

★★ Wednesday, Oct. 17th ★★

Decisión 2012

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

★★ Dane Smith Hall, UNM ★★



Latino  Decisions
Everything Latino Politics

America's Voice/Latino Decisions

New Mexico Latino Voter Survey

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Latino Decisions

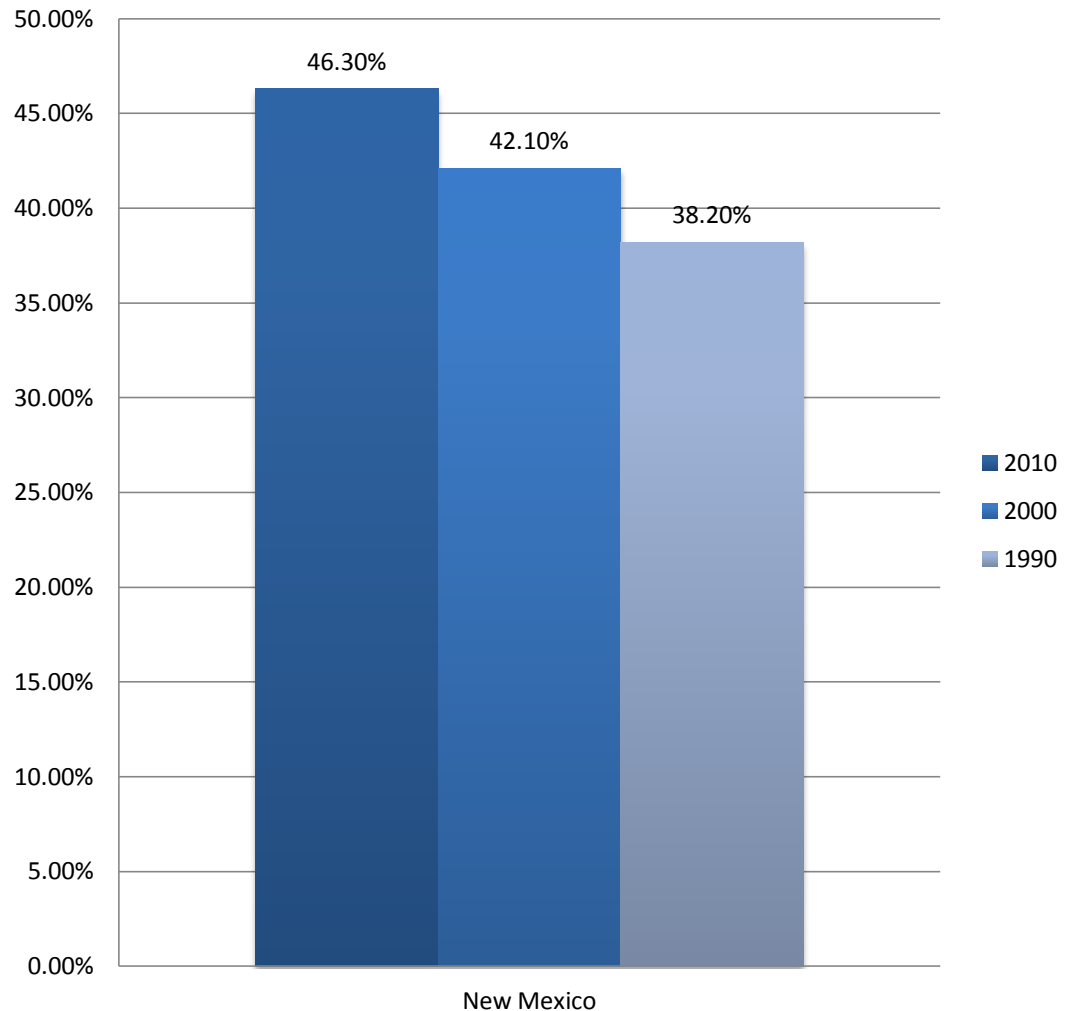
Poll Details

- Poll Sponsored by America's Voice and conducted by Latino Decisions
- Random Sample of 400 Latino Registered Voters in New Mexico
- Fielded October 3-10, 2012
- Conducted in English or Spanish (Fully Bilingual Interviewers)
- Maximum Margin of Error: 4.9%, and surveys were approximately 12 minutes long

Hispanic Voters Drive New Mexico Elections

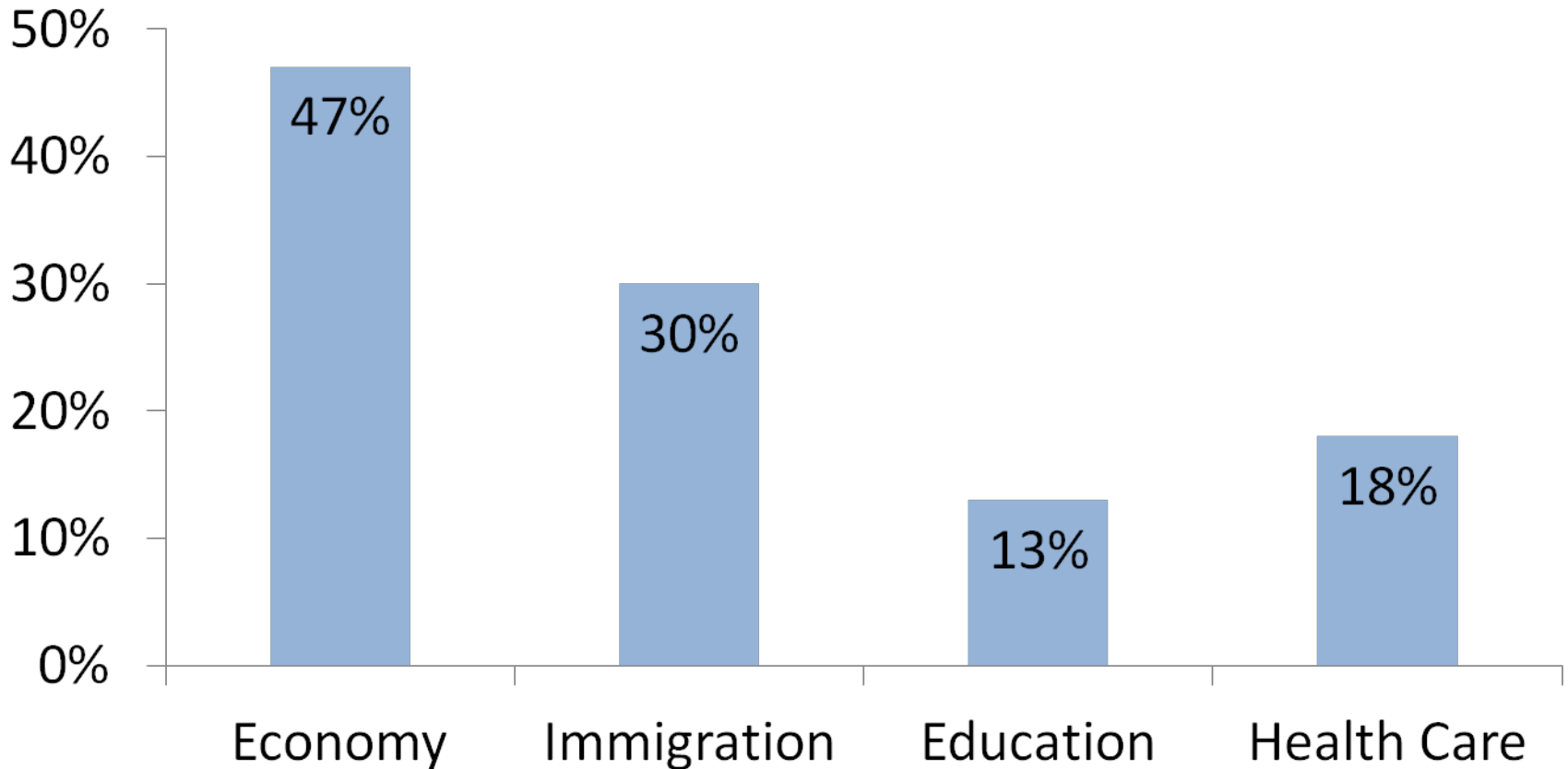
State	% Latino among eligible voters	Recent close elections
New Mexico	37.9%	Prez 0.8 margin in 2004
Texas	28.4%	Gov 9.6 margin in 2006
California	25.5%	AG 1.2 margin in 2010
Arizona	23.9%	AG 3.8 margin in 2010
Florida	16.5%	Gov 1.2 margin in 2010
Nevada	14.2%	Prez 2.6 margin in 2004
Colorado	13.1%	Sen 1.7 margin in 2010
New York	12.2%	Compt 4.0 margin in 2010
New Jersey	11.0%	Gov 3.6 margin in 2009
Illinois	8.5%	Sen 1.6 margin in 2010
Connecticut	8.0%	Gov 0.5 margin in 2010
Massachusetts	7.4%	Sen 4.8 margin in 2010
Rhode Island	7.1%	Gov 2.5 margin in 2010
Washington	5.6%	Gov 0.1 margin in 2004
Virginia	4.6%	AG 0.1 margin in 2005
Pennsylvania	3.5%	Sen 2.0 margin in 2010

