

# 2014 LATINO ELECTION EVE POLL

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North Carolina Results

November 4, 2014

# ORIGINATING SPONSORS



## PARTNER ORGANIZATIONS



# 2014 Election Eve Poll: North Carolina

4,200 Latino voters

10 state polls

Oct 29th - Nov 3rd

North Carolina = 400

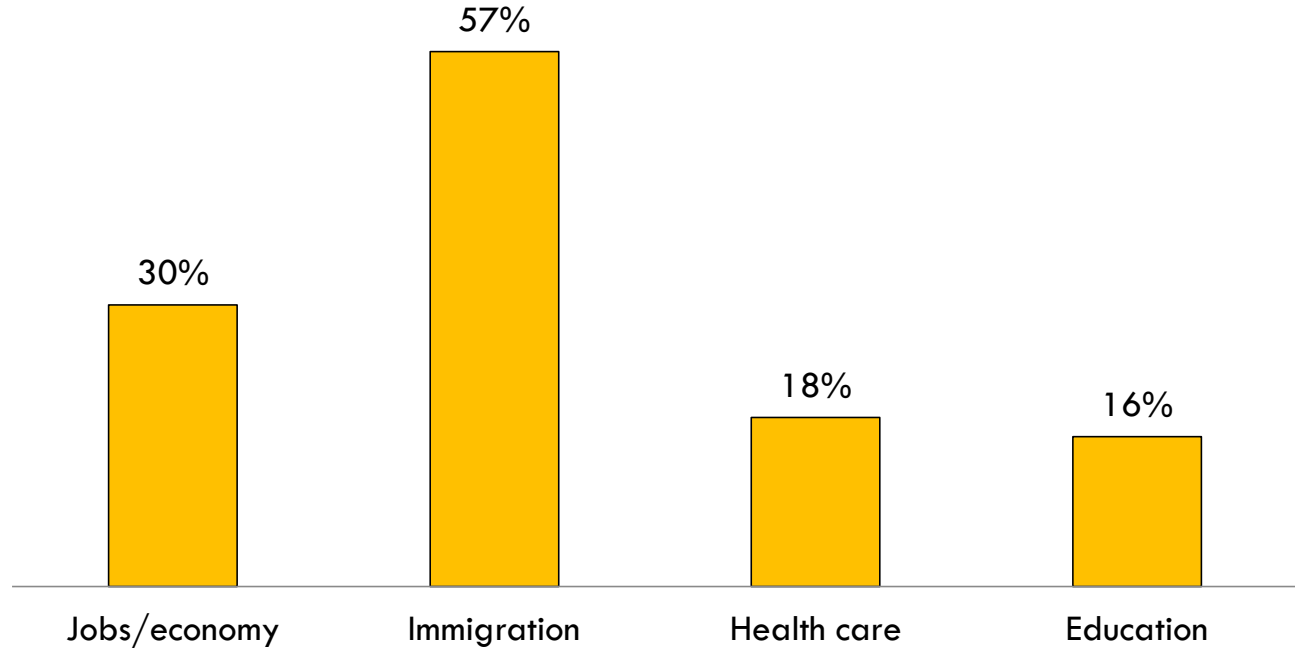
NC MoE +/- 4.9%

National +/- 1.9%

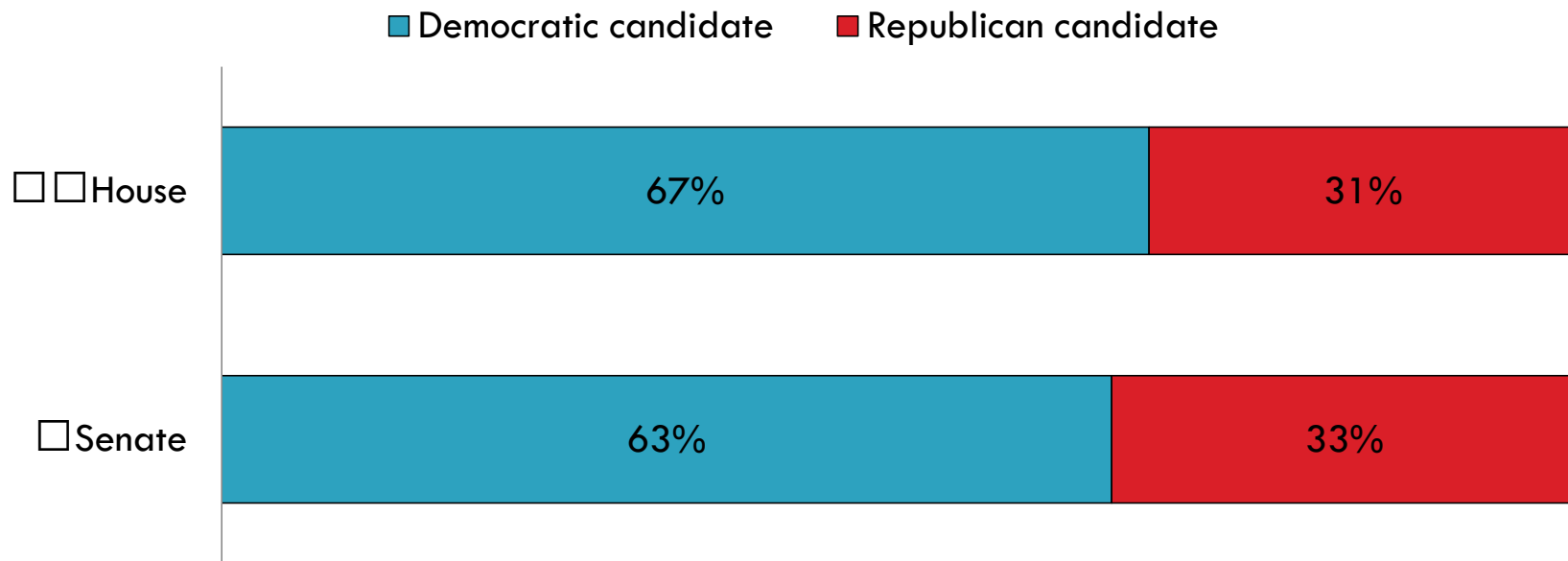


# Most Important Issue

What are the most important issues facing the Latino community that politicians should address?



