

LATINO VOTERS IN NORTH CAROLINA



October 15, 2014

Importance of Latino Voters in North Carolina

- Very tight race between incumbent Senator Kay Hagan and Republican challenger Thom Tillis.
- 115,000 Latino registered voters in North Carolina.
- Immigration politics have loomed large in the state.
- Could provide decisive margin of victory.

The Research

Sponsored by



Implemented
by Latino
Decisions

- ❑ Polled Latino registered occasional voters in North Carolina
- ❑ September 19 – September 28, 2014
- ❑ N=400, MOE +/- 4.9 percentage points
- ❑ Interviews in English or Spanish, at their discretion by fully bilingual interviewers
- ❑ Blended sample of landline telephones, cell phones, and the Latino Decisions online web panel

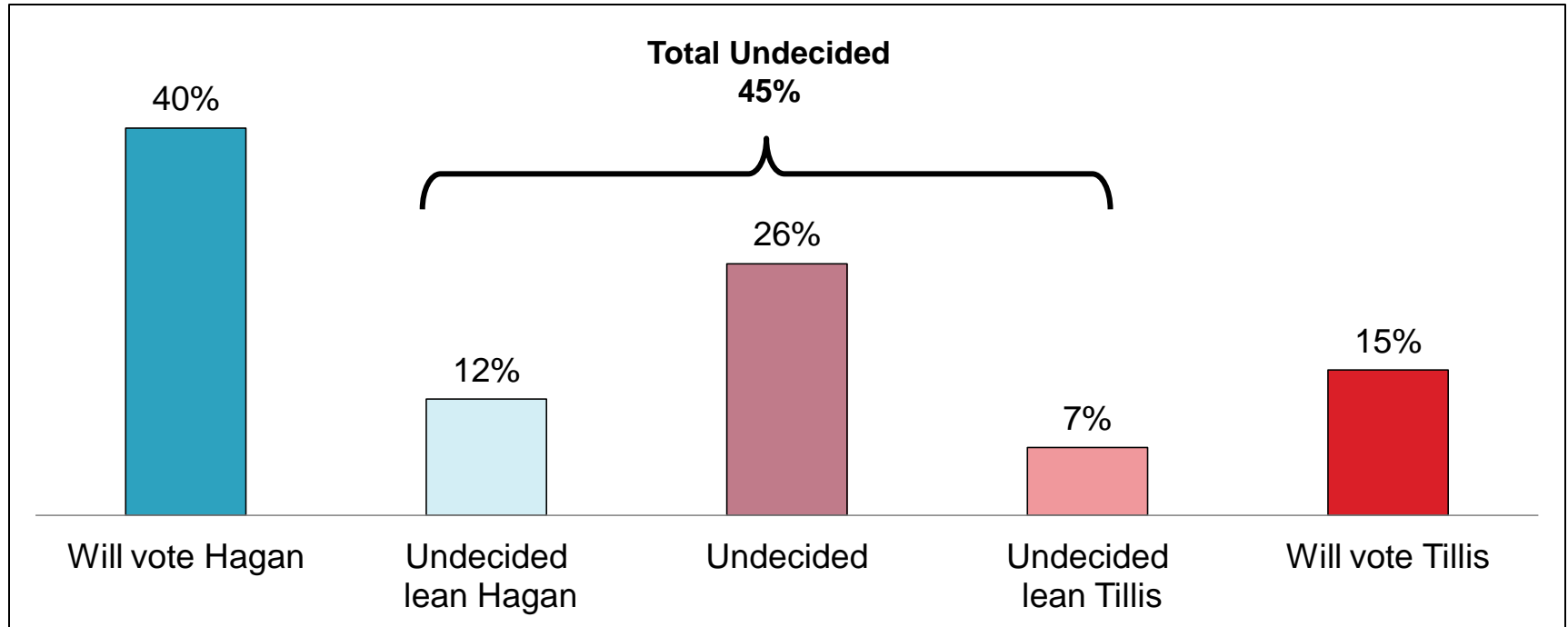
Key Findings in North Carolina

- The immigration is foremost on the minds of North Carolina's Latino voters.
- A strong sense of community mobilizes this electorate.
- Both parties have significant room for improvement on outreach
- With 45% of North Carolina's Latino electorate undecided in the close Senate race, candidates would be wise to engage on both message and turnout.