Growth in Latino Population in NM Over Time



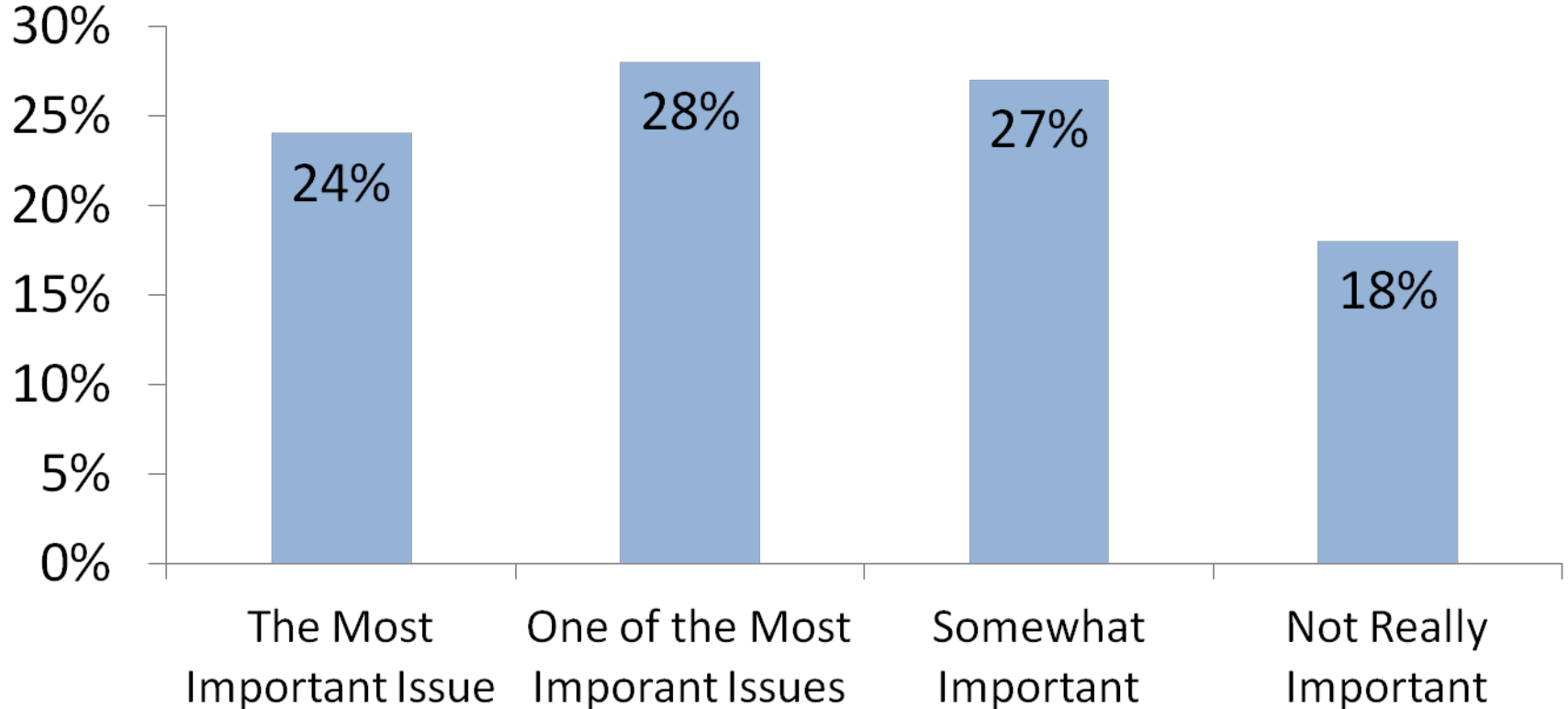
Economy and Immigration Top Priorities

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

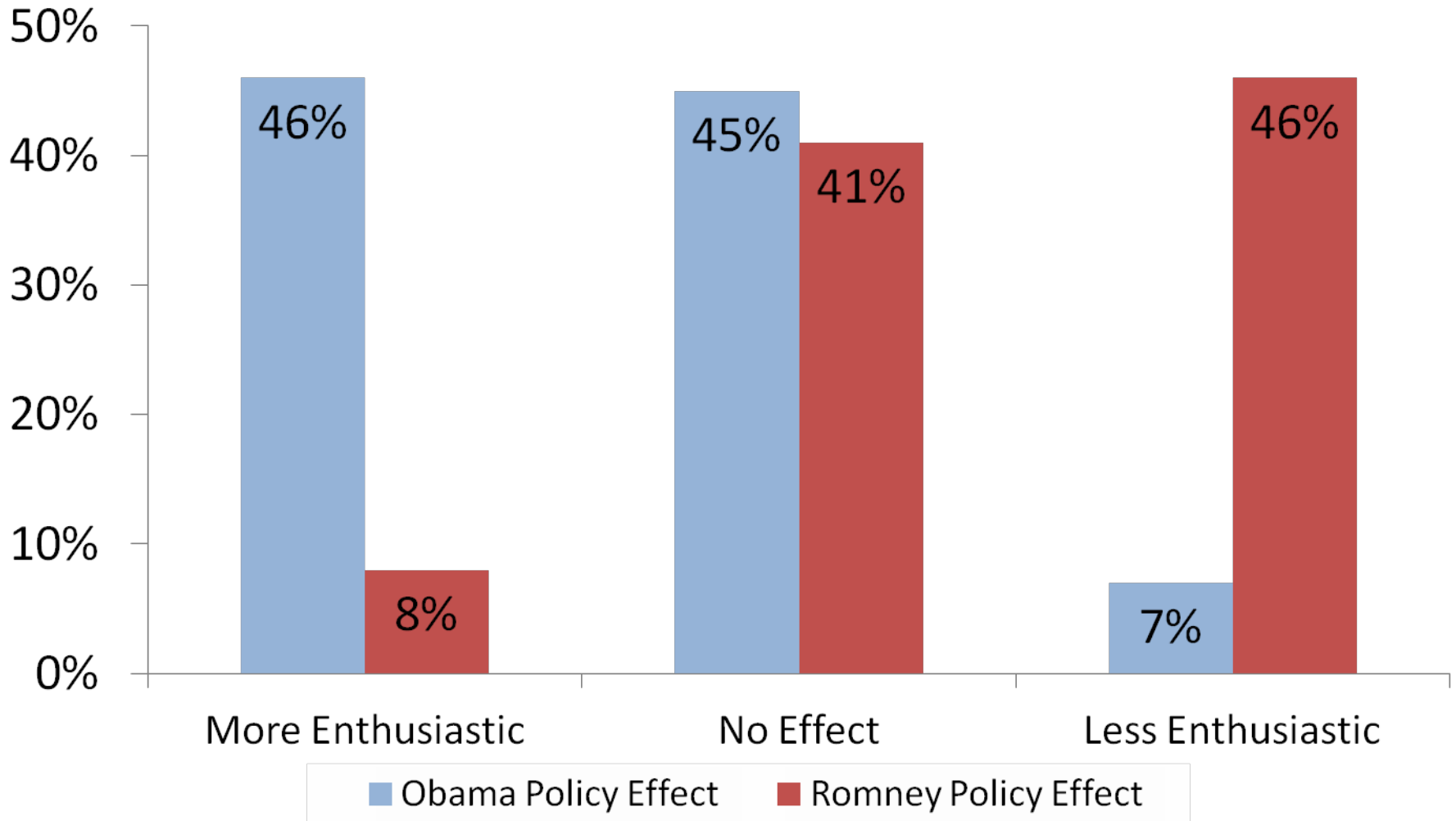