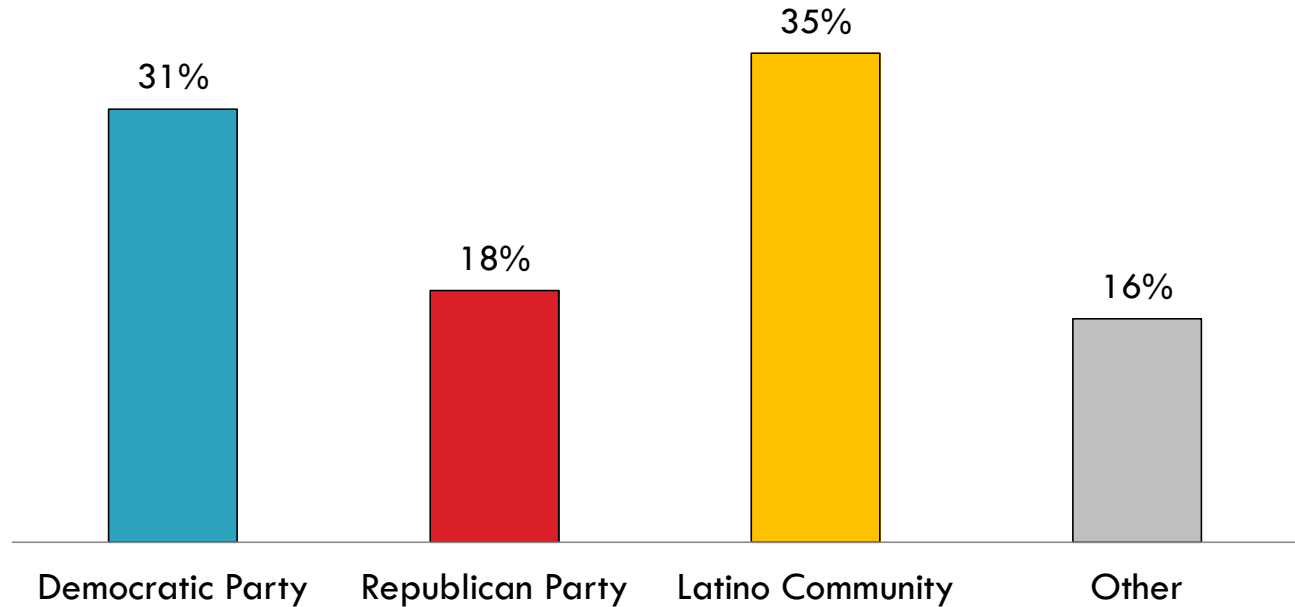
# North Carolina Vote: House and Senate



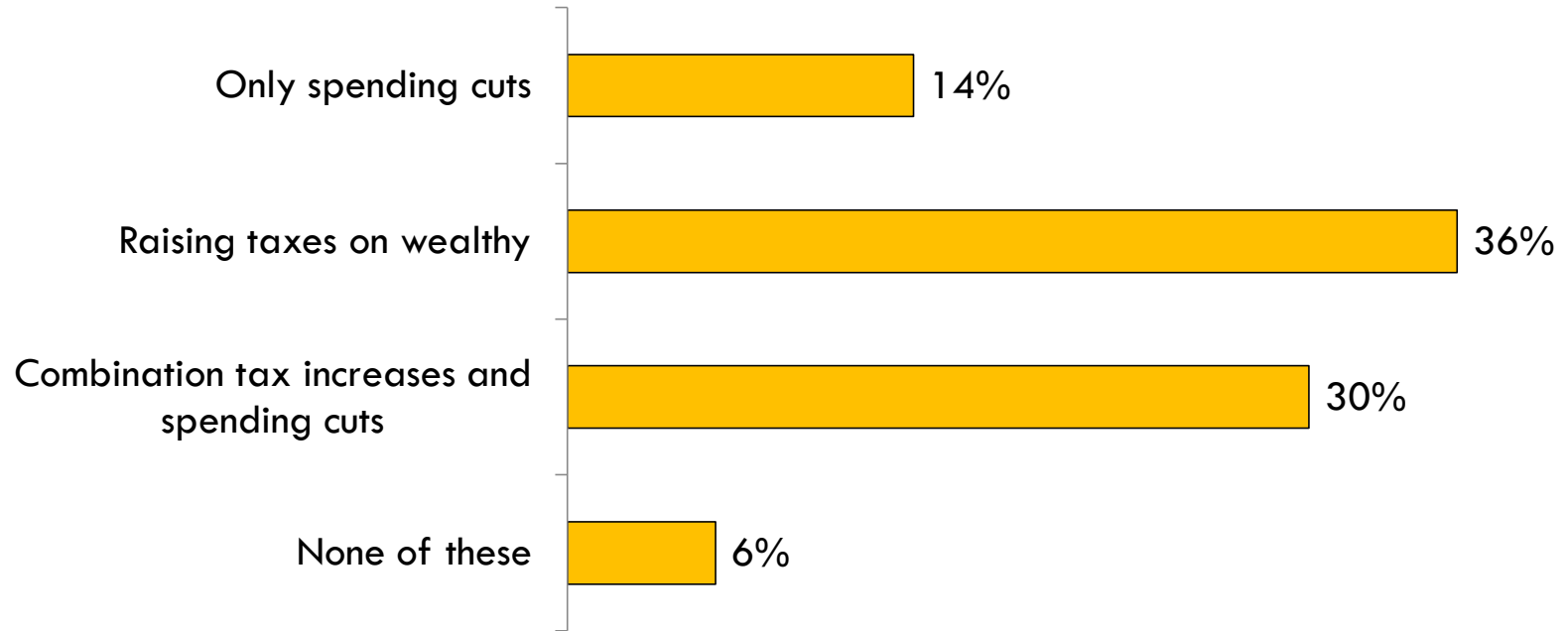
Source: Latino Decisions Election Eve 2014 Poll Sponsored by: LVP/NCLR/AV