2014 ELECTION AND TURNOUT

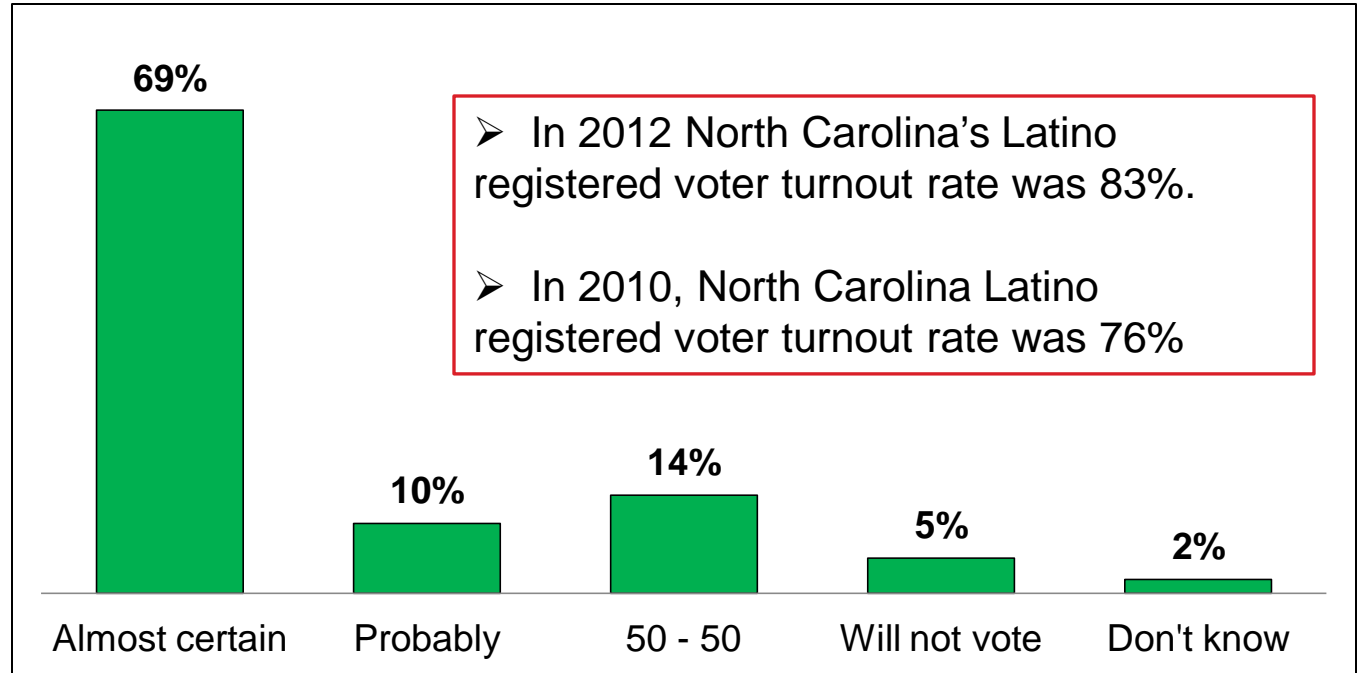


North Carolina Senate Race



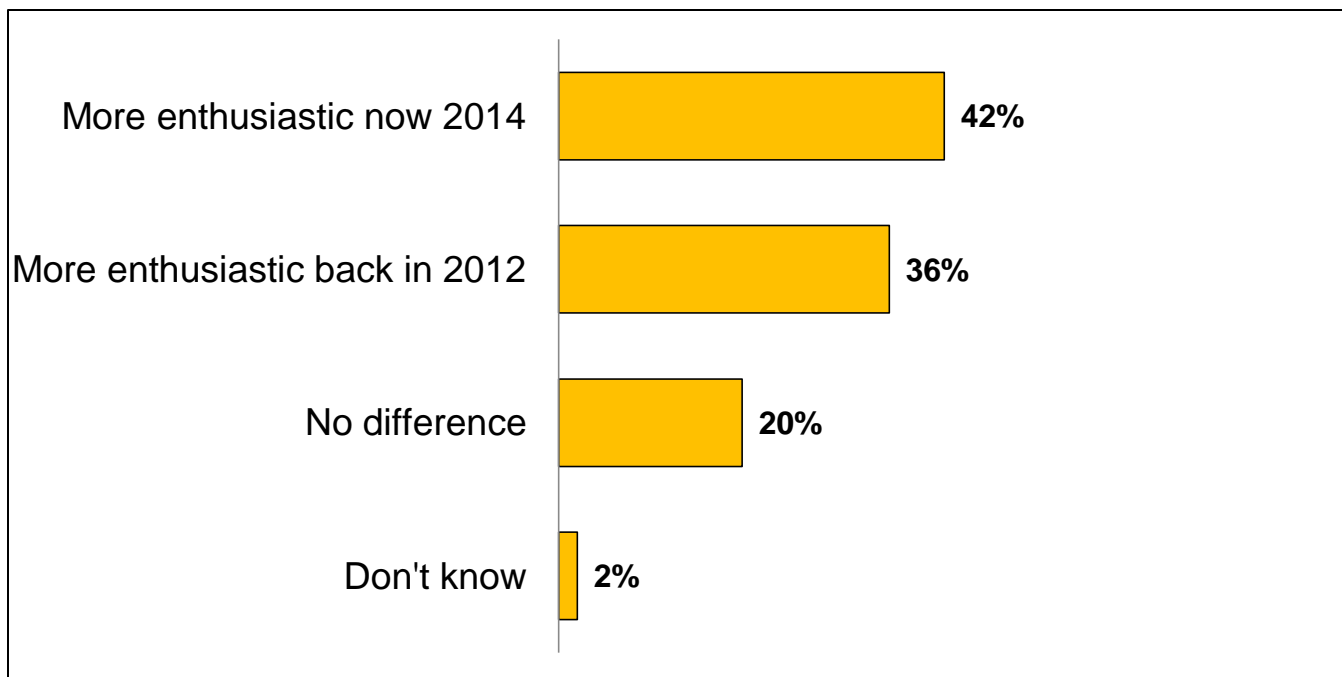
Midterm Turnout Enthusiasm

Thinking ahead to the November 2014 election, what are the chances that you will vote?



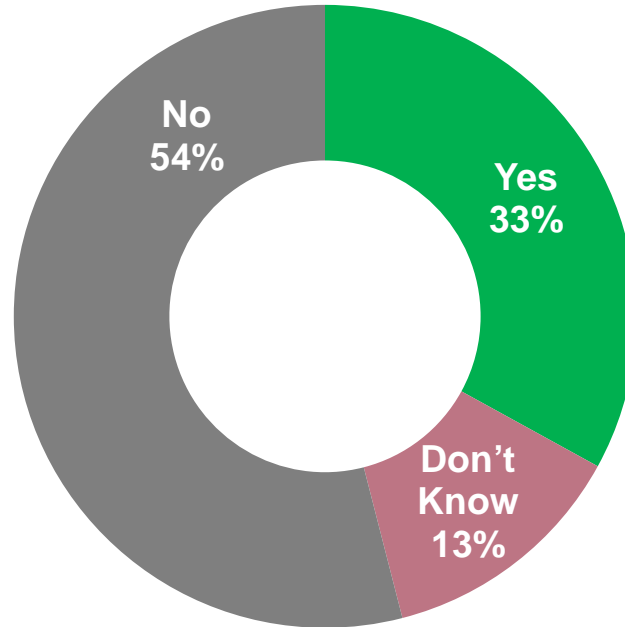
2014 v. 2012 Enthusiasm

Would you say you are more enthused about voting this year in 2014, or that you were more enthusiastic back in 2012?



