

# LATINO VOTERS IN COLORADO

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October 14, 2014

# Importance of Latino Voters in Colorado

- Very tight race between incumbent Senator Mark Udall and Republican challenger Cory Gardner
- 284,000 Latino registered voters in Colorado
- Latinos comprise 14% of the Colorado electorate
- In 2012 Latinos provided decisive margin of victory in presidential race.

# The Research

Sponsored by



Implemented  
by Latino  
Decisions

- ❑ Polled Latino registered occasional voters in Colorado
- ❑ 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

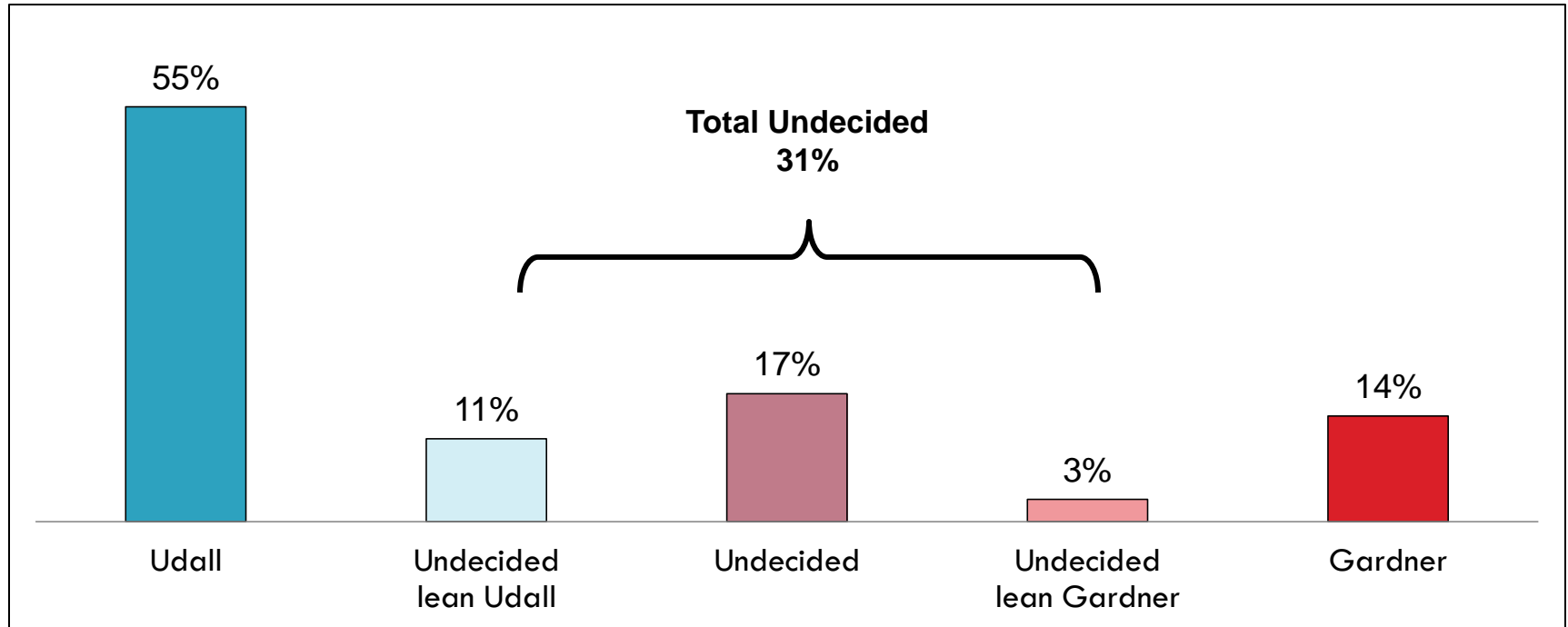
# Key Findings in Colorado

- The economy, immigration, and health care are foremost on the minds of Colorado's Latino electorate
- A strong sense of community mobilizes this electorate
- Latinos perceive party outreach efforts to be lacking
- With 31% of Colorado's Latino electorate undecided in the close Senate race, candidates would be wise to engage on both message and turnout.