# Vote Motivation

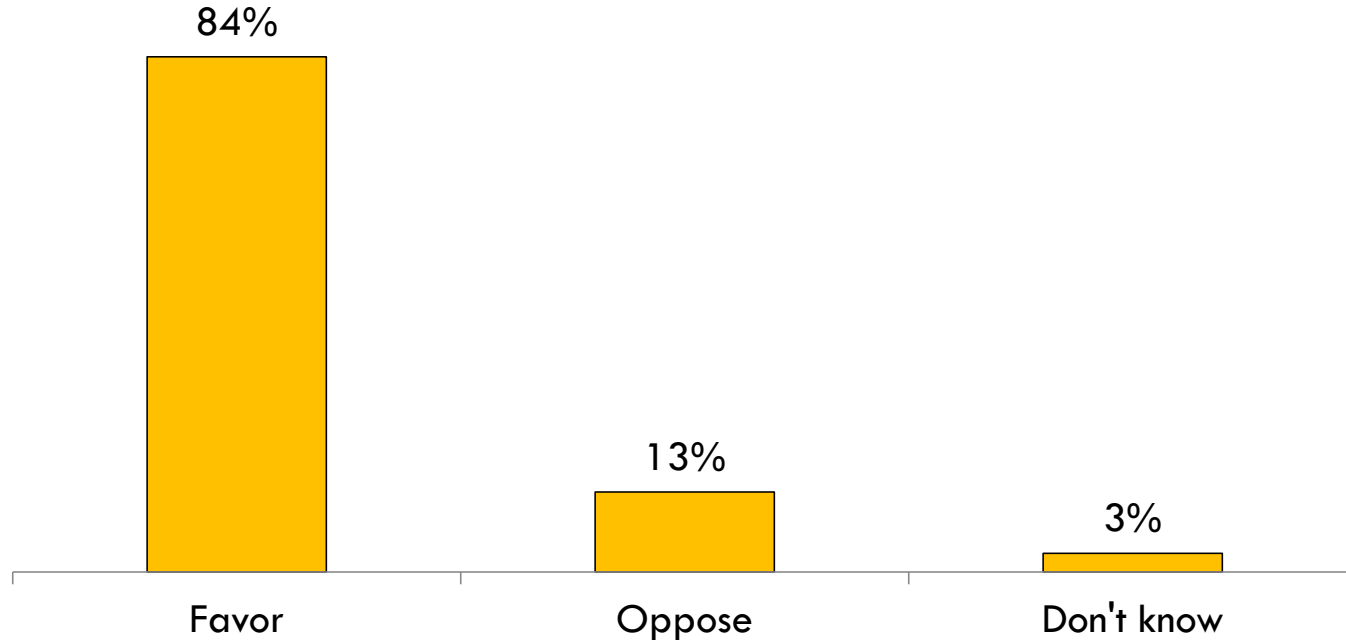
Which of the following statements do you agree with most? I am voting in 2014 because I want to support the:



# Best Approach to Deficit



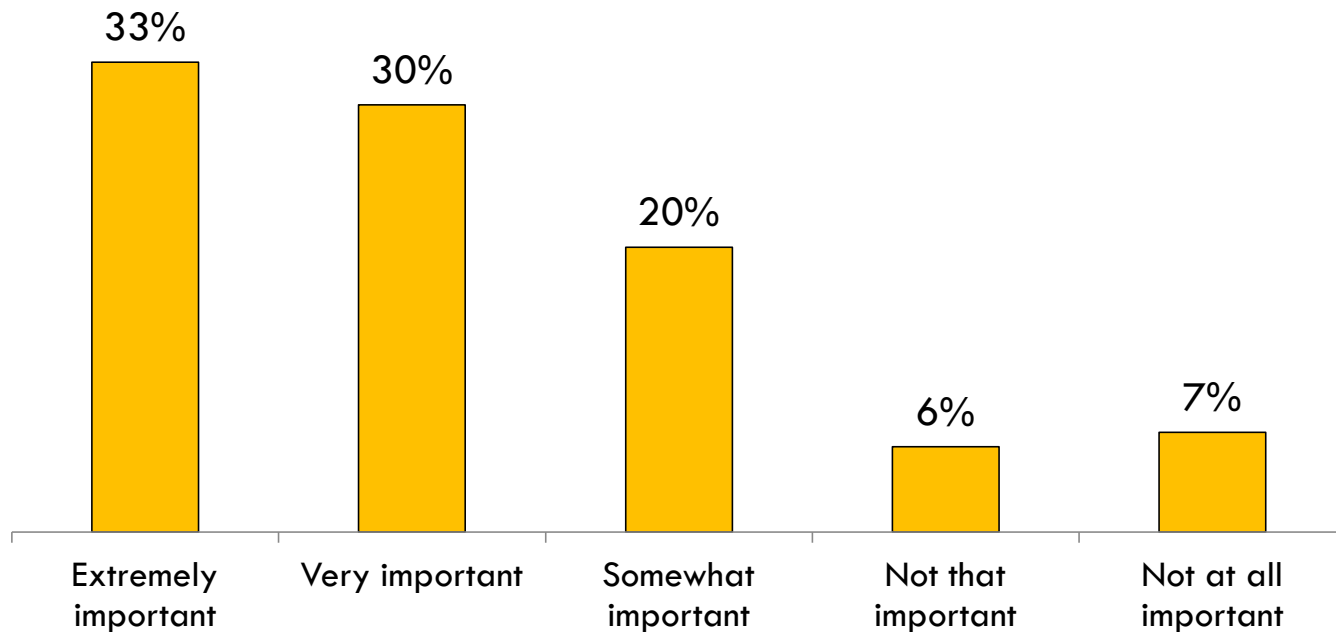
# Support Increase Minimum Wage





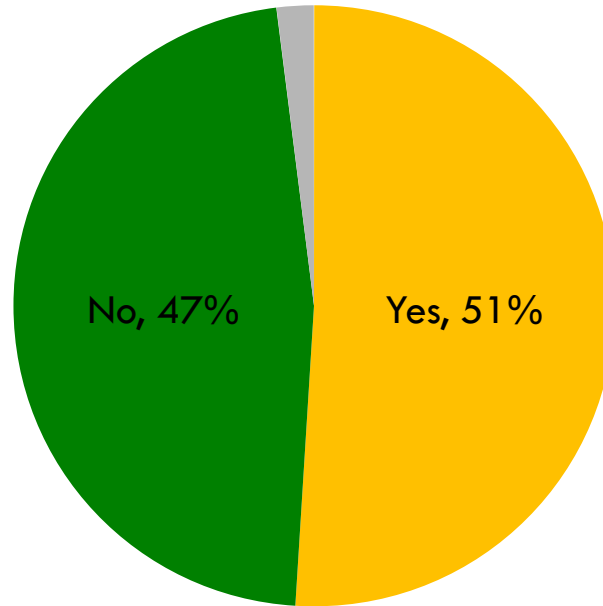
# Environment

How important is it for federal government to take measures to reduce carbon pollution that causes climate change?



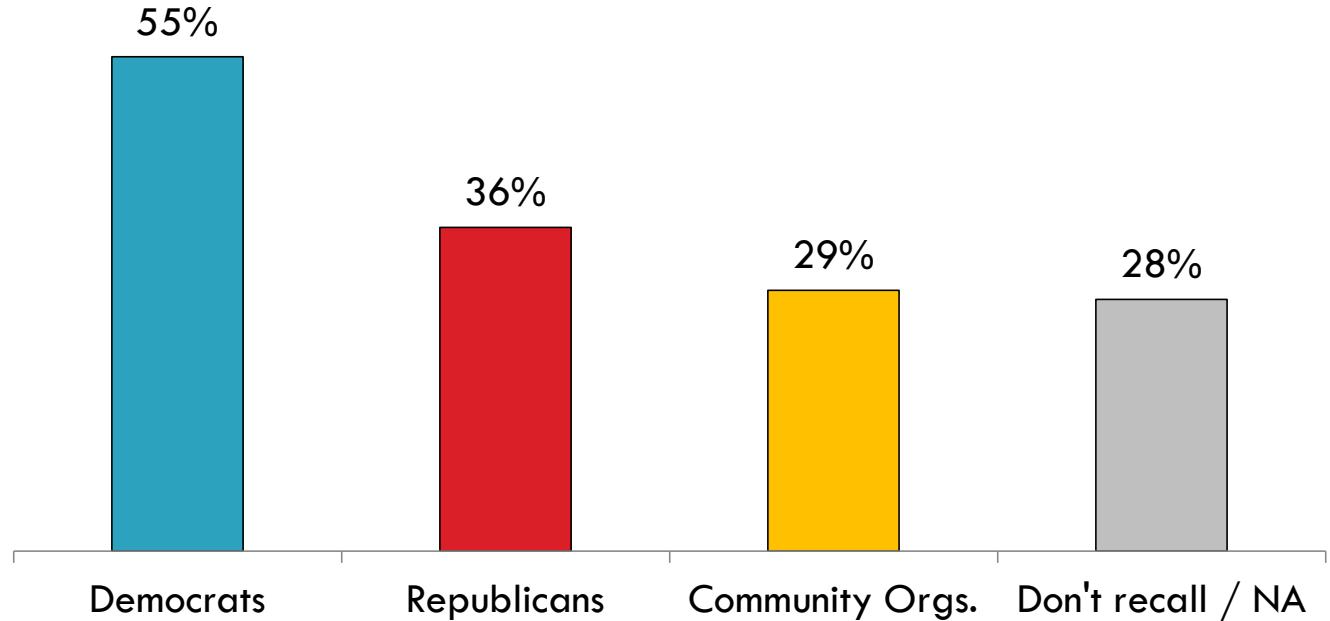
# Mobilization

Were you  
contacted  
about voting  
or registering  
to vote?

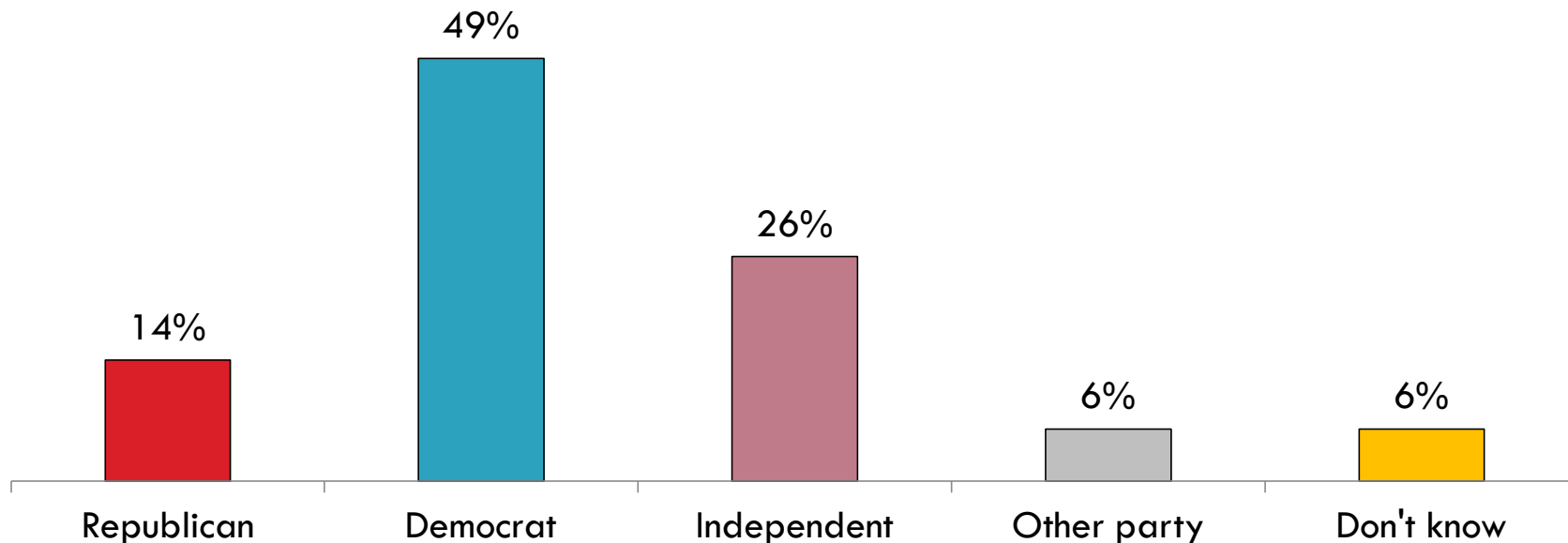


# Mobilization by Source

Were you  
contacted by:  
  