2014 Outreach and Mobilization

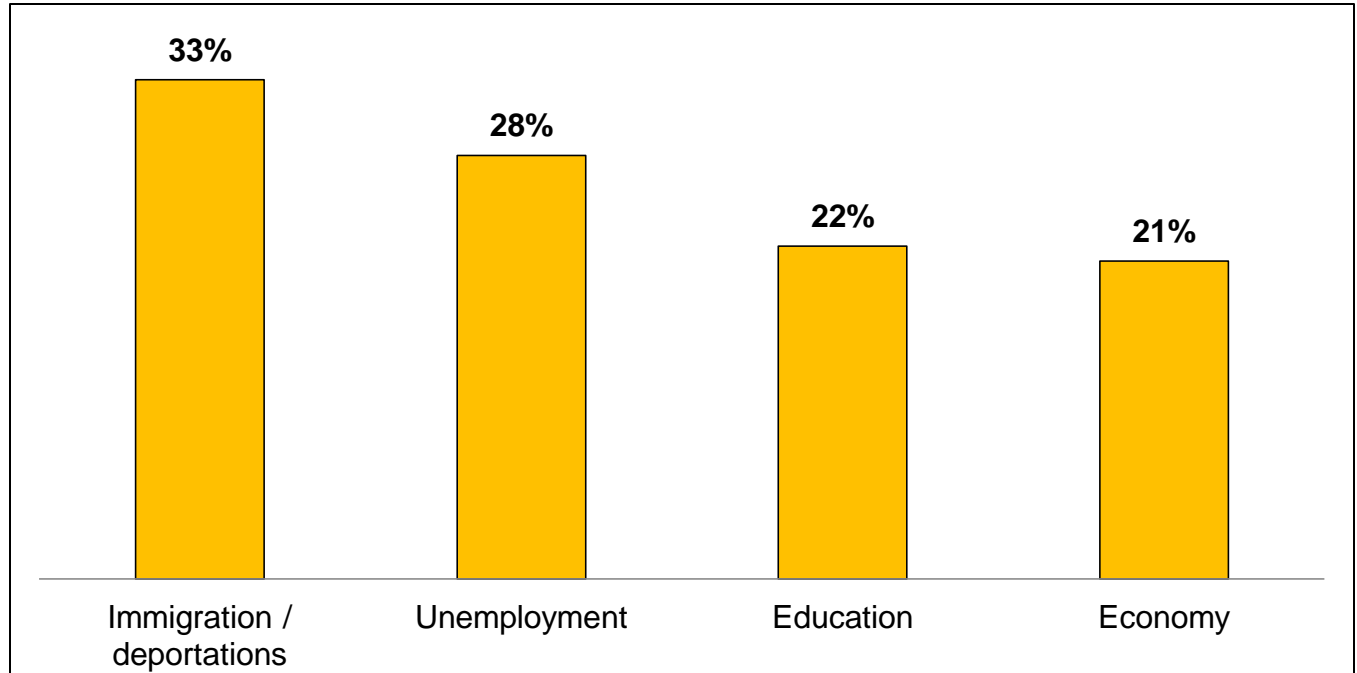
Over the past few months, did anyone from a campaign, political party, or community organization ask you to vote, or register to vote?



Most Important Issues to Vote Choice

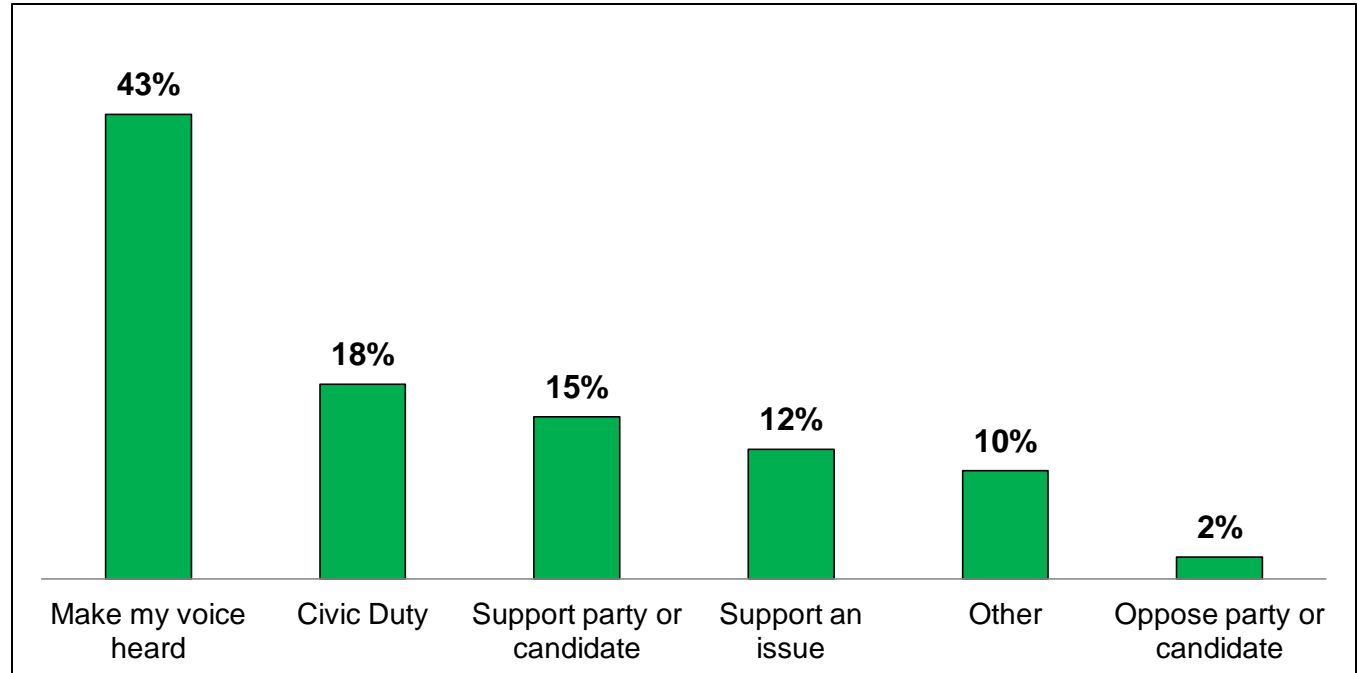
In the upcoming elections, what issues are most important to you in deciding who you will vote for?

(Top four responses)



Reason for Voting

Why do you vote, what is the main reason that you vote?