# 2014 ELECTION AND TURNOUT

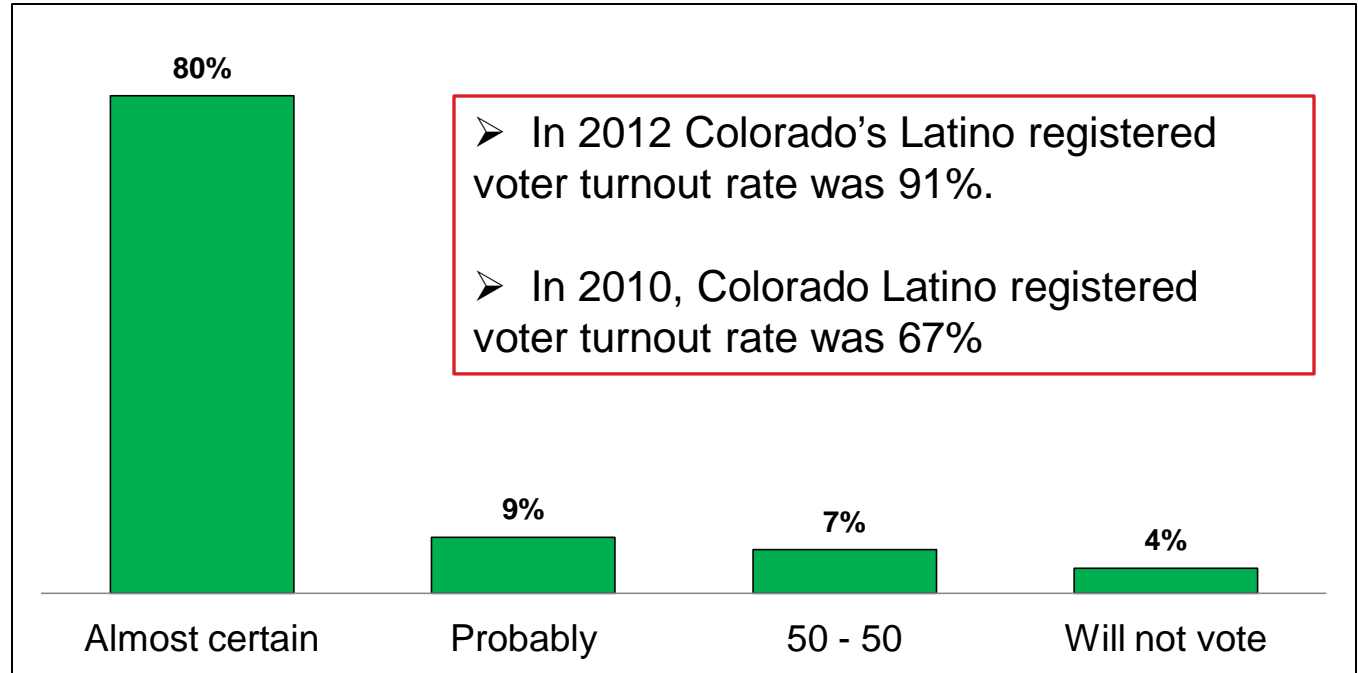


# Colorado Senate Race



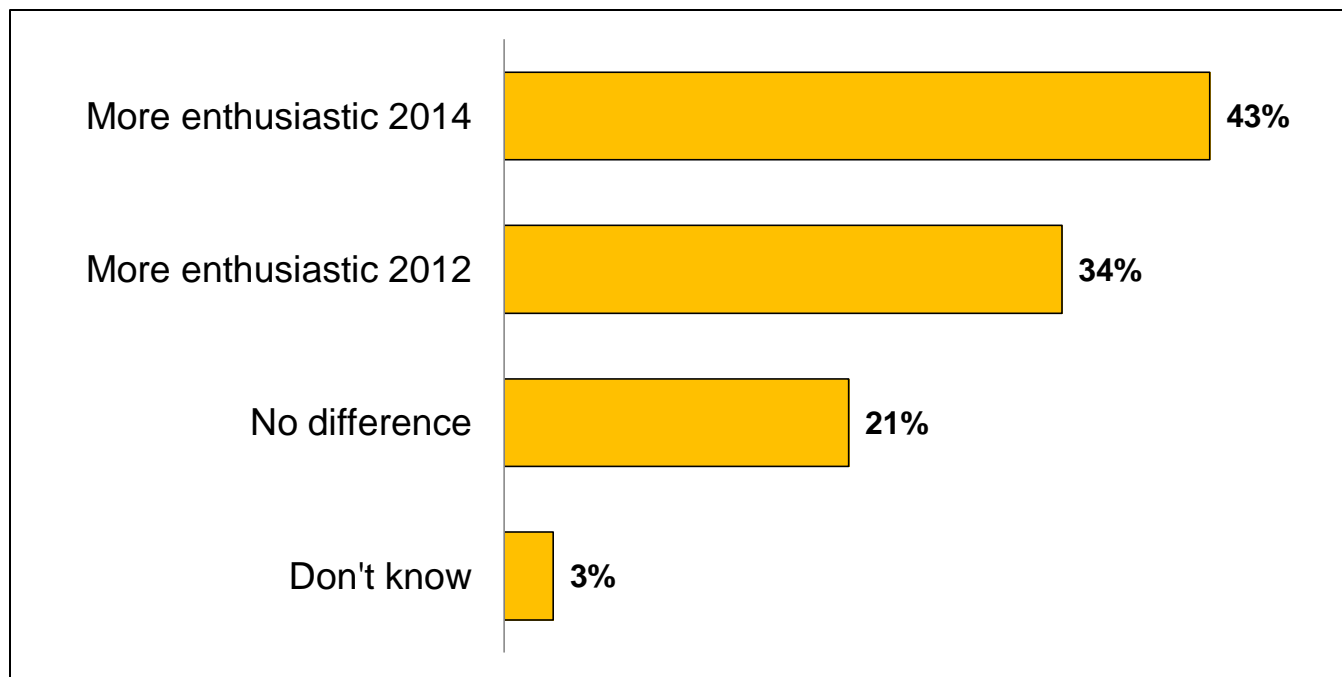
# Midterm Turnout Enthusiasm

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



# 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?