Immigration Impacts Voting Decisions

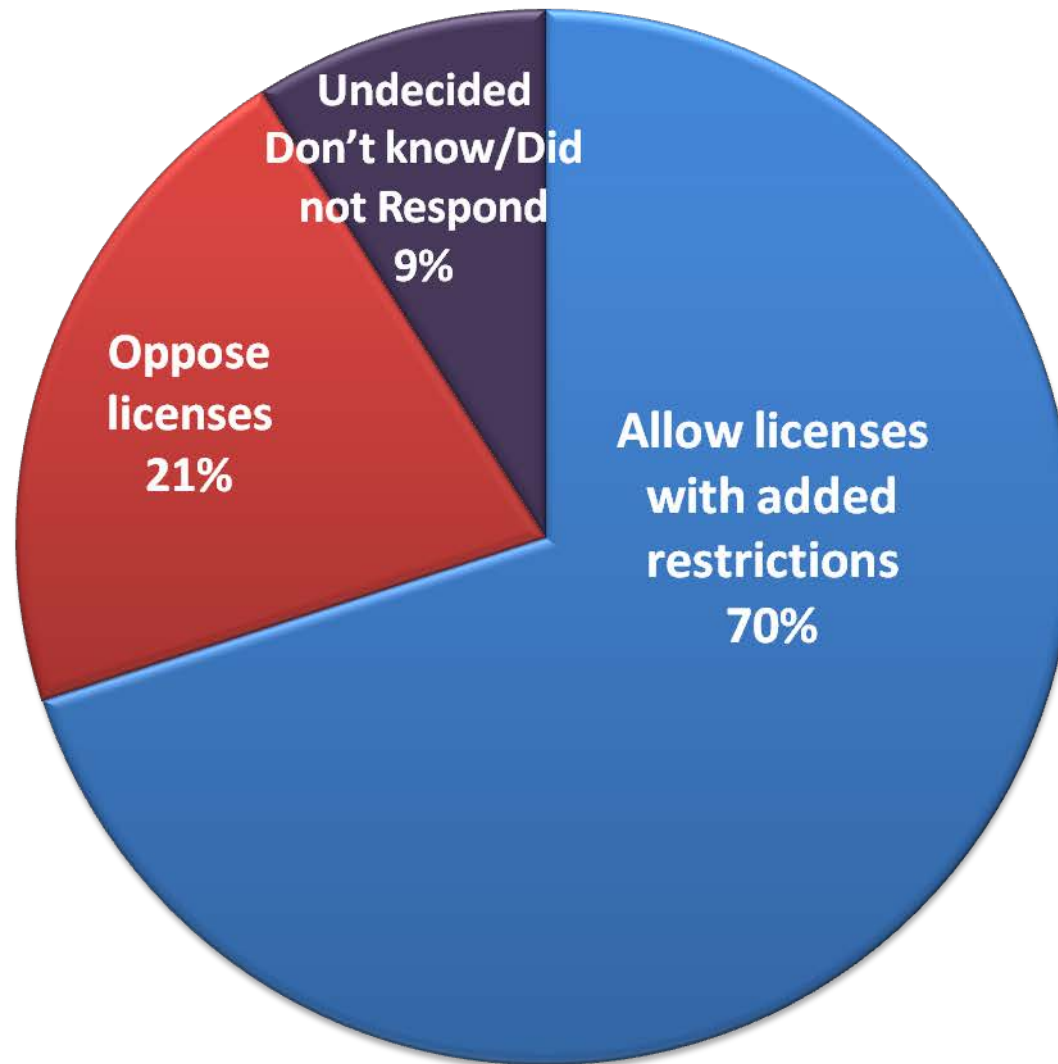
How important is the issue of immigration in your decision to vote and who to vote for in this election?