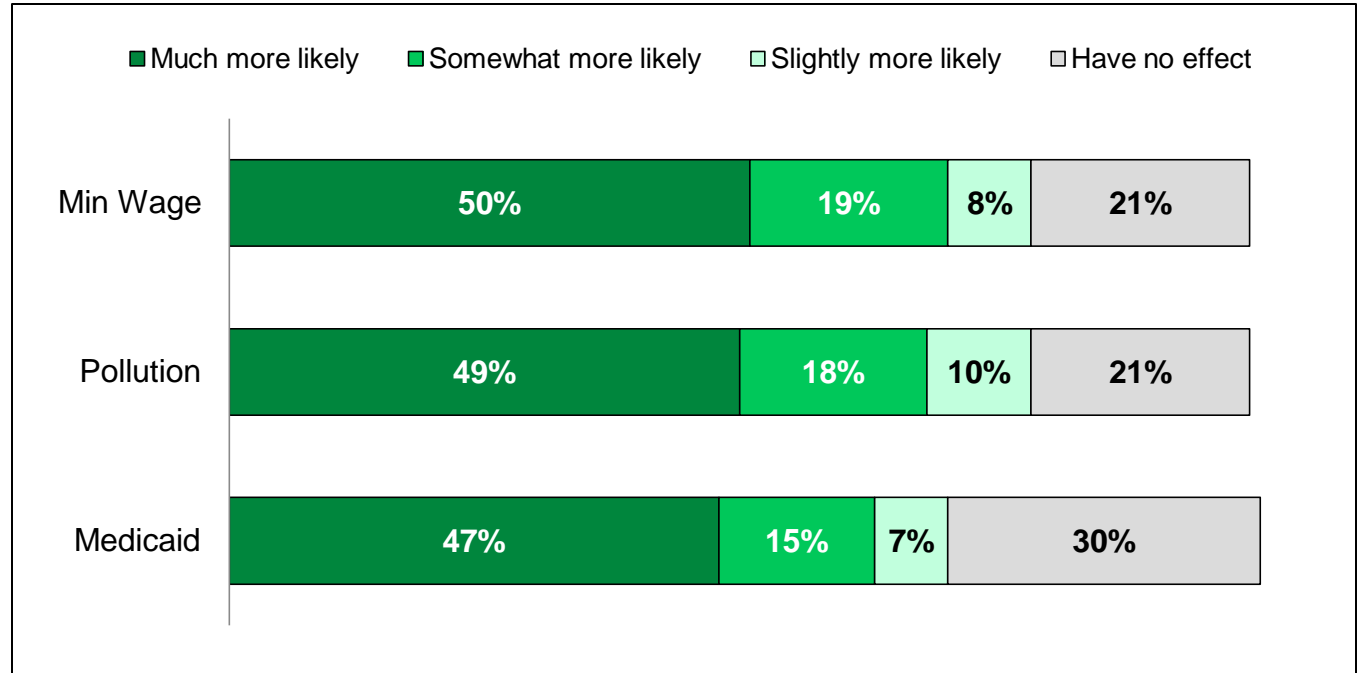
Differing Policy Positions and Turnout

More/less likely to vote if candidates strongly differ on policy issues:

Minimum Wage

Pollution reduction

Medicaid Expansion



Ties to Undocumented Immigrants

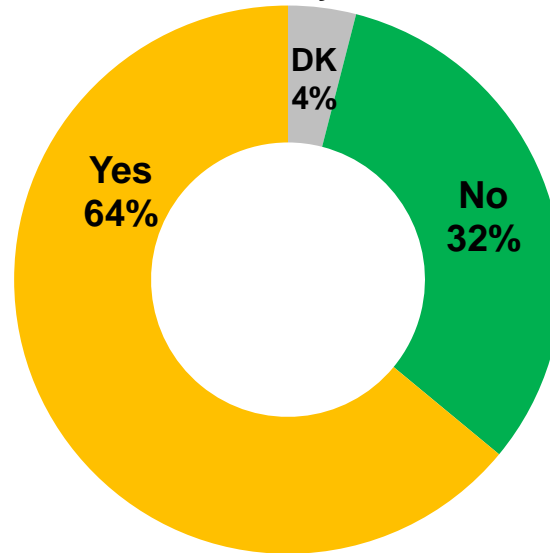
Even among the most assimilated, one out of two personally know undocumented people :

60% of U.S. born

56% of English dominant

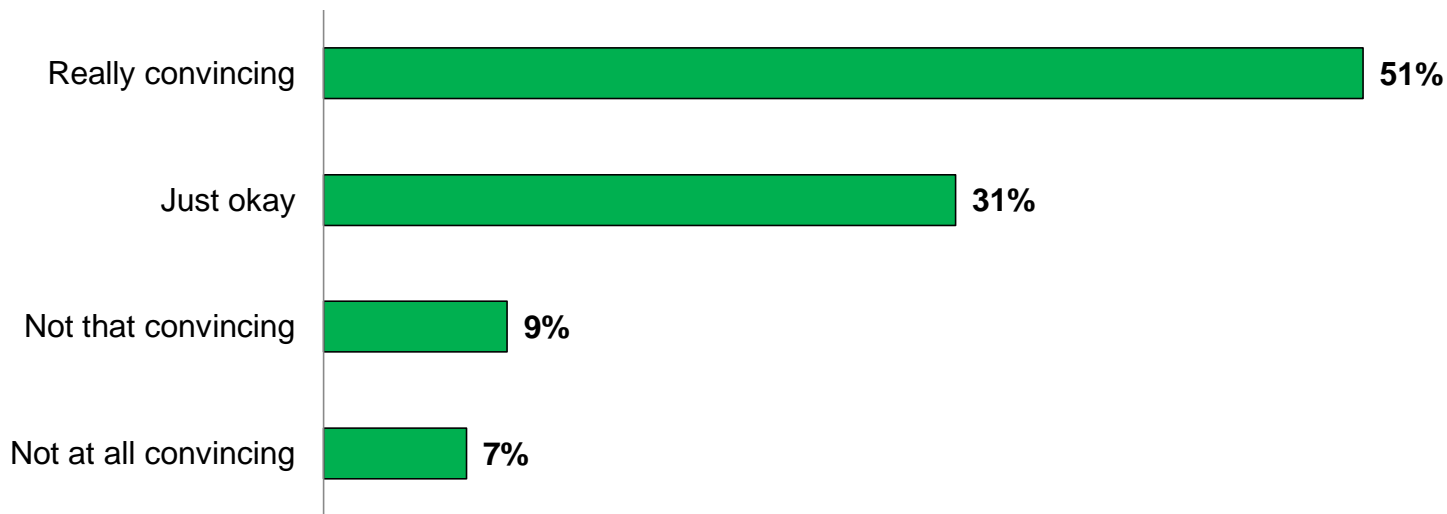
56% of \$80k + income households

Thinking about all the people in your family, friends, co-workers, and others you know, do you happen to know somebody who is an undocumented immigrant?