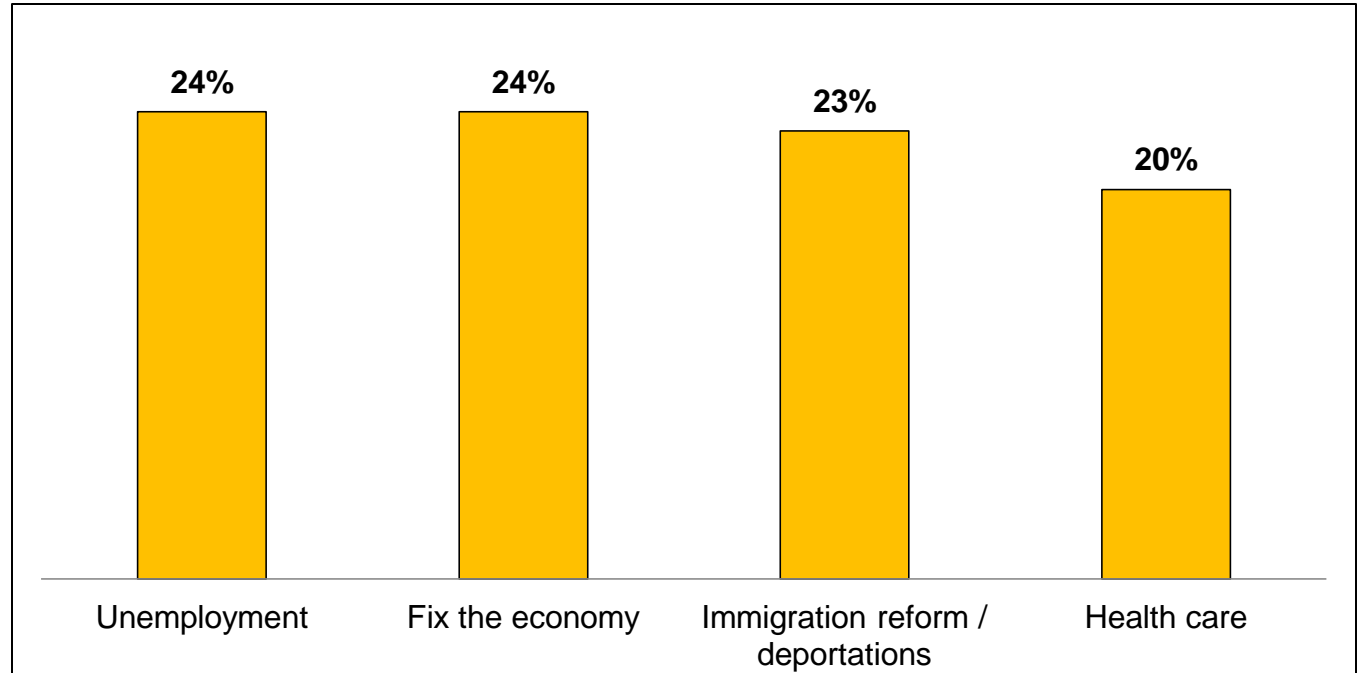




# Most Important Issues to Vote Choice

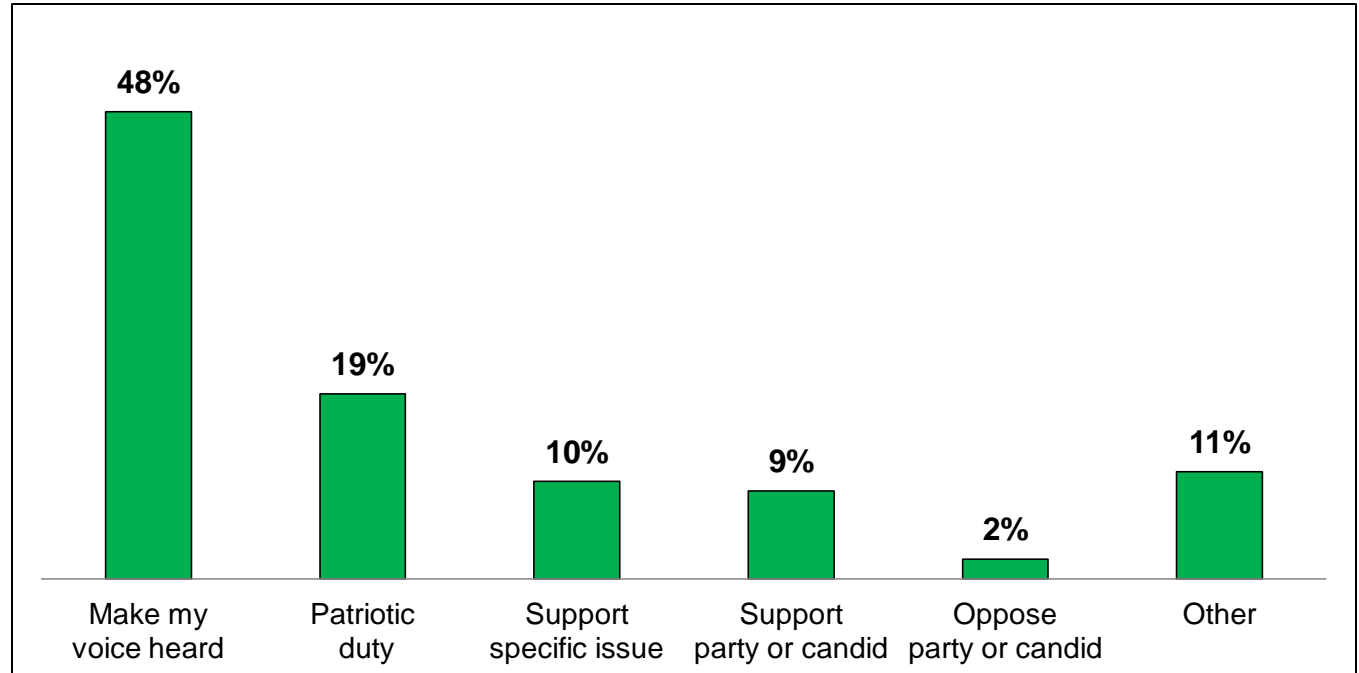
In the upcoming elections, what issues are most important to you in deciding who you will vote for?

(Top four responses)