Candidates' Immigration Policies Affect Latino Support

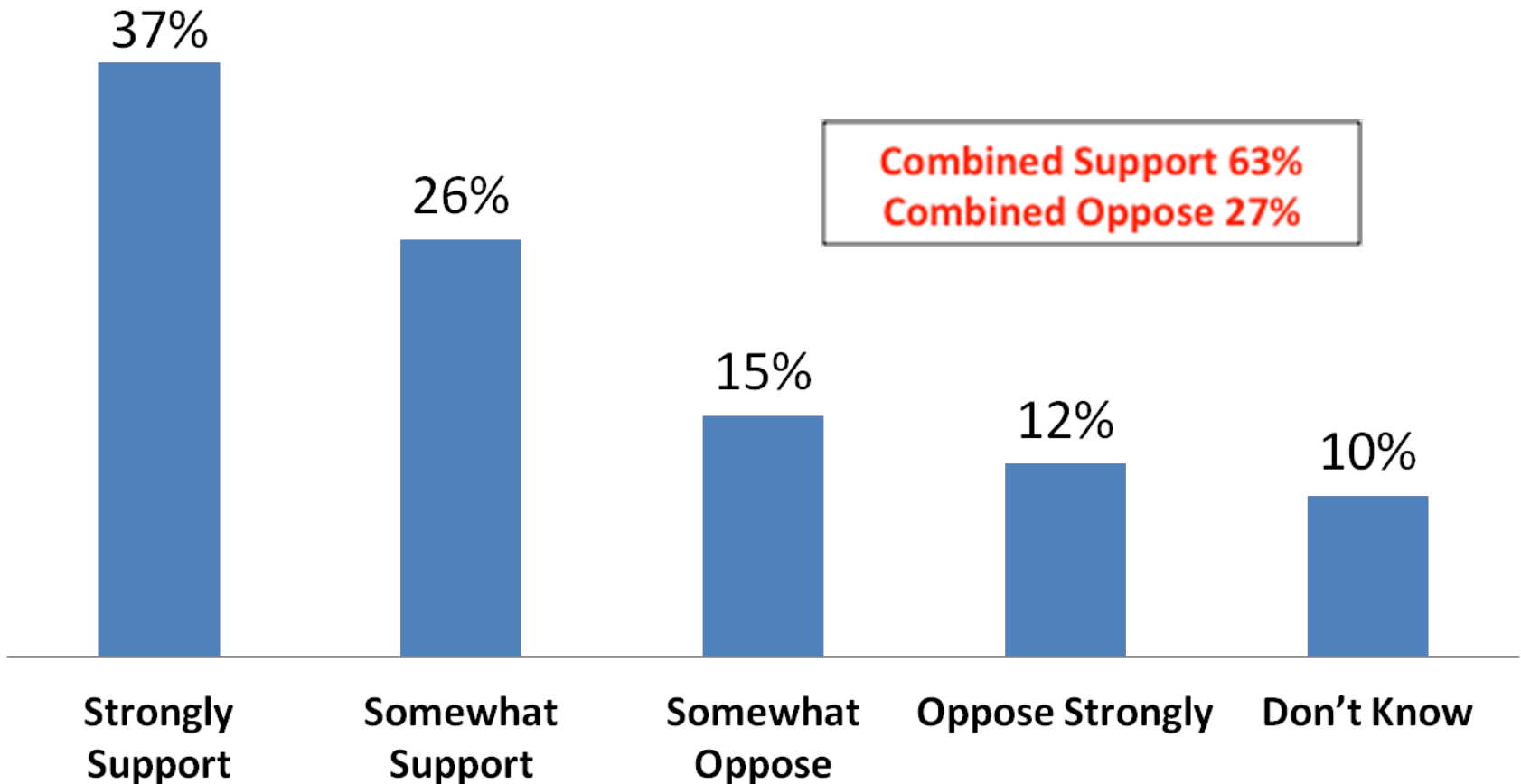


70% Support Access to Driver's License for Undocumented Immigrants



Support for License With Added Restrictions

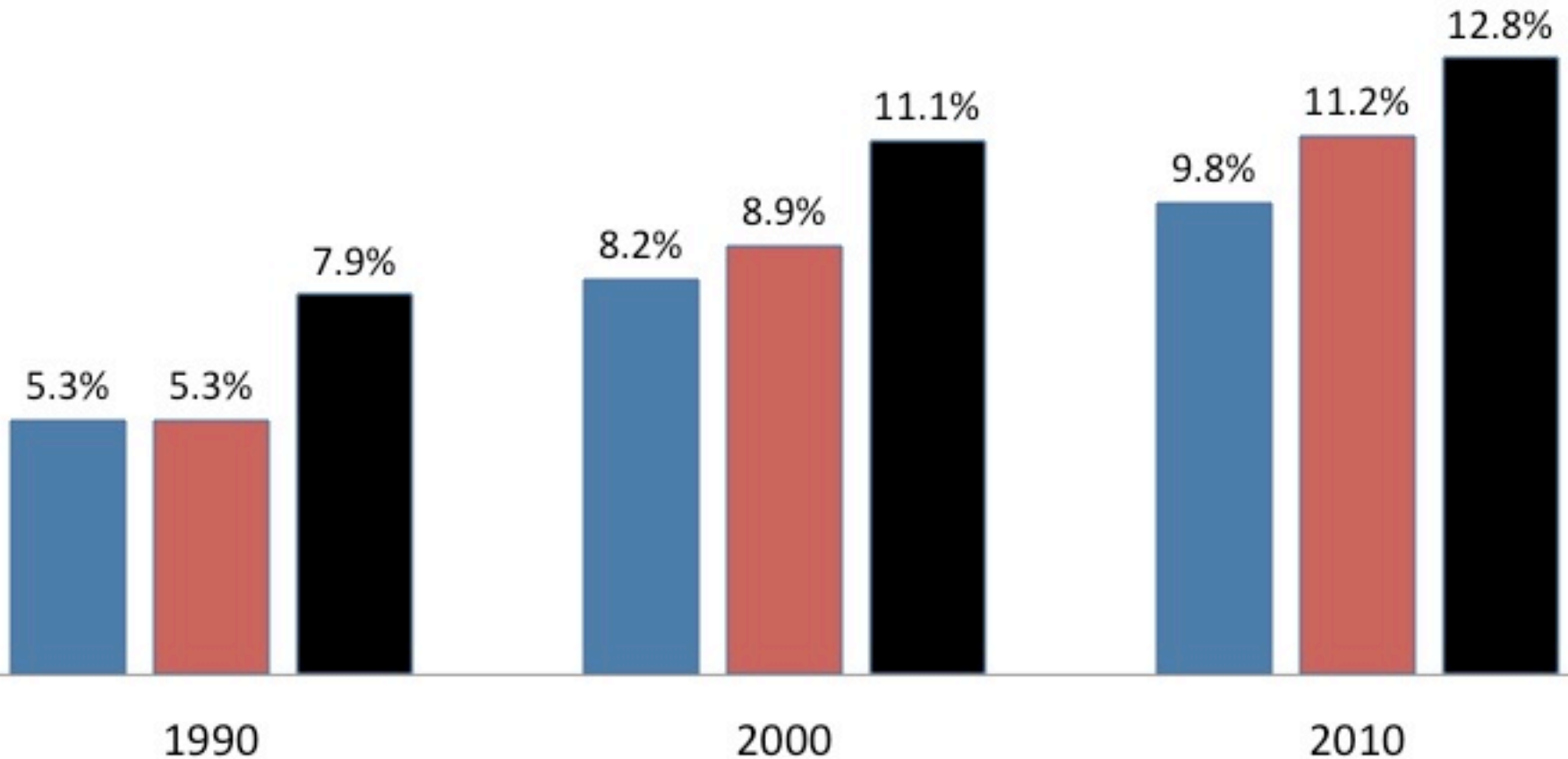
There is a driver's license reform proposal being considered here in New Mexico that would subject undocumented immigrant drivers to stricter identity and residency requirements, more frequent renewals, and tougher penalties for fraud. Would you support this proposal being implemented by state government?