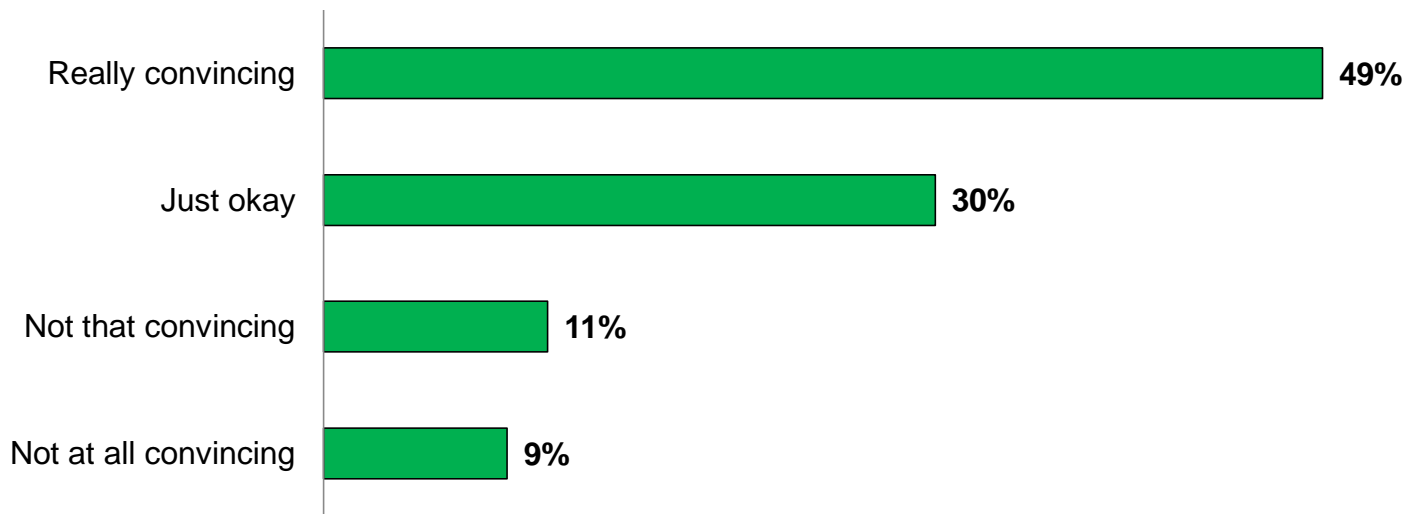
Reaching Occasional Voters: Congress

“Congress has not been doing their job - it's time to send elected officials a message that Latino voters matter and they need to start paying attention to our communities. Only by voting in big numbers can we send a message to Congress.” Would you say that message was...



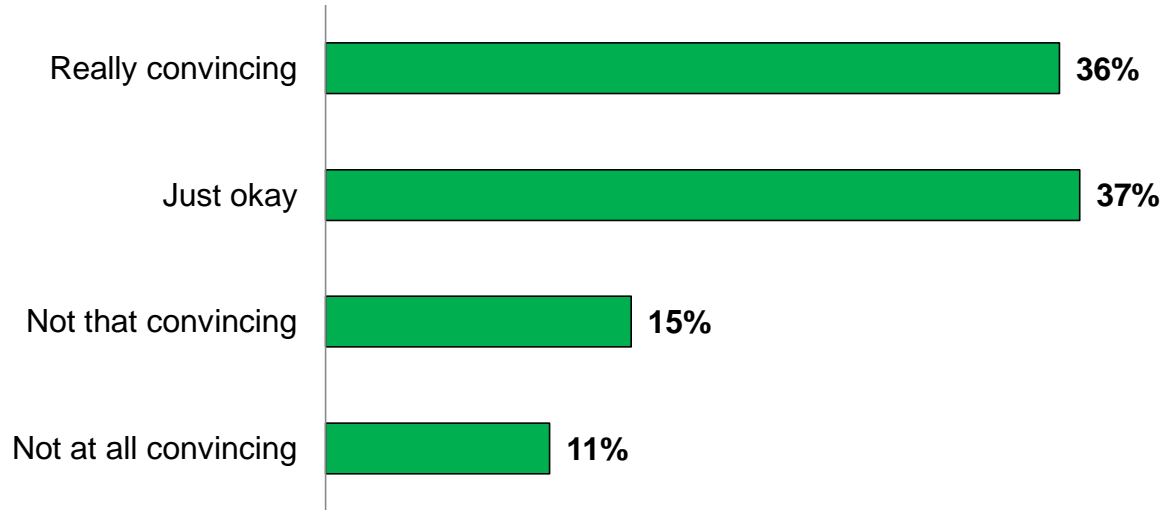
Reaching Occasional Voters: Community

“Even today, Latinos face racial profiling and harassment. We must vote to make sure Latinos are treated with the respect and fairness we deserve.” Would you say that message was...



Reaching Occasional Voters: Issues

“There is a lot at stake in this election like jobs, education, health care and immigration - the only way we can make our community better is by voting.” Would you say that message was...



Perceptions of Party Outreach to Latinos

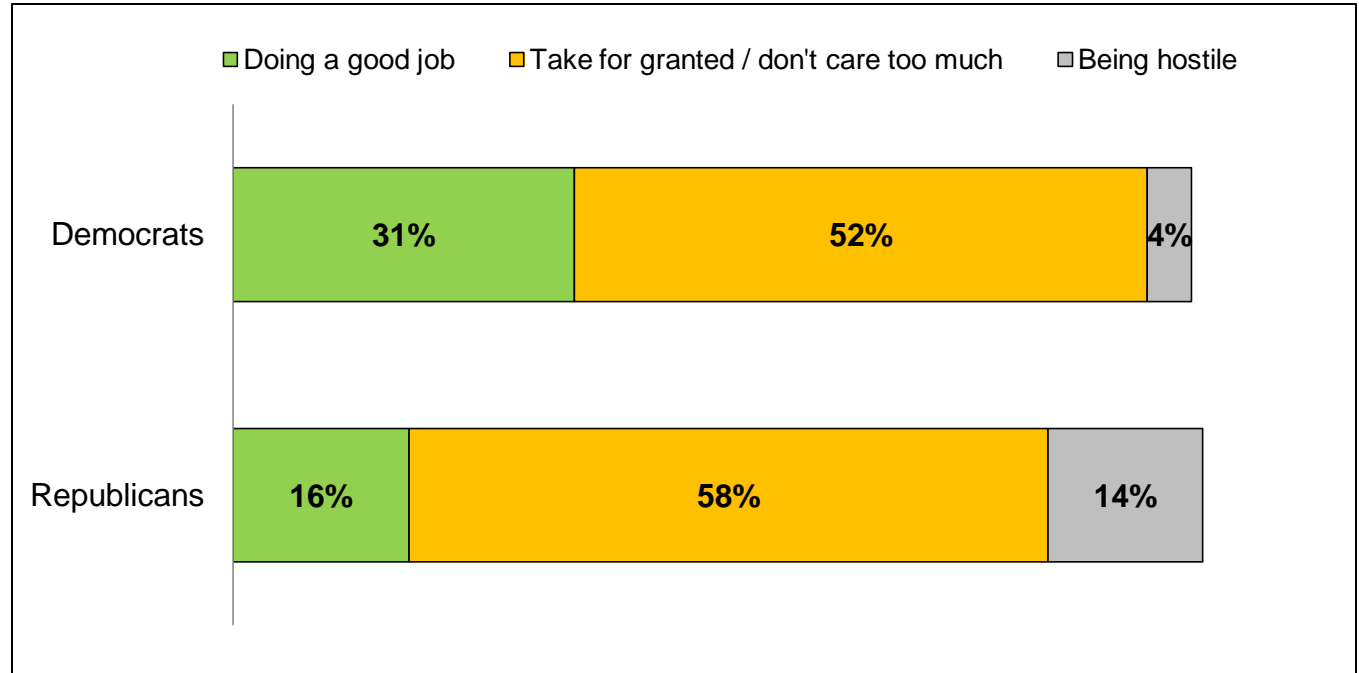
Would you say the Democratic / Republican Party:

Does a good job reaching out to Latinos

Takes Latino voters for granted

Doesn't care too much about Latinos

Is hostile towards Latinos



Latino Perceptions of Democratic Party

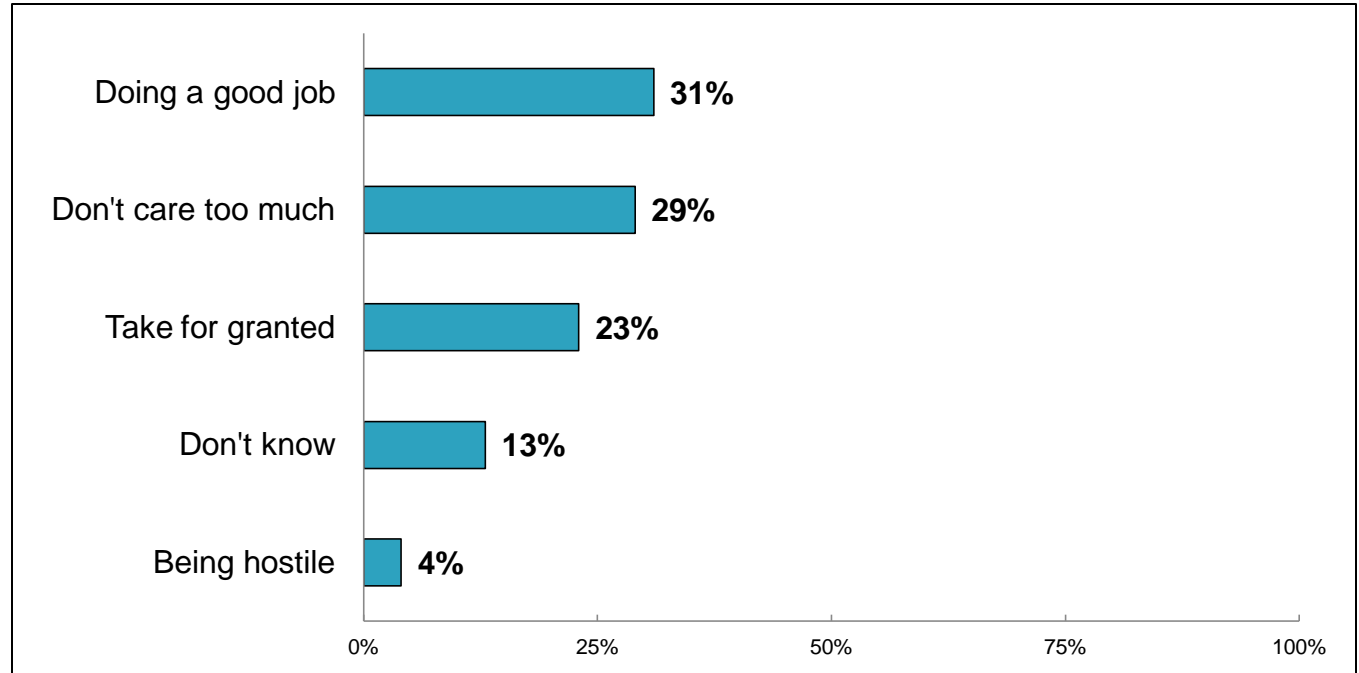
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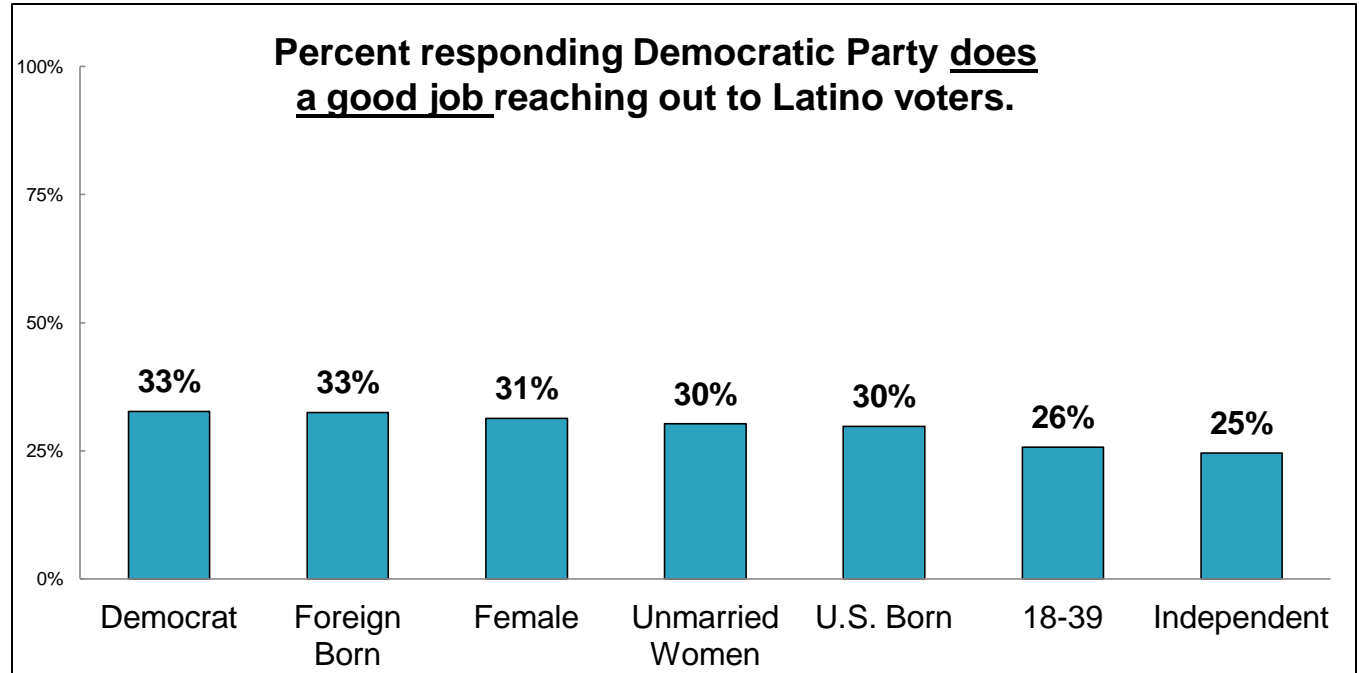
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“Good” Democratic Party Outreach

Party outreach viewed favorably by very few in segments important to Democrats.