# Reason for Voting

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



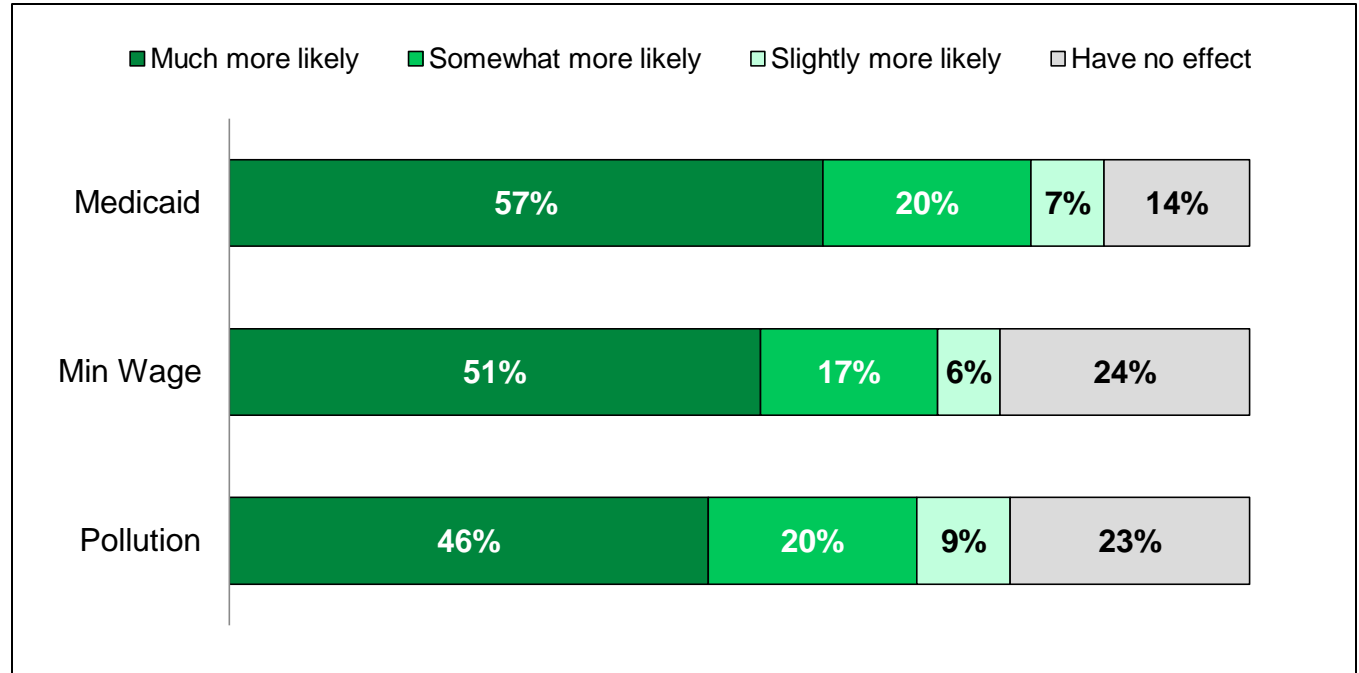
# Differing Policy Positions and Turnout

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

Medicaid Expansion

Minimum Wage

Pollution reduction



# Ties to Undocumented Immigrants

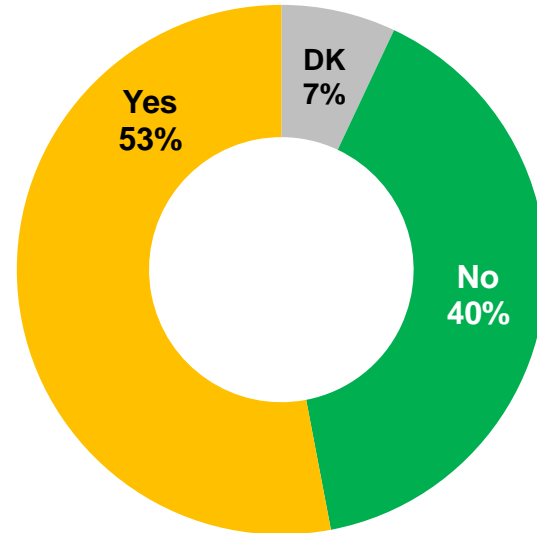
Even among the most assimilated, one out of two personally know undocumented people :

48% of U.S. born

48% of English dominant

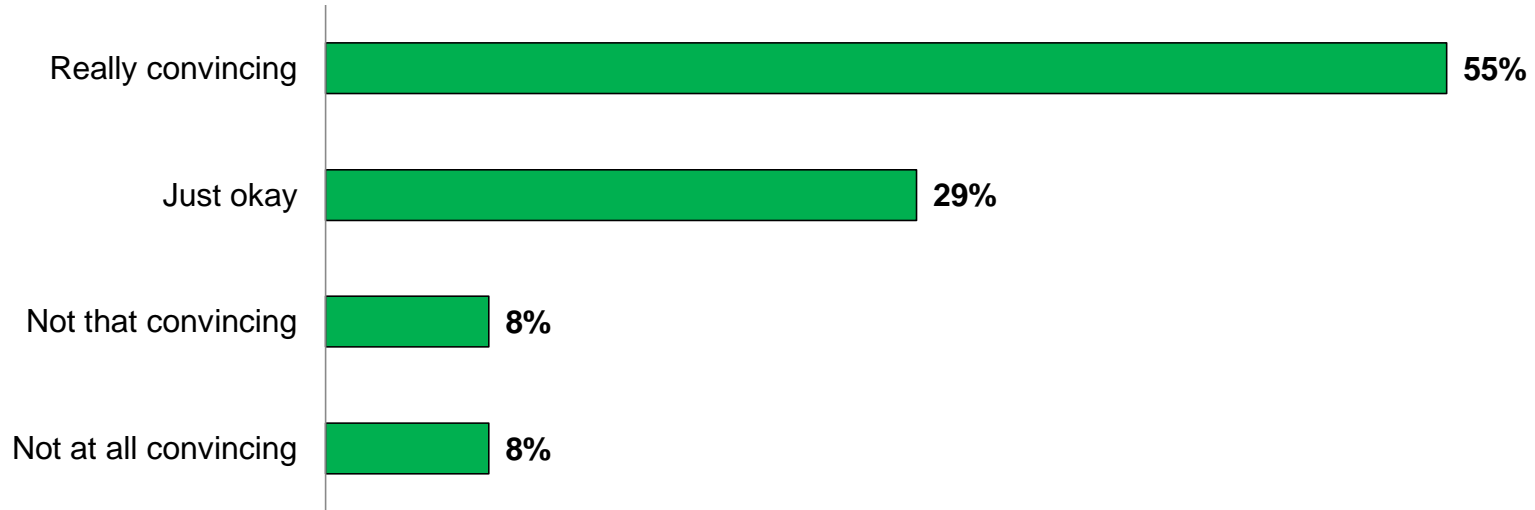
52% of \$80k + income households

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?