(Among those  
contacted)

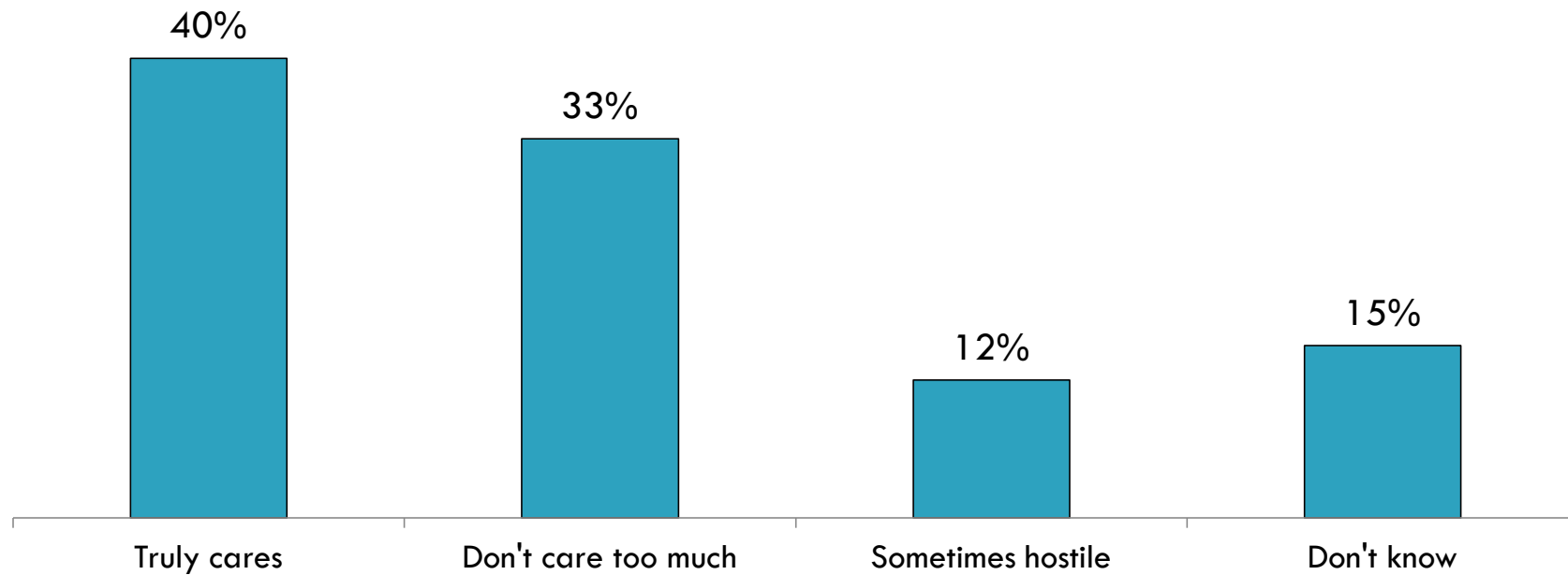


# Party Identification



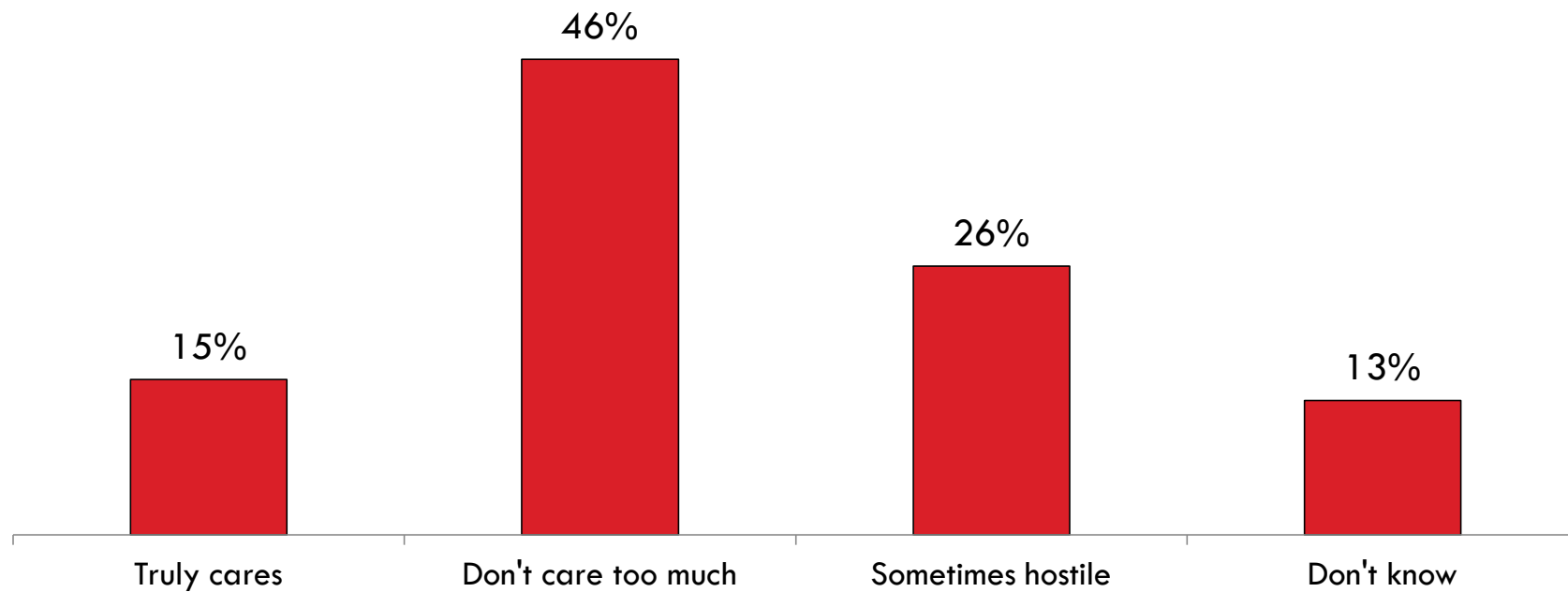
Source: Latino Decisions Election Eve 2014 Poll Sponsored by: LVP/NCLR/AV