Latino Perceptions of Republican Party

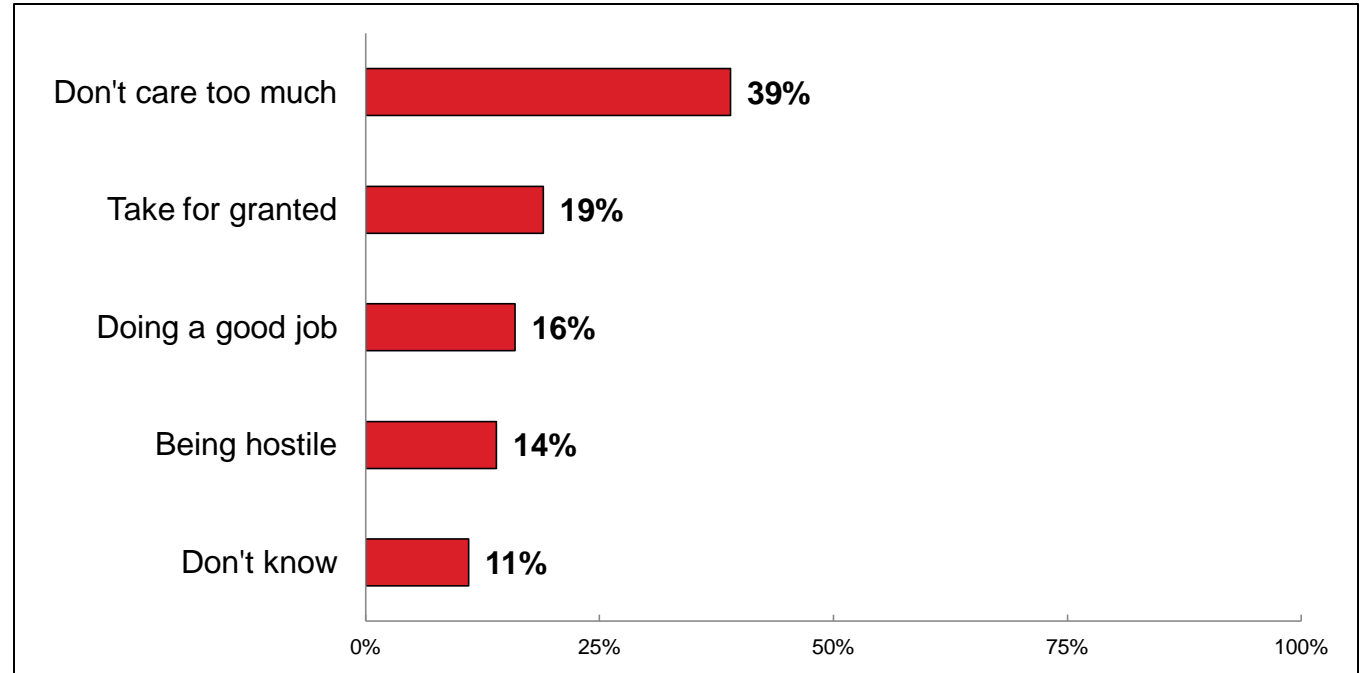
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Takes Latino voters
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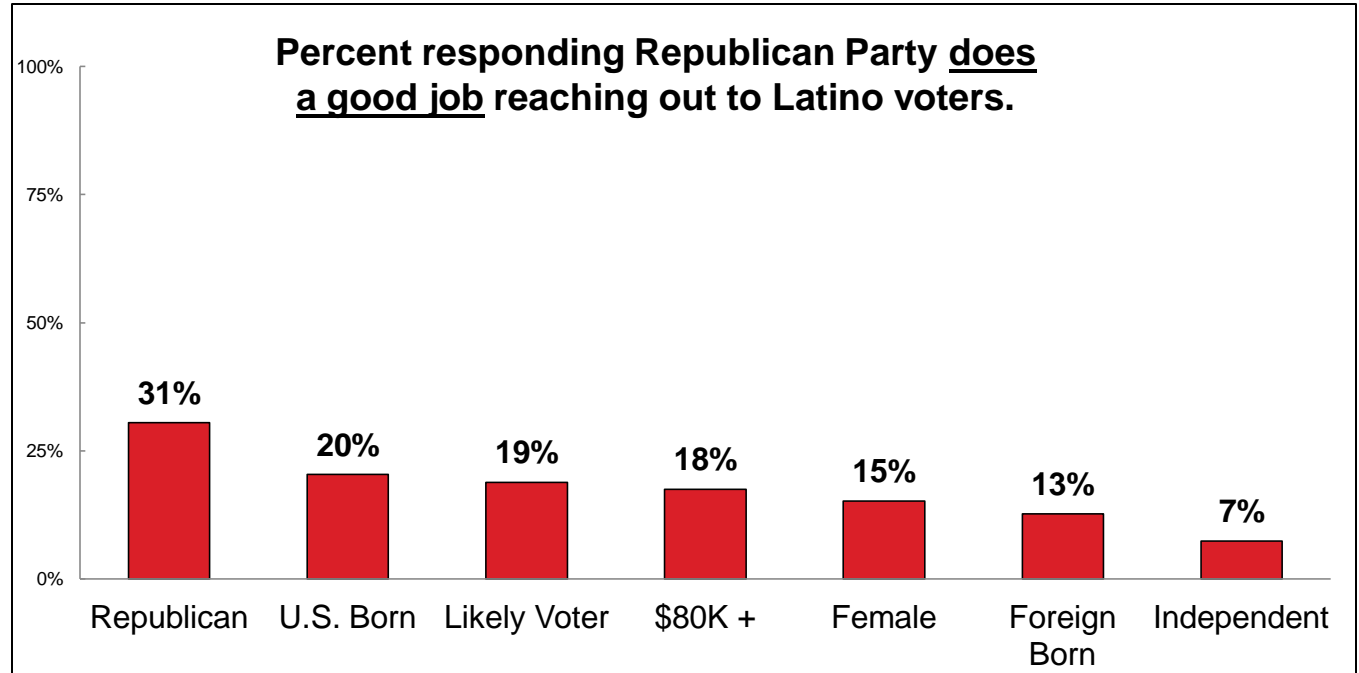
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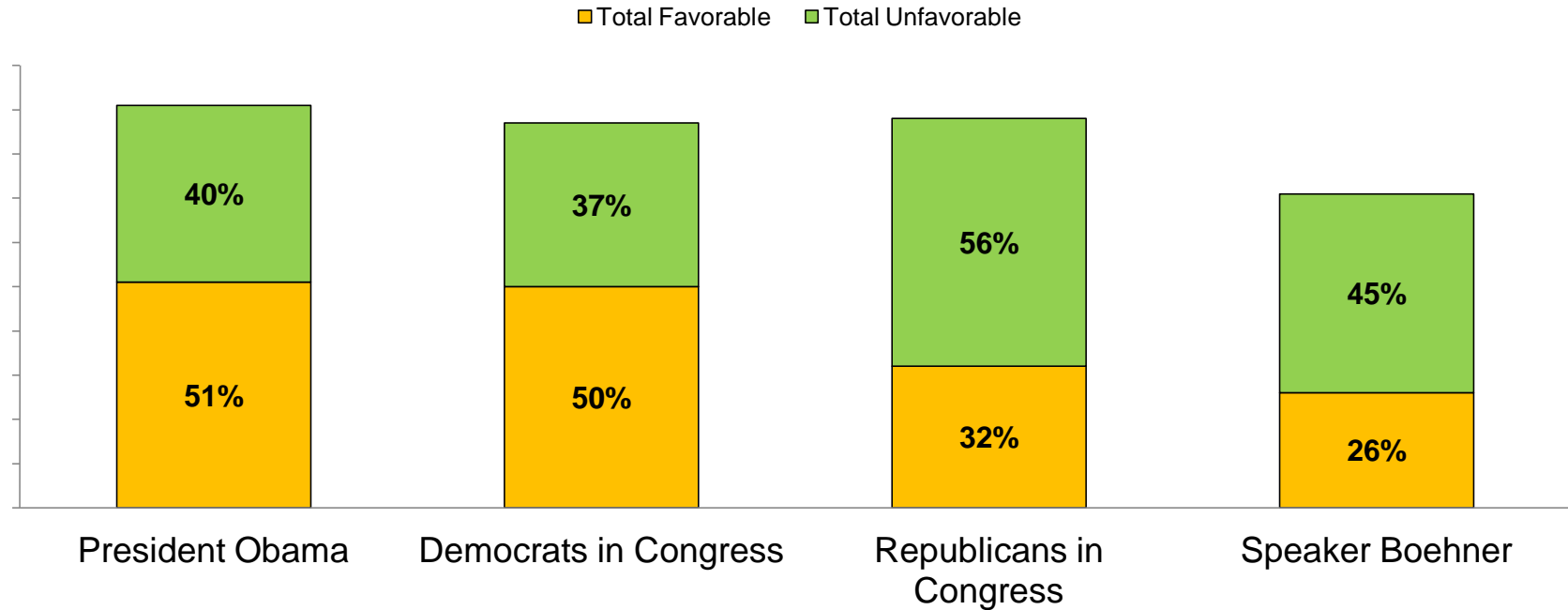