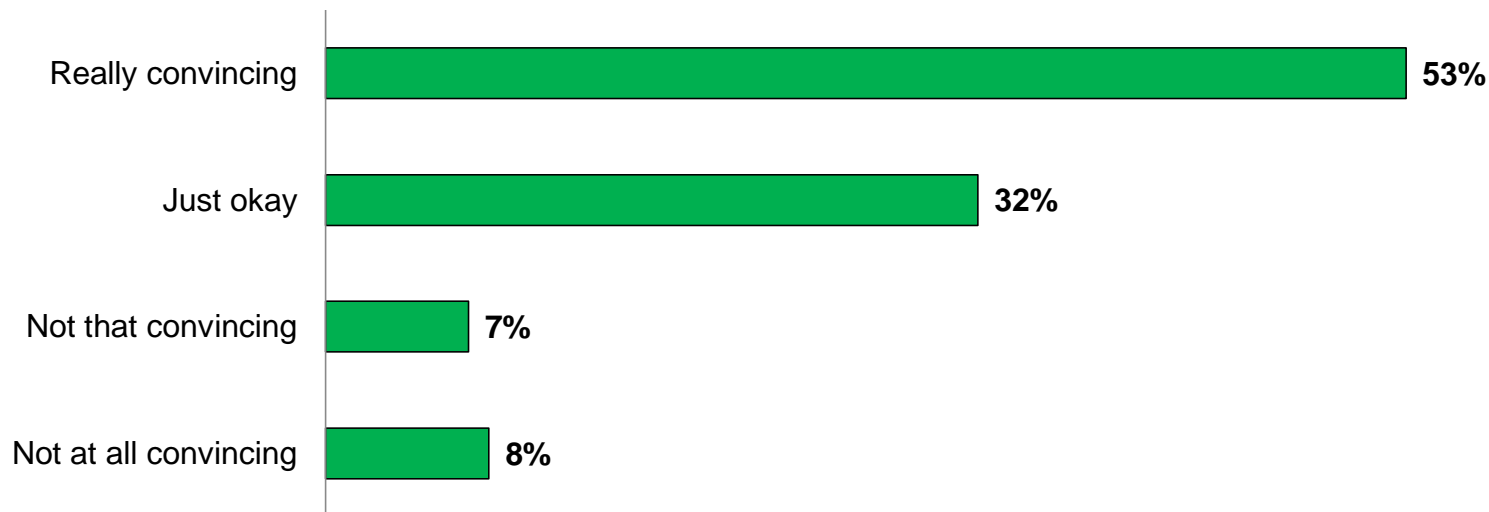
# Reaching Occasional Voters: Community

**“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...**



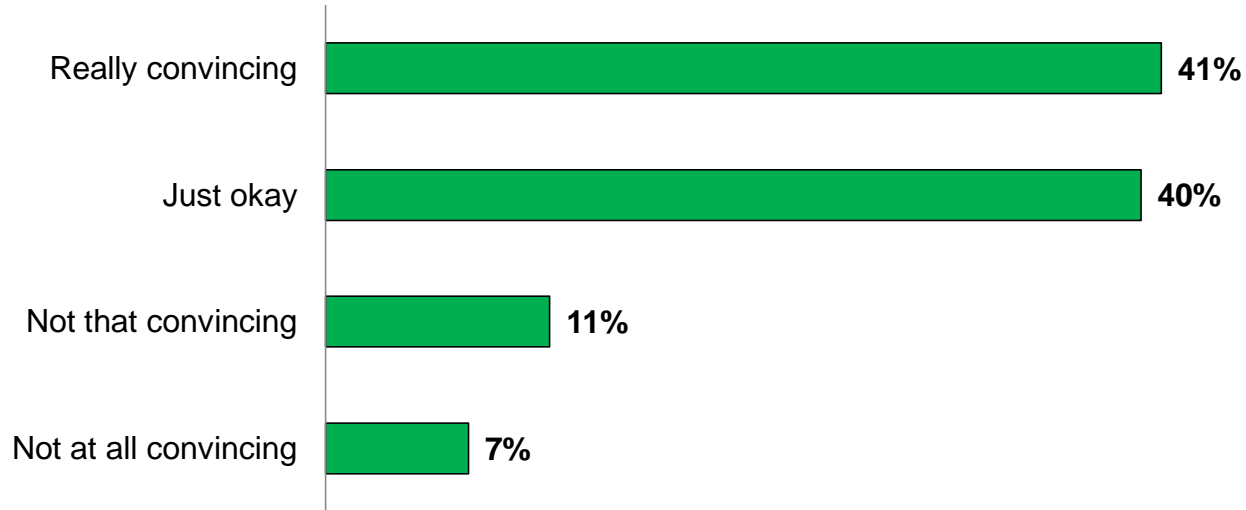
# Reaching Occasional Voters: Congress

**“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: 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...**



# Reaching Latino Voters: Parties

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