# View of Democratic Party Toward Latino Community



Source: Latino Decisions Election Eve 2014 Poll Sponsored by: LVP/NCLR/AV

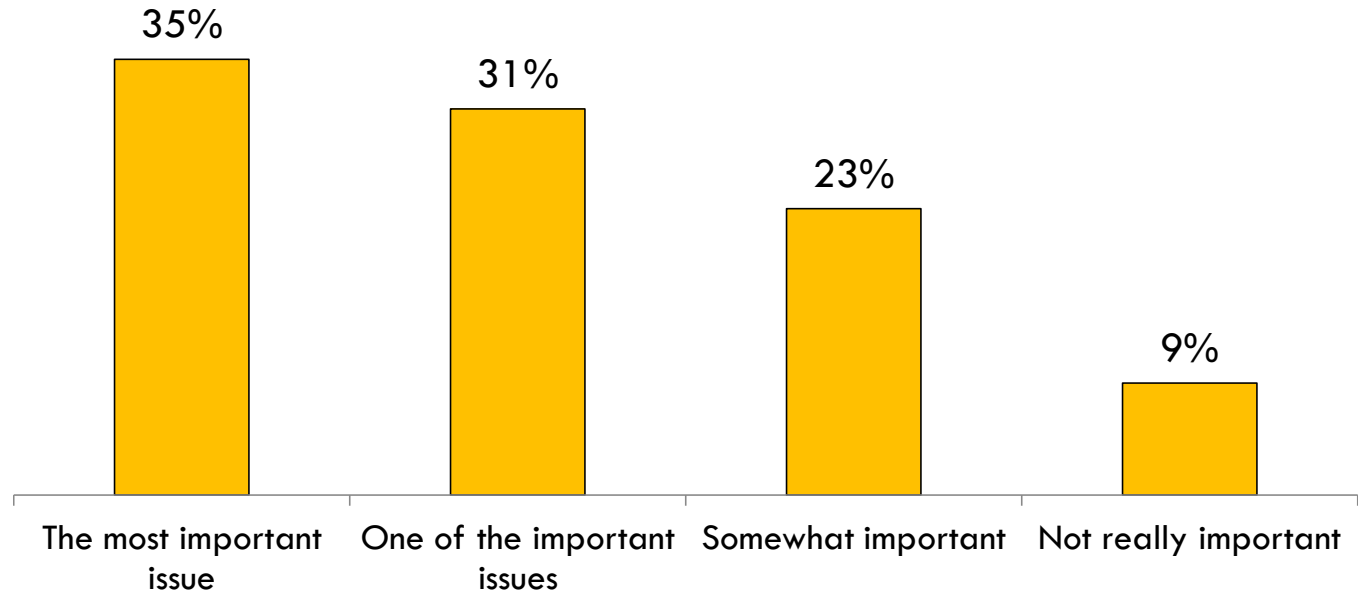
# View of Republican Party Toward Latino Community



Source: Latino Decisions Election Eve 2014 Poll Sponsored by: LVP/NCLR/AV

# Immigration Salience

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



# Republican Party Standing

Which do  
you agree  
with most?

I generally agree with Republican Party on most issues

12%

I disagree with Republican Party on many issues today, but I would consider supporting them in the future

24%

The Republican Party has now become so anti-immigrant, and anti-Latino that it would be hard for me to consider supporting them