Changing NM Demography Helps Explain Policy Attitudes

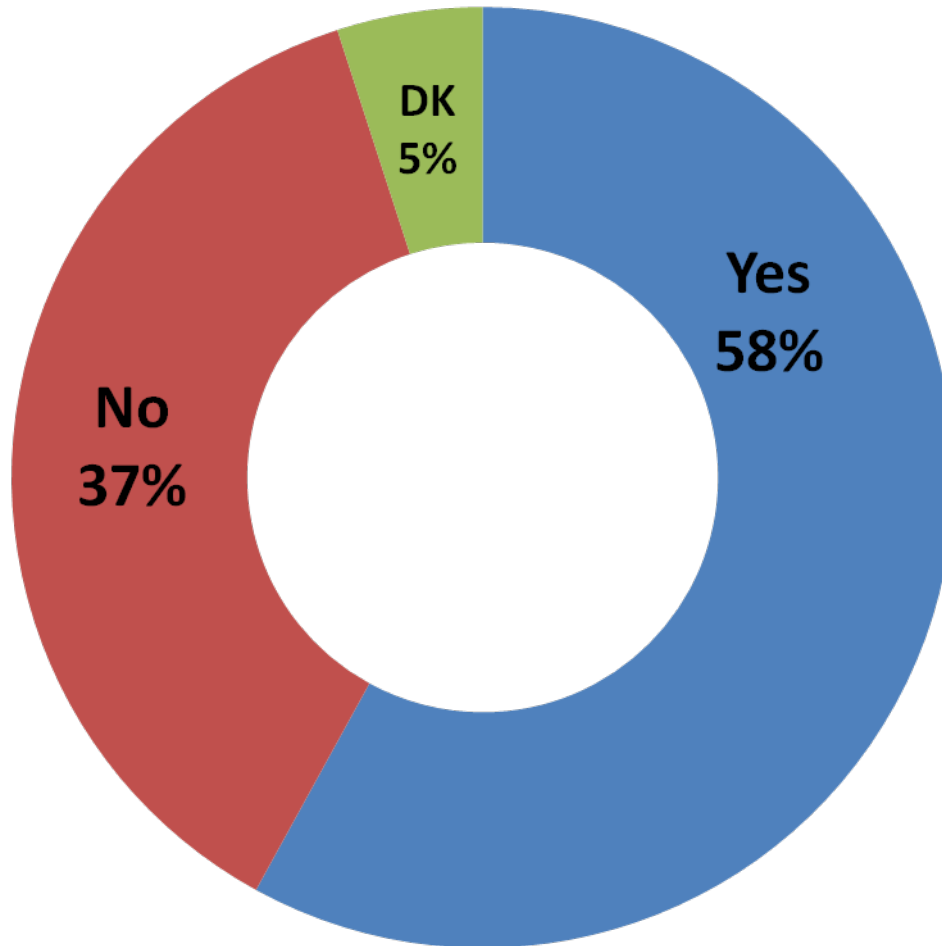
NM Foreign Born Population 1990-2010

■ New Mexico ■ Albuquerque ■ National



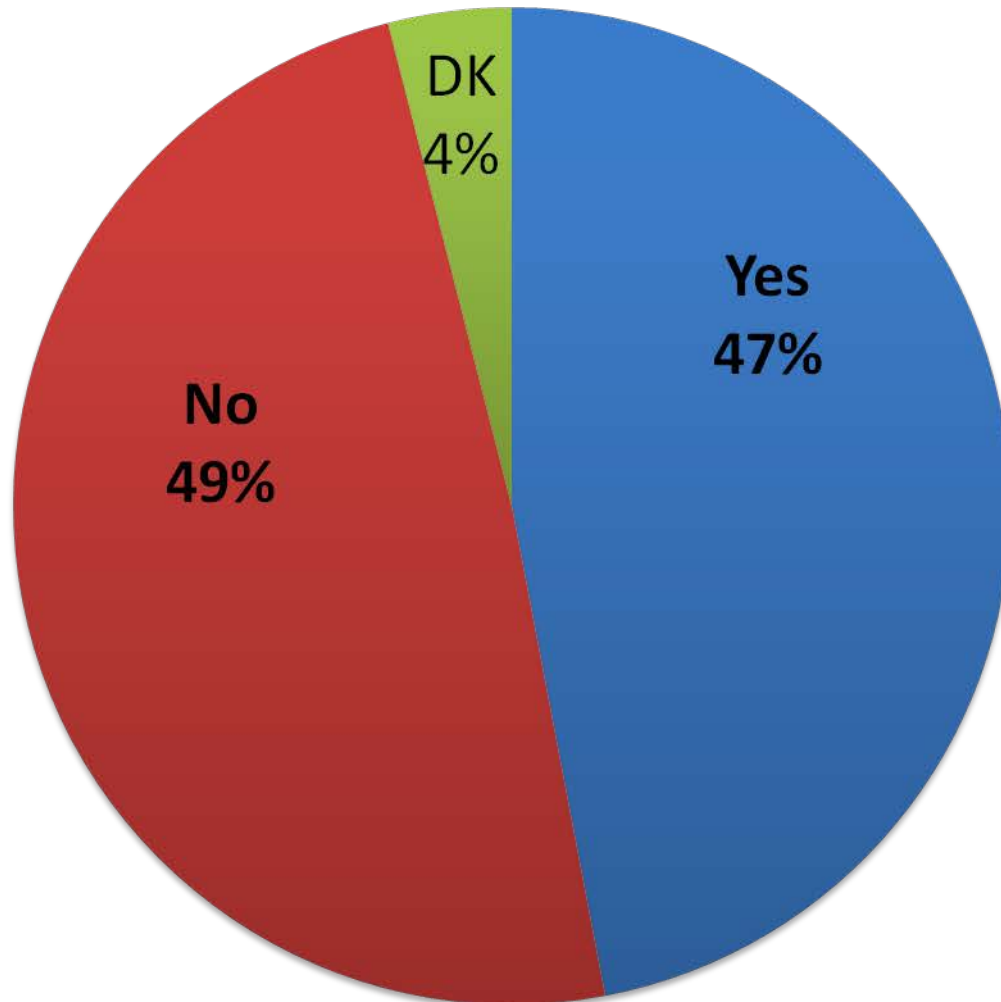
Immigration Personal to Hispanic Voters in NM

Now take a moment to think about all the people in your family, your friends, co-workers, and other people you know. Do you happen to know somebody who is an undocumented immigrant?



Immigration Personal to Hispanic Voters in NM

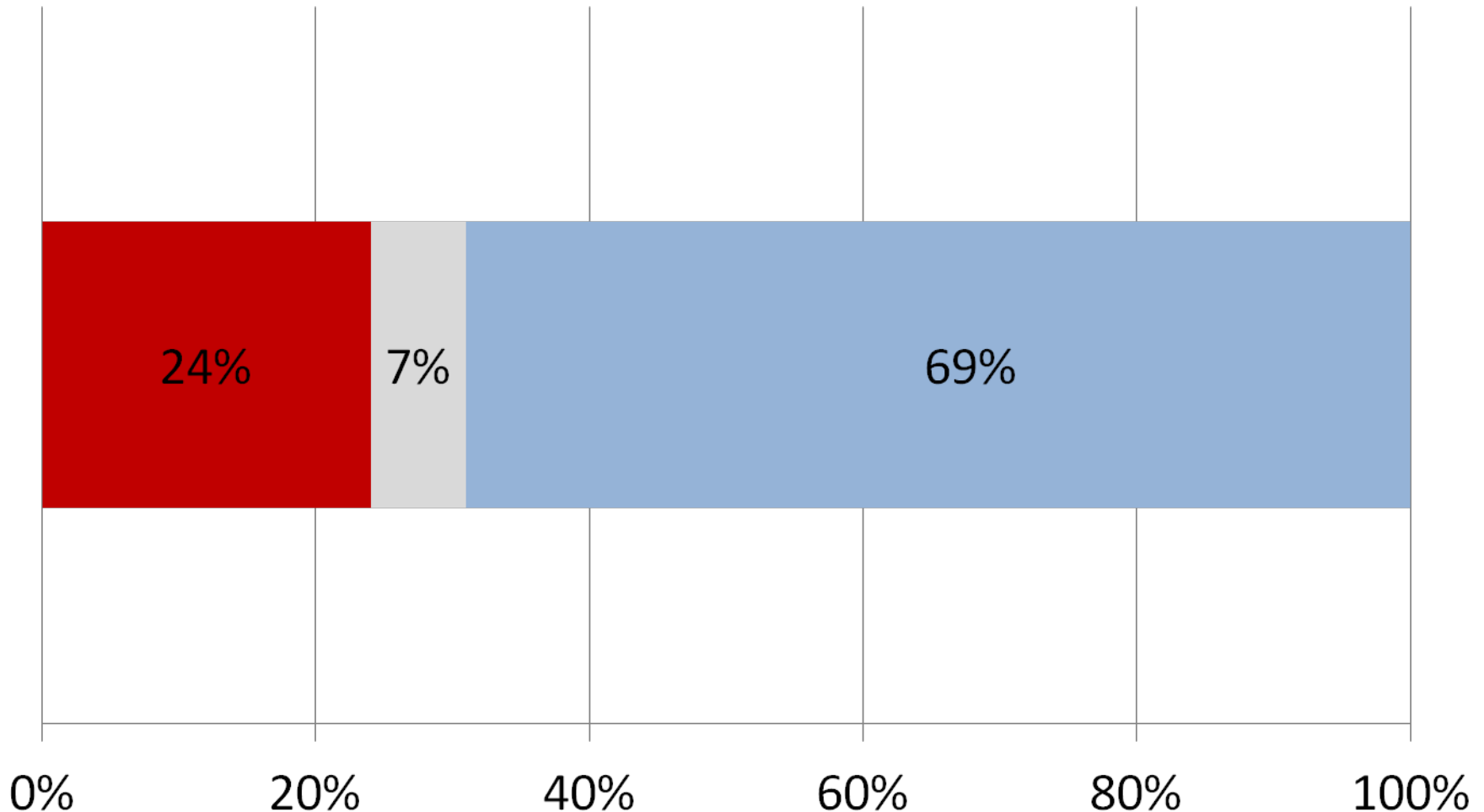
Do you know a person between the ages of 5 – 31 who is an undocumented immigrant, sometimes referred to as Dreamers?