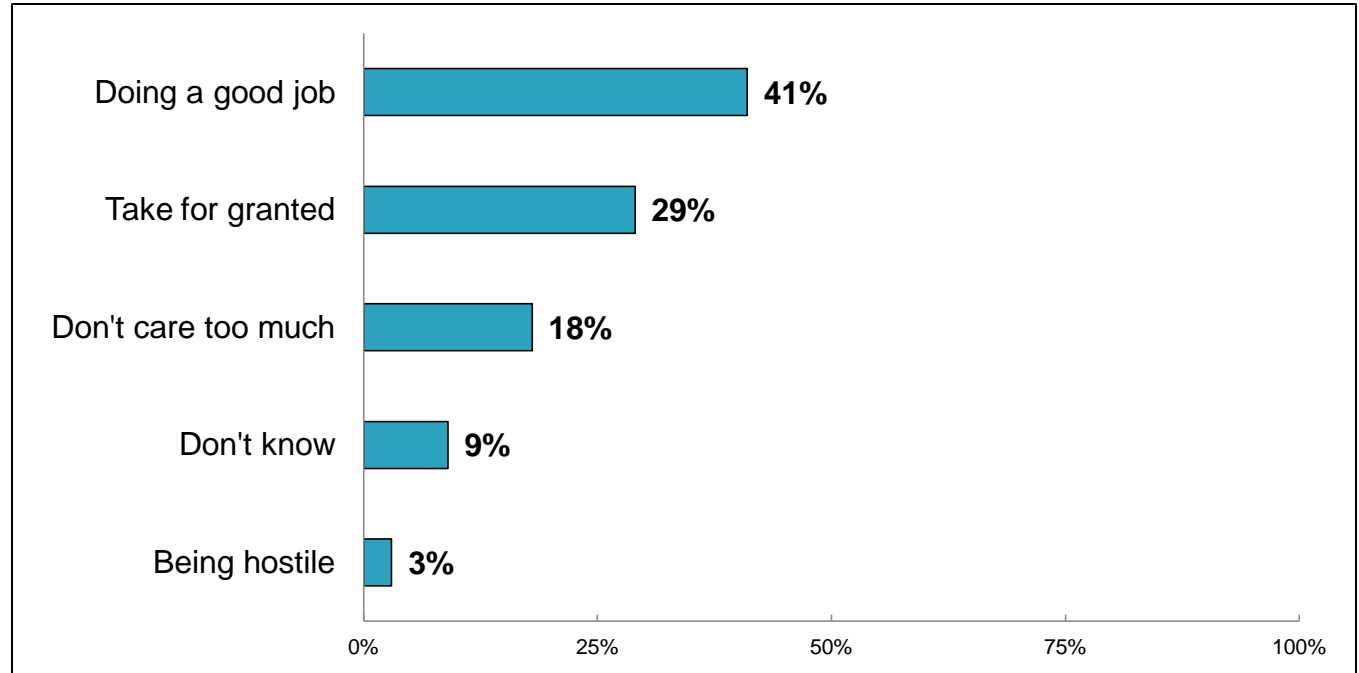
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Does a good job reaching out to Latinos

Takes Latino voters for granted

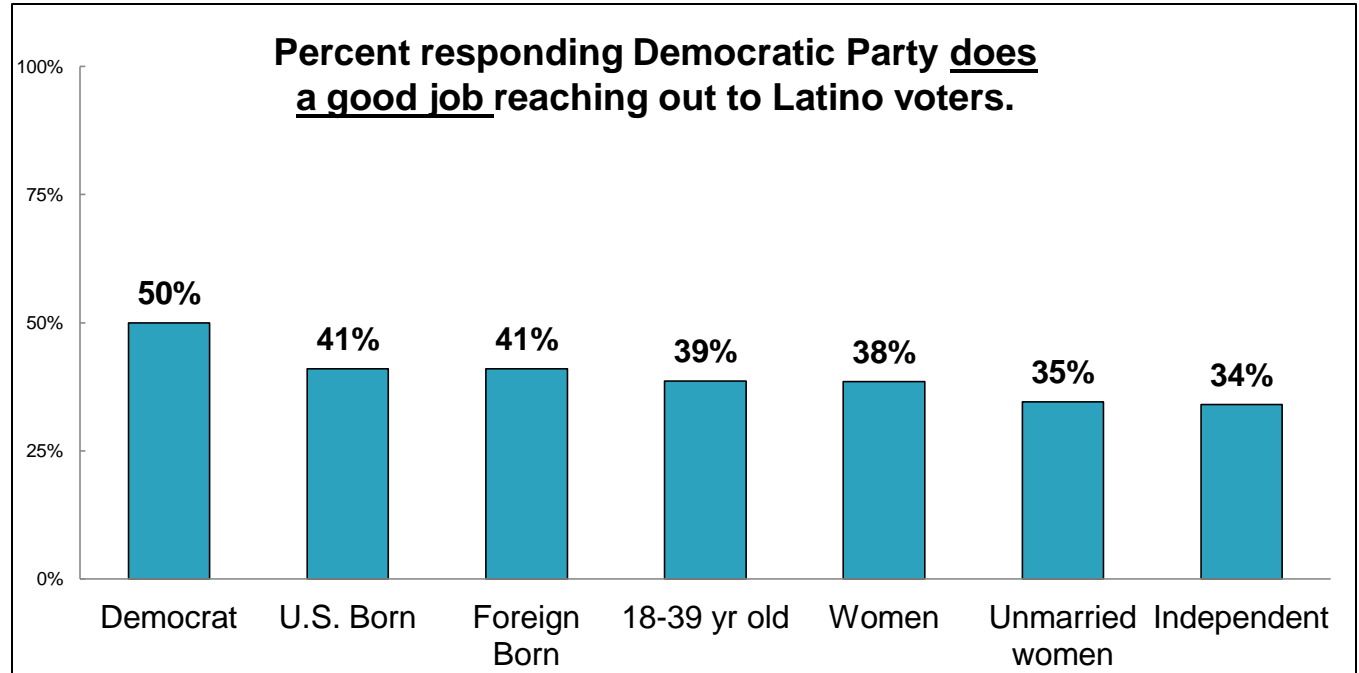
Doesn't care much about Latinos

Is hostile towards Latinos



# “Good” Democratic Party Outreach

Segments important to Democrats are skeptical about the party’s outreach to Latinos.