49%

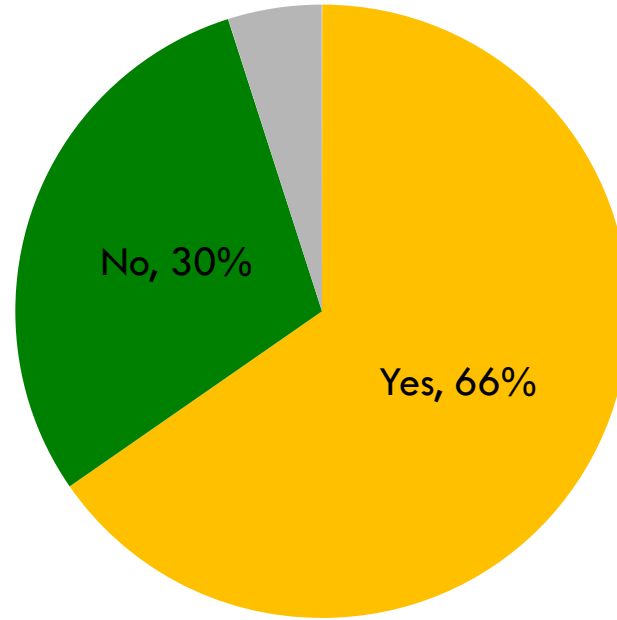
None of these

15%



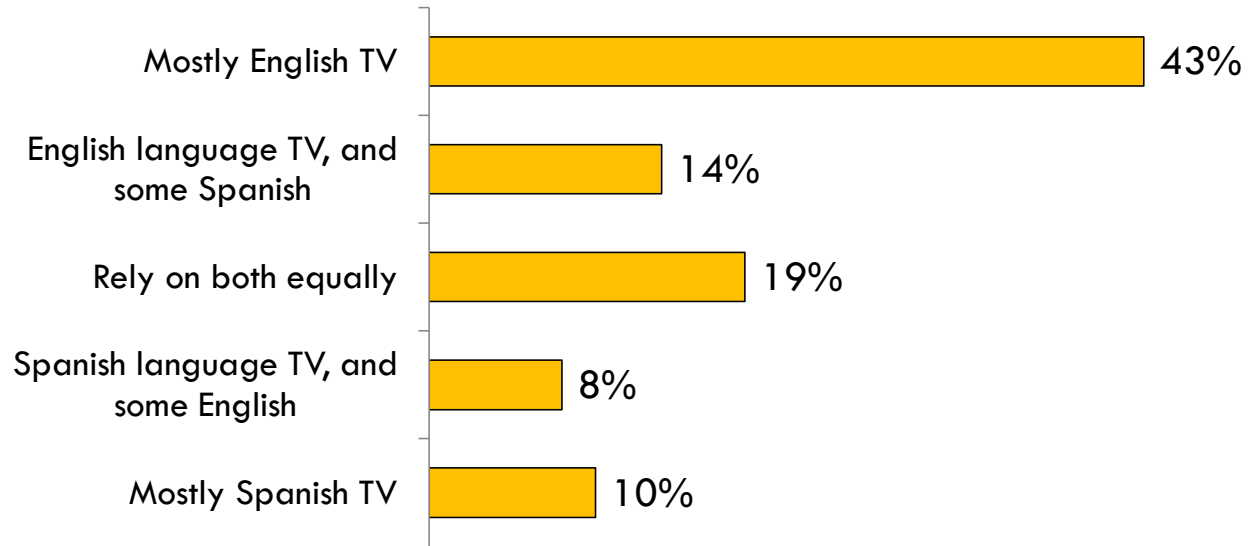
# Ties to Undocumented Immigrants

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



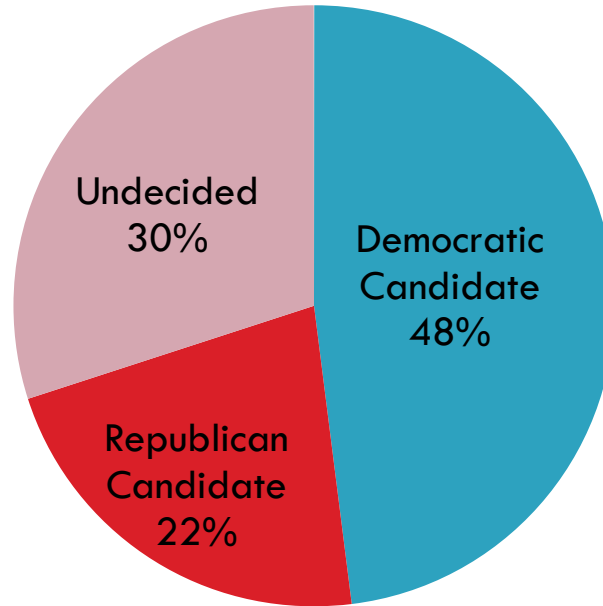
# Language Media Consumption

When it comes to news and information about politics and elections, how often do you use or rely on Spanish language television or English language television

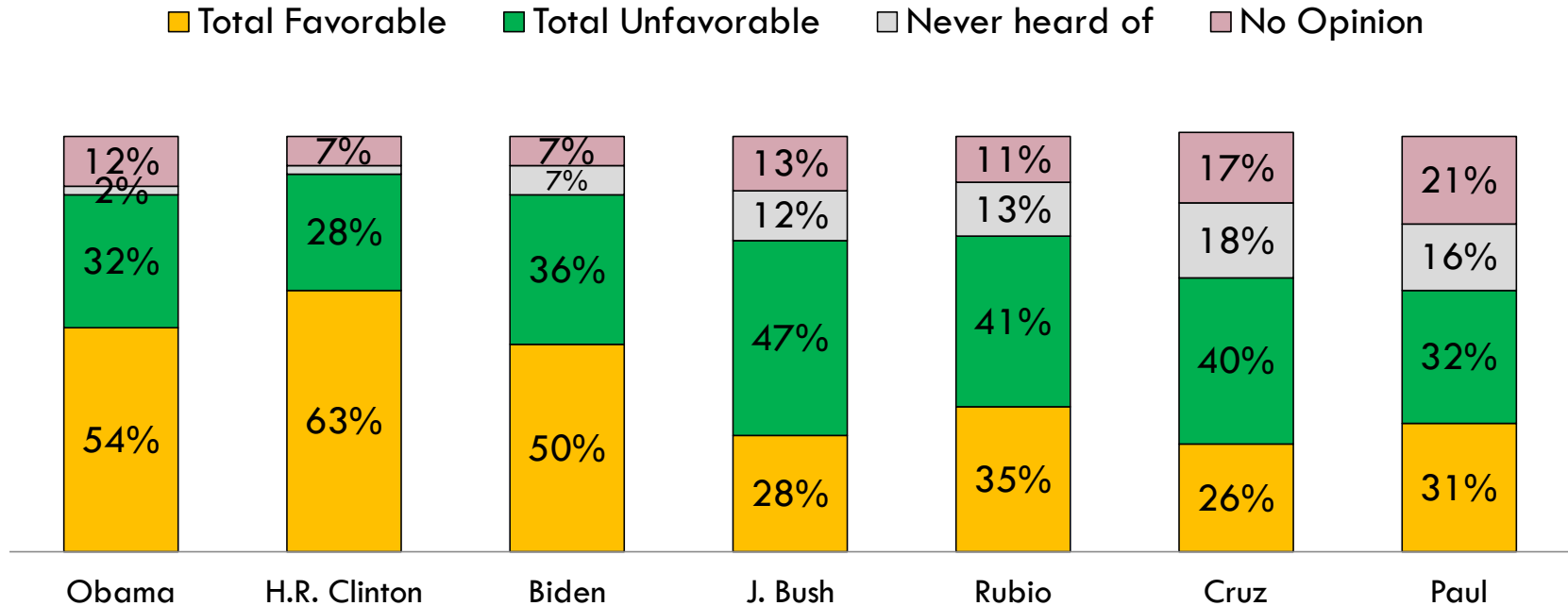


# 2016 Presidential Election

If the 2016 Presidential election were held today, would you vote for the Democratic candidate for President, or the Republican candidate for President?