Obama Support Remains High in NM

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

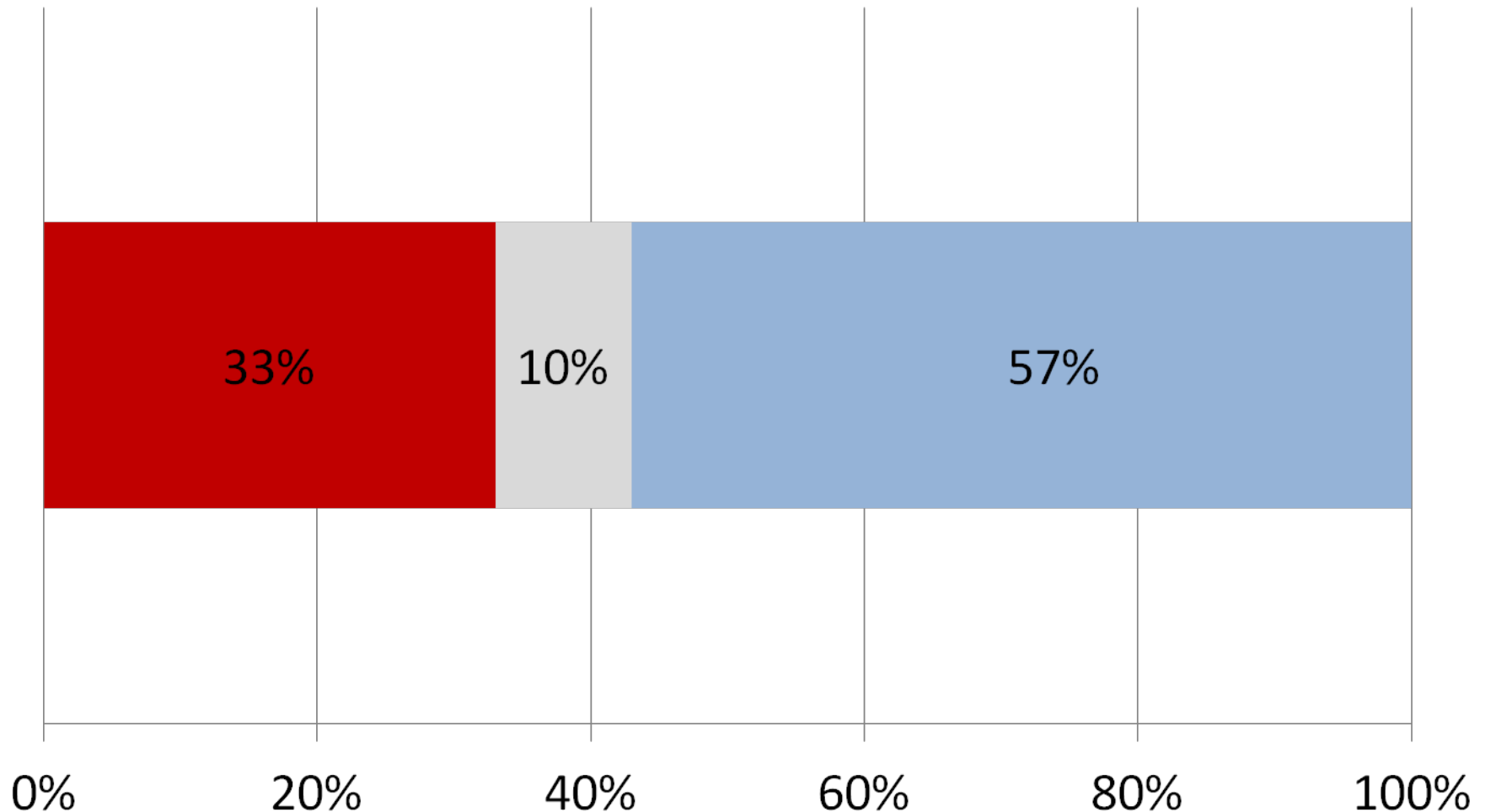
■ Romney ■ Undecided ■ Obama



57% of Latinos Support Heinrich

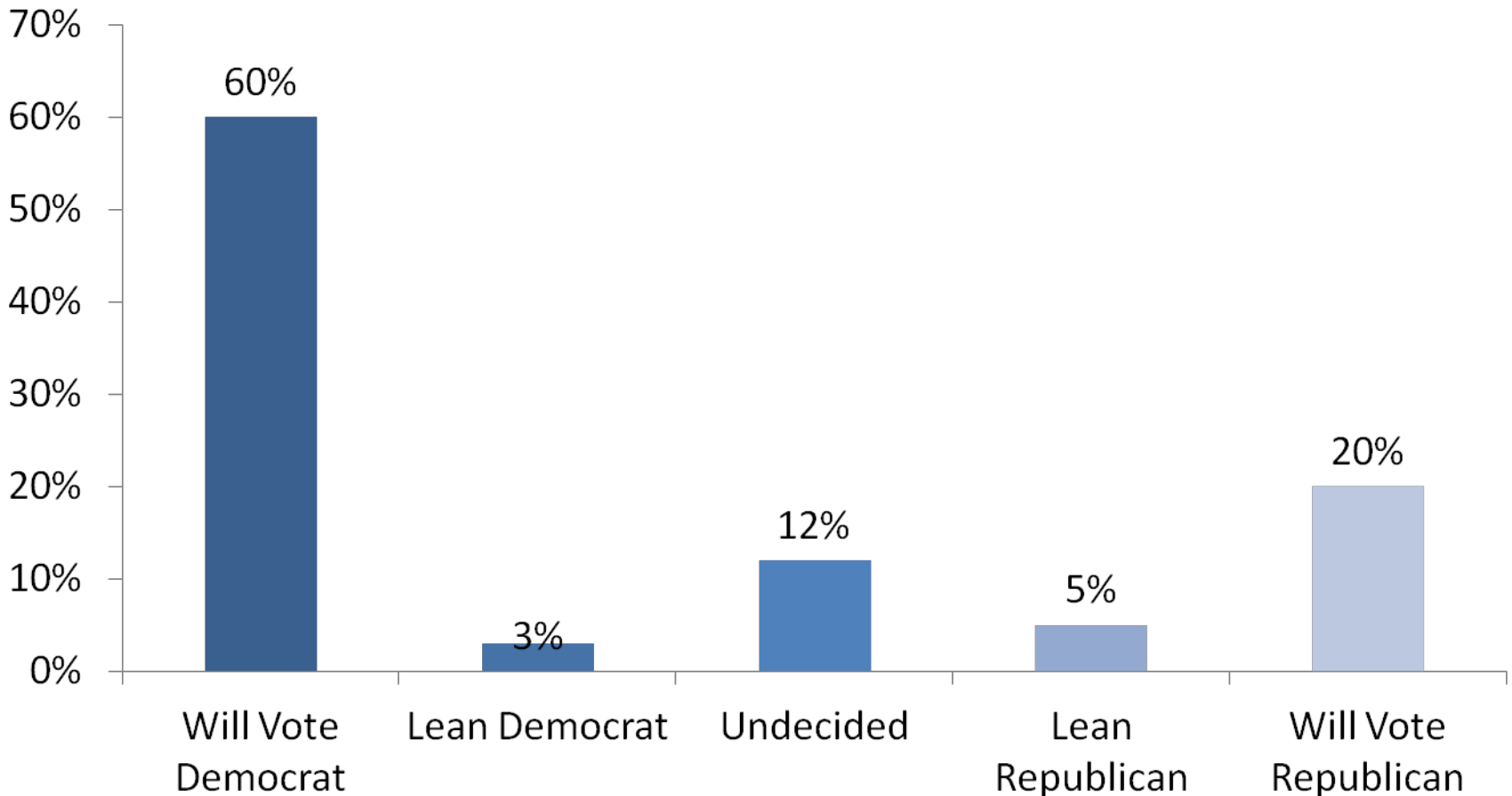
If the election were held today, would you vote for...