“Good” Republican Party Outreach

Party outreach viewed favorably by very few in segments important to Republicans.



Evaluation of National Political Figures



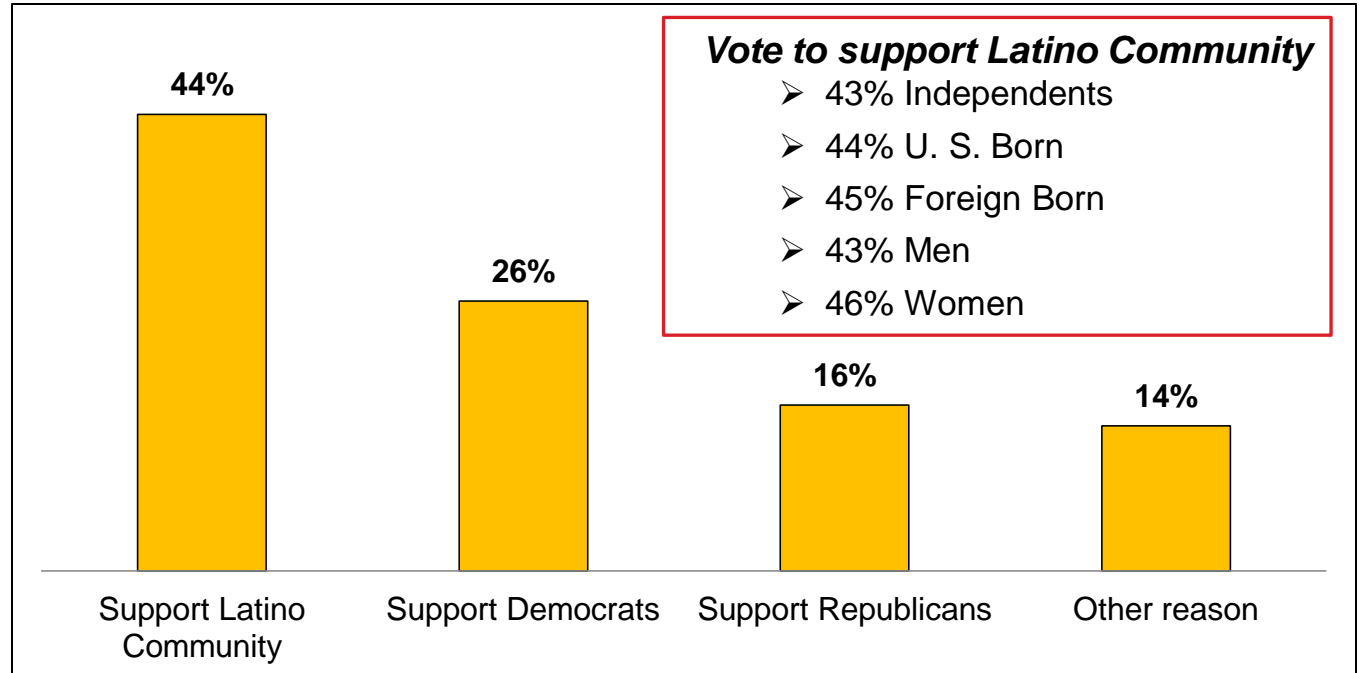
Community Motivation and 2014 Turnout

Which statement do you agree with the most? I'm voting in 2014 because I want to support the:

Democratic candidate

Republican candidate

Latino community



FOR MORE INFORMATION VISIT

[NCLRAF.ORG](https://www.nclraf.org)