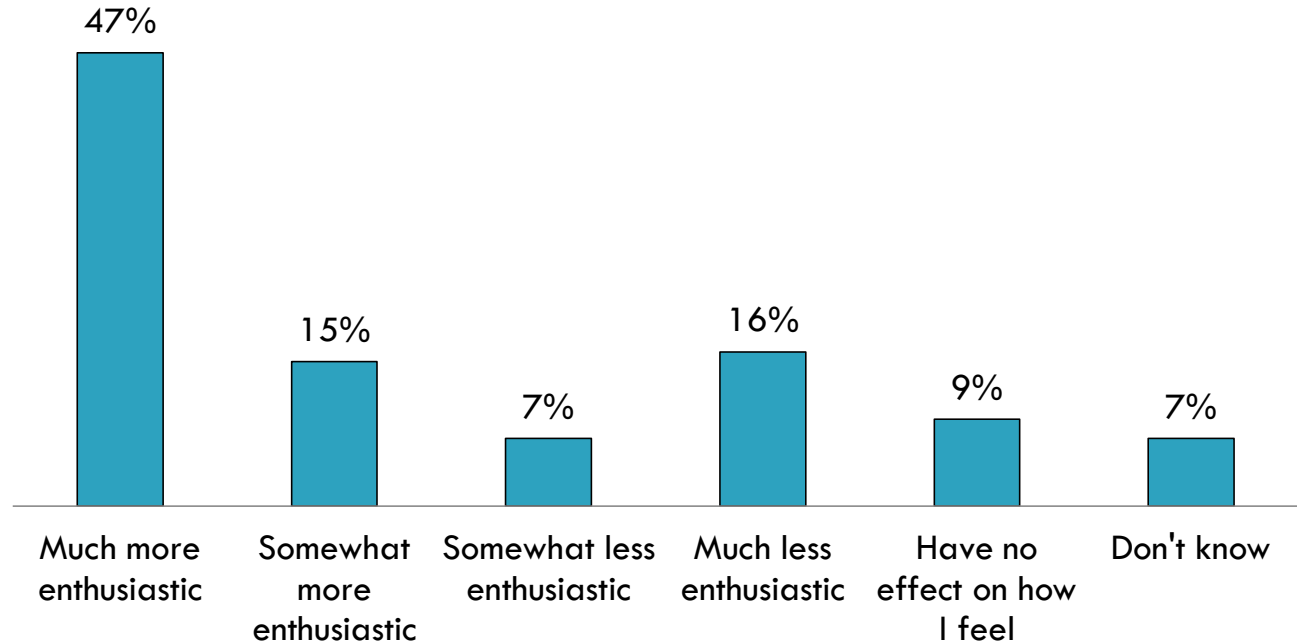
# Favorability National Political Figures



Source: Latino Decisions Election Eve 2014 Poll Sponsored by: LVP/NCLR/AV

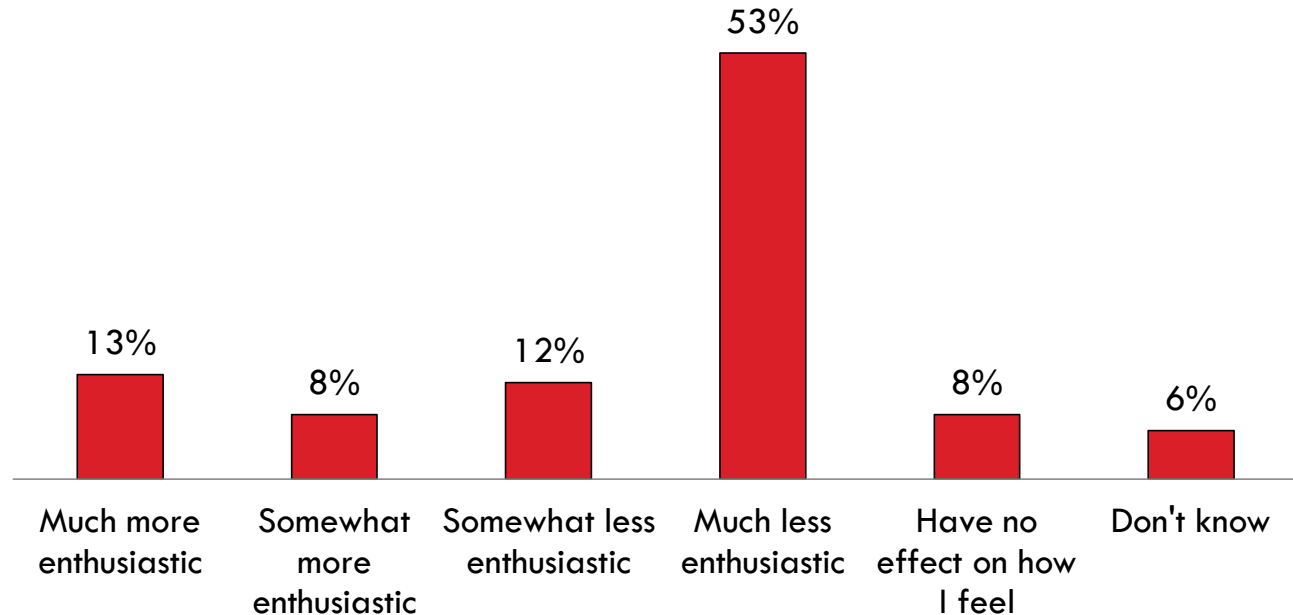
# Executive Action Impact on Democrats

If President Obama enacts this executive order before the end of this year would that make you feel more / less enthusiastic about the Democratic Party?



# Block Executive Action Impact on GOP

If Republicans block President Obama from taking any action on immigration would that make you feel more / less enthusiastic about the Republican Party?



[www.LatinoVote2014.com](http://www.LatinoVote2014.com)

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[LatinoDecisions.com](http://LatinoDecisions.com)

Thank You!