■ Wilson ■ Undecided ■ Heinrich

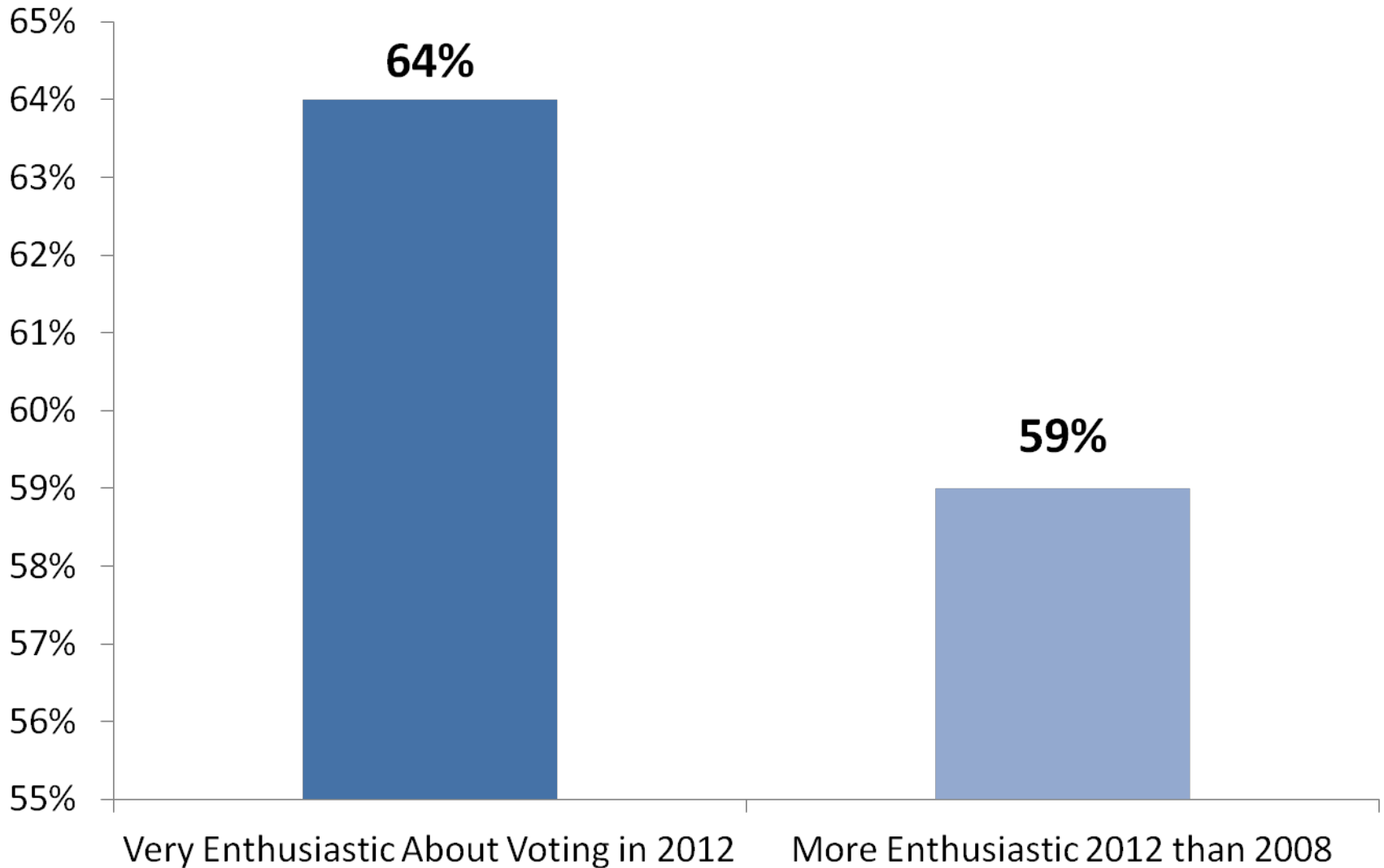


Congressional Advantage to Dems in NM

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



Key Findings from New Mexico

- Immigration Salient to voters in New Mexico
- Strong Support for Driver's License With Stricter Requirements for Undocumented Immigrants
- Support for Obama Remains High, and rise in Hispanic population in NM moving state in Dems favor
- Enthusiasm Is High But Somewhat Fragile among Latino voters

LATINO VOTE IN THE 2012 NATIONAL ELECTION

A NATIONAL/BATTLEGROUND STATE PERSPECTIVE

HOW DOES NM COMPARE WITH OTHER STATES?

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

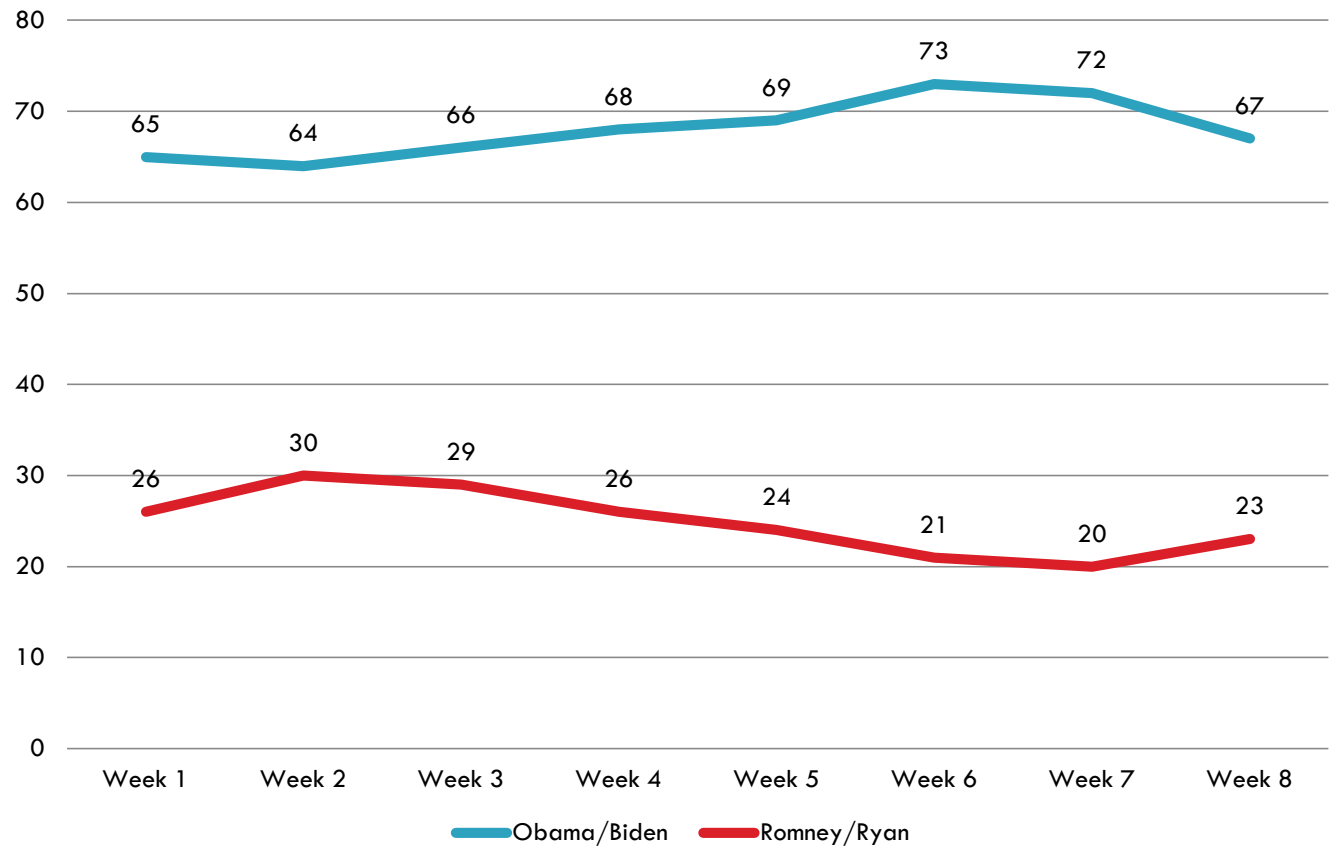


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Latino Vote Projection in the ImpreMedia-Latino Decisions Tracker

