - More Enthusiastic: 64%
  - No Effect: 24%
  - Less Enthusiastic: 9%
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?

- Strongly Support: 58%
- Somewhat Support: 18%
- Somewhat Oppose: 10%
- Strongly Oppose: 11%
Support for ASSET Crosses Party Lines

Combined Strong and Somewhat

Democrats
- Support: 80%
- Oppose: 17%

Republicans
- Support: 59%
- Oppose: 40%

Independents
- Support: 76%
- Oppose: 20%
Obama Support Remains High

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

<table>
<thead>
<tr>
<th></th>
<th>Sept/Oct 2012</th>
<th>June 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Romney</td>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>Undecided</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Obama</td>
<td>74%</td>
<td>70%</td>
</tr>
</tbody>
</table>
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?

- **Will Vote Democrat:** 64%
- **Lean Democrat:** 4%
- **Undecided:** 12%
- **Lean Republican:** 4%
- **Will Vote Republican:** 15%
Increasing Enthusiasm for the Election

- Very Enthusiastic About Voting
  - June 2012: 60%
  - Sept/Oct 2012: 69%

- More Enthusiastic 2012 than 2008
  - June 2012: 44%
  - Sept/Oct 2012: 54%
Enthusiasm High Across PID and Presidential Preference Categories

- **Obama (Certain)**
  - Very: 73%
  - Somewhat: 20%
  - Not Too Much: 3%
  - Not At All: 4%

- **Romney (Certain)**
  - Very: 69%
  - Somewhat: 29%
  - Not Too Much: 2%
  - Not At All: 2%

- **Democrats**
  - Very: 73%
  - Somewhat: 21%
  - Not Too Much: 3%
  - Not At All: 3%

- **Republicans**
  - Very: 78%
  - Somewhat: 21%
  - Not Too Much: 3%
  - Not At All: 2%

- **Independents**
  - Very: 49%
  - Somewhat: 36%
  - Not Too Much: 5%
  - Not At All: 1%
<table>
<thead>
<tr>
<th>Party/Candidate</th>
<th>More Enthusiastic in 2012</th>
<th>Same</th>
<th>Less Enthusiastic in 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obama (Certain)</td>
<td>52%</td>
<td>28%</td>
<td>19%</td>
</tr>
<tr>
<td>Romney (Certain)</td>
<td>83%</td>
<td>0%</td>
<td>17%</td>
</tr>
<tr>
<td>Democrats</td>
<td>58%</td>
<td>24%</td>
<td>16%</td>
</tr>
<tr>
<td>Republicans</td>
<td>74%</td>
<td>5%</td>
<td>22%</td>
</tr>
<tr>
<td>Independents</td>
<td>44%</td>
<td>28%</td>
<td>24%</td>
</tr>
</tbody>
</table>
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 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...

<table>
<thead>
<tr>
<th></th>
<th>Arizona</th>
<th>Florida</th>
<th>Nevada</th>
<th>Colorado</th>
<th>Virginia</th>
<th>New Mexico</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Obama</strong></td>
<td>80</td>
<td>61</td>
<td>78</td>
<td>74</td>
<td>10/15</td>
<td>10/17</td>
<td>72</td>
</tr>
<tr>
<td><strong>Romney</strong></td>
<td>14</td>
<td>31</td>
<td>17</td>
<td>20</td>
<td>--</td>
<td>--</td>
<td>20</td>
</tr>
<tr>
<td><strong>DEM</strong></td>
<td>71</td>
<td>52</td>
<td>68</td>
<td>66</td>
<td>--</td>
<td>--</td>
<td>68</td>
</tr>
<tr>
<td><strong>REP</strong></td>
<td>14</td>
<td>31</td>
<td>18</td>
<td>19</td>
<td>--</td>
<td>--</td>
<td>18</td>
</tr>
<tr>
<td><strong>Very Enthused</strong></td>
<td>69</td>
<td>70</td>
<td>68</td>
<td>69</td>
<td>--</td>
<td>--</td>
<td>53</td>
</tr>
<tr>
<td><strong>Know Undoc</strong></td>
<td>66</td>
<td>49</td>
<td>69</td>
<td>69</td>
<td>--</td>
<td>--</td>
<td>55</td>
</tr>
</tbody>
</table>
Many question how/why immigration policy is so salient to Latino voters?

- Do you happen to know somebody who is an undocumented immigrant?
  - Yes, 53%
  - No, 47%

- Do you know of any person or family who has faced detention or deportation for immigration reasons?
  - Yes, 25%
  - No, 75%

n=500, +/- 4.3%
THANK YOU

FOR MORE INFORMATION:
WWW.LATINODECISIONS.COM

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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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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

- Democrat (52% of Respondents)
  - Obama: 96%
  - Romney: 1.00%

- Independent (21% of Respondents)
  - Obama: 67%
  - Romney: 21%

- Republican (15% of Respondents)
  - Obama: 15%
  - Romney: 83%
Persistent Enthusiasm Problem

Source: Impremedia/Latino Decisions Weekly Tracker, 2012