# Latino Perceptions of Republican Party

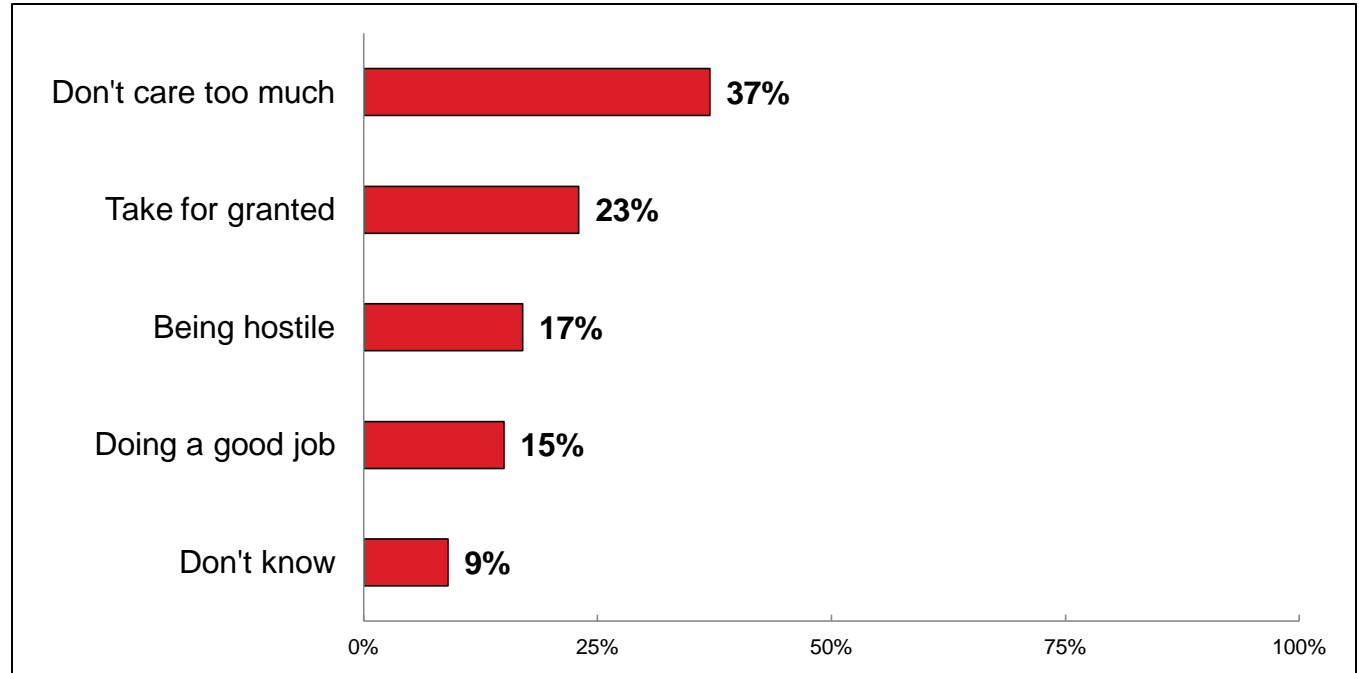
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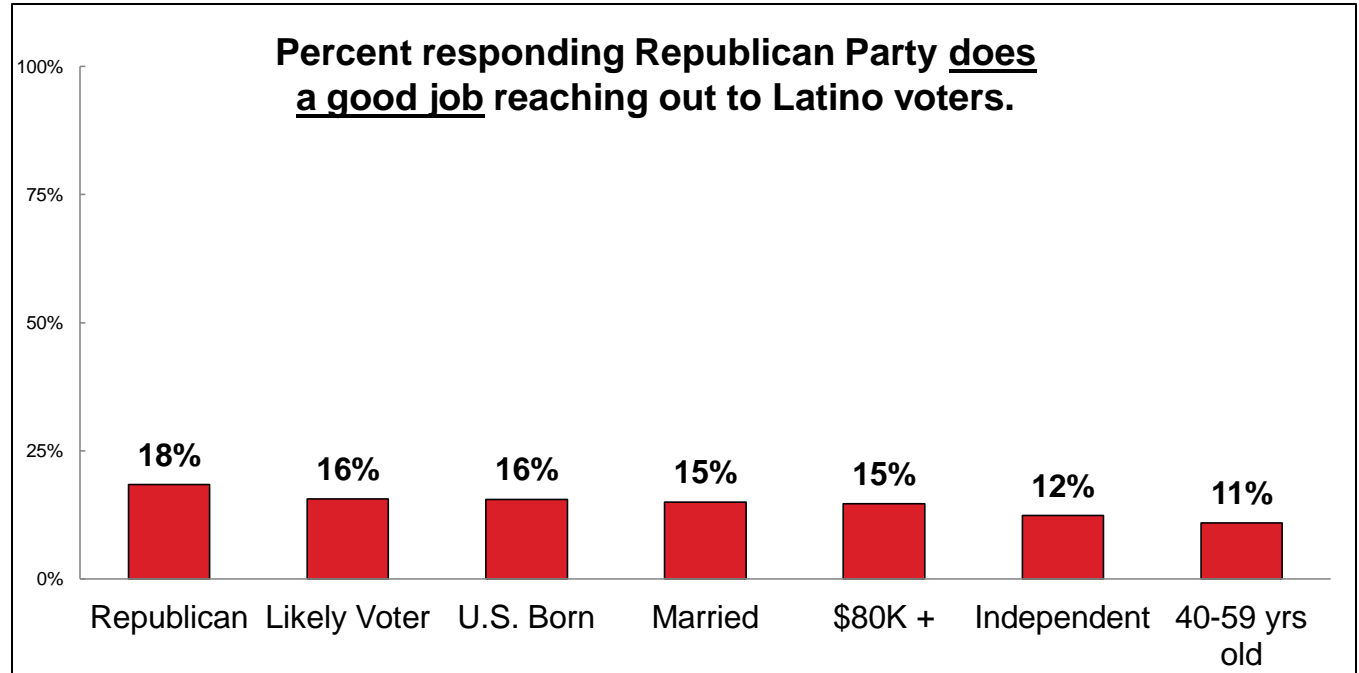
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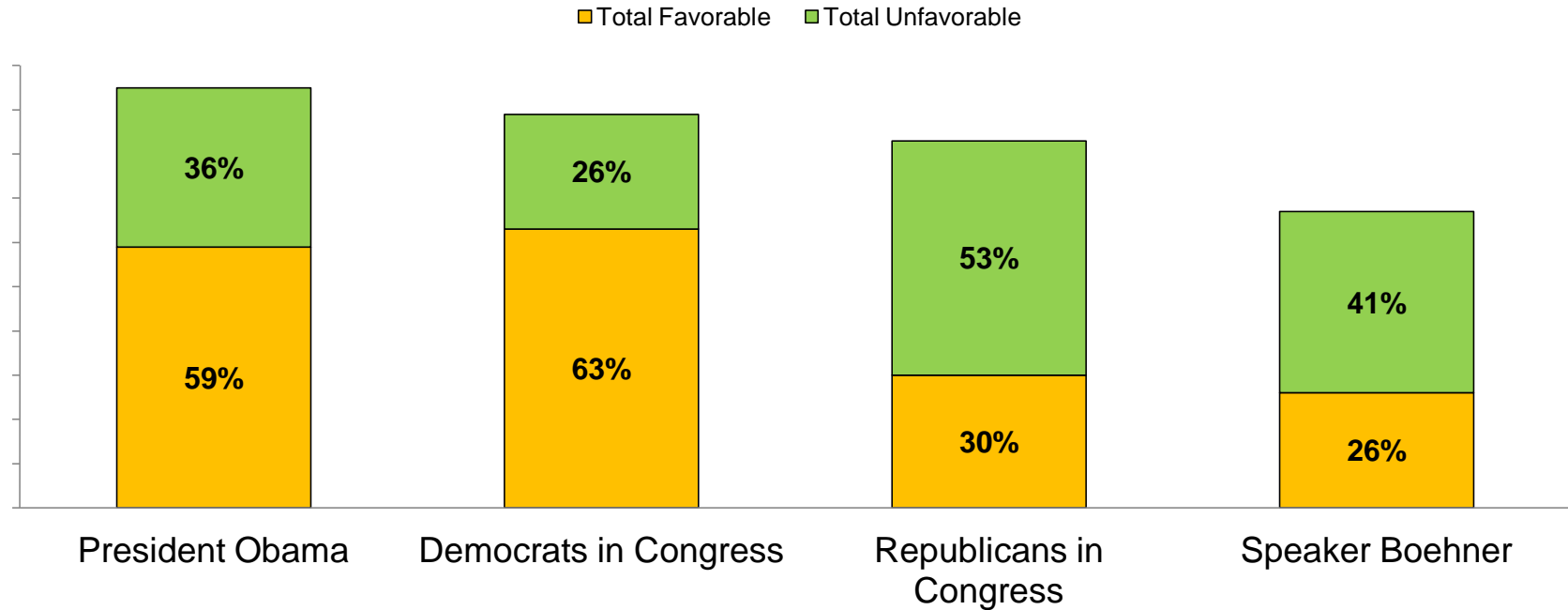