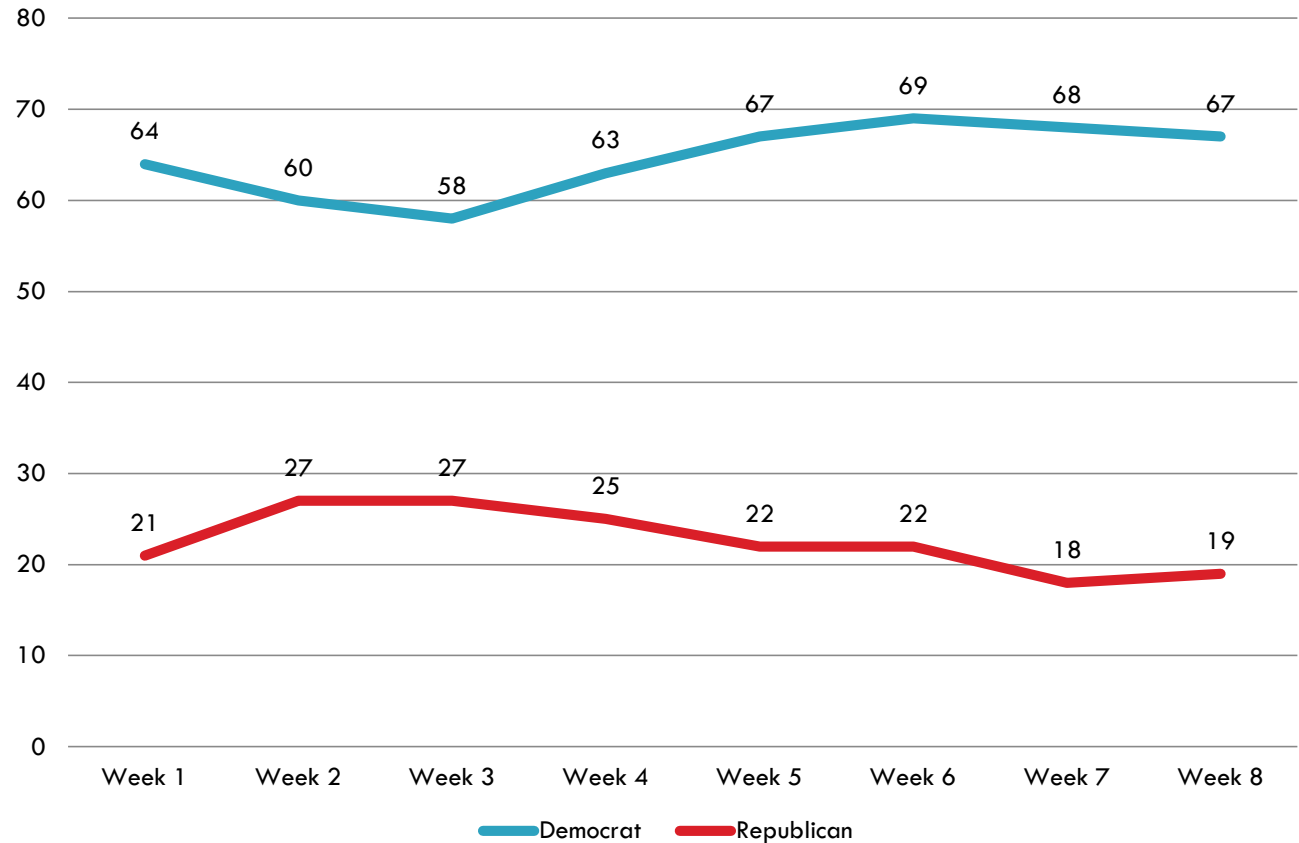
Source:
ImpreMedia/Latino
Decisions Weekly
Tracker, 2012

NB: LD polls include
only registered
voters



Two-Party Generic House Vote, 2012

Source:
Impremedia/Latino
Decisions Weekly
Tracker, 2012



Battlegrounds differ from overall Latino electorate

*Note enthusiasm difference

	Arizona	Florida	Nevada	Colorado	Virginia	New Mexico	National
Obama	80	61	78	74	66	69	67
Romney	14	31	17	20	22	24	23
DEM	71	52	68	66	58	60	67
REP	14	31	18	19	17	20	19
Very Enthused	69	70	68	69	73	64	51
Know Undoc	66	49	69	69	66	58	55

THANK YOU

FOR MORE INFORMATION:
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Latino  **Decisions**
Everything Latino Politics

Lets Meet Our Amazing Panel

Patty Kupfer, Managing Director, America's Voice

Gabriel Sanchez, Associate Professor of Political Science, University of New Mexico, Director of Research, Latino Decisions, Assistant Director, RWJF Center for Health Policy

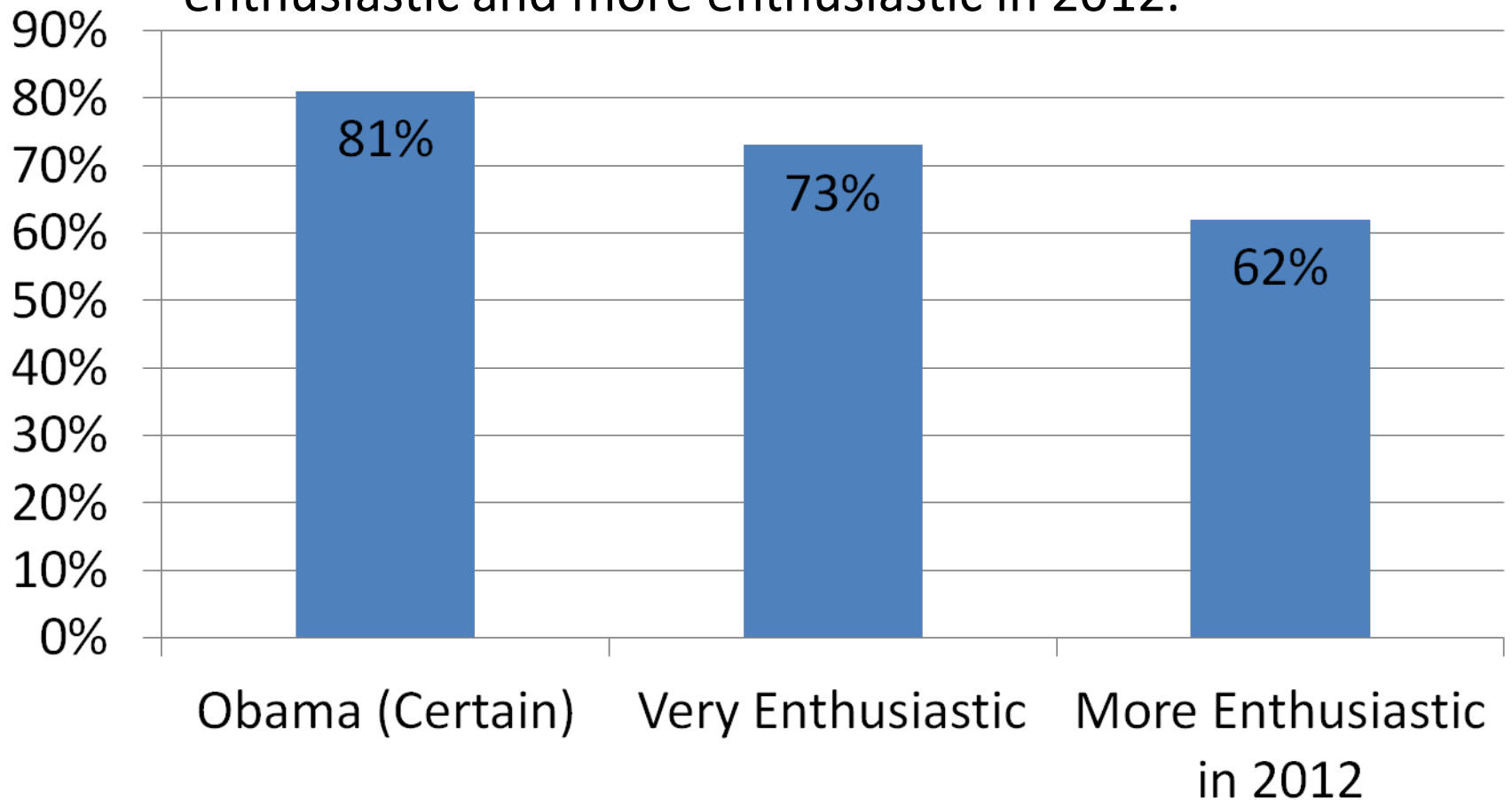
Christine Sierra, Professor of Political Science, University of New Mexico, Director of Southwest Hispanic Research Institute

Lucia Fraire, Field Director of Voter Program, Ole New Mexico

Rafael Martinez, DREAMer and MA student in American Studies

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.



Persistent Enthusiasm Problem

Source:
Impremedia/Latino
Decisions Weekly
Tracker, 2012