# “Good” Republican Party Outreach

Less than 20% of self-identified Republicans think the GOP does a good job with Latino outreach.



# Evaluation of National Political Figures



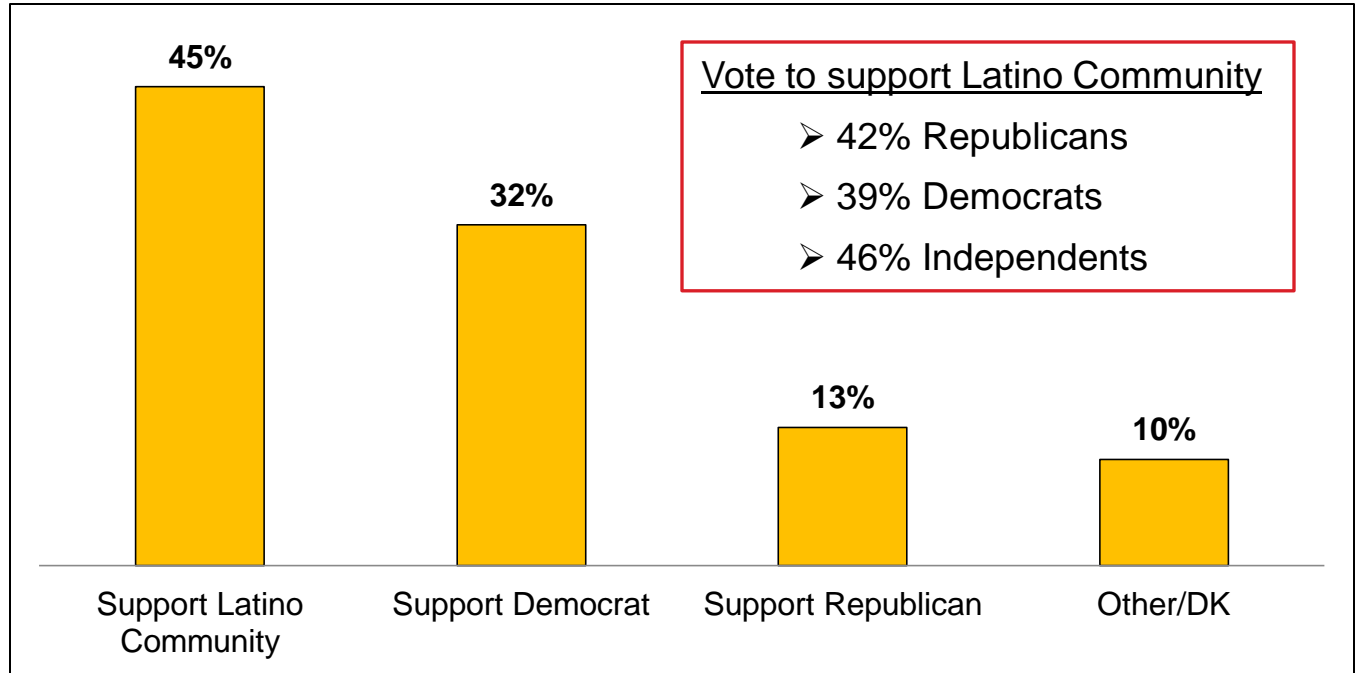
# Community Motivation and 2014 Turnout

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



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

