

NALEO Latino Battleground State Surveys: Arizona, Florida, Nevada, and North Carolina

Q1. Thinking ahead to the November 2016 election, what would you say the chances are that you will vote in the election for U.S. President, Congress and other state offices - are you almost certain to vote, will you probably vote, are the chances 50-50, or do you not think you will vote?

	Arizona	Florida	Nevada	North Carolina
Almost certain	83%	78%	76%	73%
Probably	7%	11%	14%	15%
50 - 50	7%	10%	8%	11%
Will not vote	2%	2%	2%	1%

Q2. On the whole, what are the most important issues facing the [Hispanic/Latino] community that you think Congress and the President should address?

	Arizona	Florida	Nevada	North Carolina
Creating more jobs	17%	22%	19%	20%
Improving wages and incomes	23%	24%	21%	18%
Passing comprehensive immigration reform	18%	21%	24%	23%
Improving K-12 education and schools	16%	8%	15%	13%
Lowering the costs of health care	21%	16%	19%	13%
Combating terrorism and ISIS	17%	29%	17%	13%
Creating more affordable housing	8%	9%	8%	7%
Lowering the cost of college	13%	9%	11%	12%
Lowering taxes	8%	13%	8%	14%
Getting rid of special interests in government	7%	4%	7%	8%
Putting an end to racist comments about Latinos	9%	10%	11%	12%
Combating climate change and pollution	6%	4%	3%	6%
Protecting women's reproductive health	6%	5%	7%	4%
Criminal justice and police reform	10%	9%	9%	11%
Something else	2%	1%	2%	2%

Q3. Have you heard of, and your impression of - President Barack Obama?

	Arizona	Florida	Nevada	North Carolina
Very favorable	49%	43%	46%	48%
Somewhat favorable	23%	24%	27%	26%
Somewhat unfavorable	11%	10%	9%	7%
Very unfavorable	14%	18%	14%	13%
TOTAL FAVORABLE	72%	67%	73%	74%
TOTAL UNFAVORABLE	25%	29%	23%	20%
No opinion	3%	4%	3%	5%
Never heard	*%	*%	1%	1%

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Q4. Have you heard of, and your impression of - Democratic Presidential Candidate Hillary Clinton?

	Arizona	Florida	Nevada	North Carolina
Very favorable	36%	36%	36%	30%
Somewhat favorable	31%	27%	31%	36%
Somewhat unfavorable	12%	10%	10%	9%
Very unfavorable	18%	22%	18%	19%
TOTAL FAVORABLE	66%	63%	67%	66%
TOTAL UNFAVORABLE	30%	32%	28%	28%
No opinion	3%	4%	4%	4%
Never heard	*%	*%	1%	2%

Q5. Have you heard of, and your impression of - Republican Presidential Candidate Donald Trump?

	Arizona	Florida	Nevada	North Carolina
Very favorable	9%	13%	12%	9%
Somewhat favorable	12%	14%	11%	11%
Somewhat unfavorable	9%	8%	7%	11%
Very unfavorable	64%	56%	65%	65%
TOTAL FAVORABLE	21%	27%	23%	20%
TOTAL UNFAVORABLE	73%	64%	72%	76%
No opinion	3%	7%	4%	4%
Never heard	2%	2%	1%	1%

Q6. Have you heard of, and your impression of - Democrats in Congress?

	Arizona	Florida	Nevada	North Carolina
Very favorable	20%	23%	23%	18%
Somewhat favorable	35%	35%	35%	35%
Somewhat unfavorable	21%	15%	16%	17%
Very unfavorable	11%	17%	16%	15%
TOTAL FAVORABLE	55%	58%	58%	53%
TOTAL UNFAVORABLE	32%	32%	32%	32%
No opinion	11%	8%	9%	13%
Never heard	2%	2%	2%	2%

Q7. Have you heard of, and your impression of - Republicans in Congress?

	Arizona	Florida	Nevada	North Carolina
Very favorable	8%	12%	9%	12%
Somewhat favorable	19%	25%	21%	16%
Somewhat unfavorable	27%	25%	21%	25%
Very unfavorable	31%	26%	38%	34%
TOTAL FAVORABLE	27%	37%	30%	28%
TOTAL UNFAVORABLE	58%	51%	58%	59%
No opinion	13%	10%	10%	10%
Never heard	2%	2%	2%	3%

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Q8. Thinking about the upcoming Congressional elections for U.S. House of Representatives, do you plan to vote for the [ROTATE: Republican candidate or the Democratic candidate]?

	Arizona	Florida	Nevada	North Carolina
Will vote Democrat	51%	42%	52%	44%
Undecided but likely to support DEMOCRAT	15%	14%	15%	21%
Will vote Republican	12%	22%	15%	12%
Undecided but likely to support REPUBLICAN	6%	6%	5%	9%
TOTAL DEMOCRAT	66%	56%	66%	65%
TOTAL REPUBLICAN	18%	28%	20%	21%
Undecided / Don't know	16%	16%	14%	14%

Q7-Arizona. If the US Senate election were held today would you vote for [ROTATE: Republican John McCain/ Democrat Ann Kirkpatrick] or someone else? Please indicate if you are certain you will support, could change your mind or are undecided but likely to vote for the candidate.

BASE = ARIZONA RESPONDENTS

	Arizona	Florida	Nevada	North Carolina
McCain - certain	17%	-	-	-
McCain - could change	9%	-	-	-
Undecided but likely McCain	5%	-	-	-
Kirkpatrick - certain	27%	-	-	-
Kirkpatrick - could change	12%	-	-	-
Undecided but likely Kirkpatrick	9%	-	-	-
TOTAL MCCAIN	30%	-	-	-
TOTAL KIRKPATRICK	49%	-	-	-
Someone else	8%	-	-	-
Undecided/Don't Know	13%	-	-	-

Q7-Florida. If the US Senate election were held today would you vote for [ROTATE: Republican Marco Rubio/ Democrat Patrick Murphy] or someone else? Please indicate if you are certain you will support, could change your mind or are undecided but likely to vote for the candidate.

BASE = FLORIDA RESPONDENTS

	Arizona	Florida	Nevada	North Carolina
Rubio - certain	-	27%	-	-
Rubio - could change	-	11%	-	-
Undecided but likely Rubio	-	5%	-	-
Murphy - certain	-	17%	-	-
Murphy - could change	-	6%	-	-
Undecided but likely Murphy	-	9%	-	-
TOTAL RUBIO	-	42%	-	-
TOTAL MURPHY	-	32%	-	-
Someone else	-	7%	-	-
Undecided/Don't Know	-	19%	-	-

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Q7-North Carolina. If the US Senate election were held today would you vote for [ROTATE: Republican Richard Burr/ Democrat Deborah Ross] or someone else? Please indicate if you are certain you will support, could change your mind or are undecided but likely to vote for the candidate.

BASE = NORTH CAROLINA RESPONDENTS

	Arizona	Florida	Nevada	North Carolina
	-----	-----	-----	-----
Burr - certain	-	-	-	11%
Burr - could change	-	-	-	8%
Undecided but likely Burr	-	-	-	10%
Ross - certain	-	-	-	22%
Ross - could change	-	-	-	9%
Undecided but likely Ross	-	-	-	13%
TOTAL BURR	-	-	-	29%
TOTAL ROSS	-	-	-	44%
Someone else	-	-	-	2%
Undecided/Don't Know	-	-	-	25%

Q7-Nevada. If the US Senate election were held today would you vote for [ROTATE: Republican Joe Heck/ Democrat Catherine Cortez Masto] or someone else? Please indicate if you are certain you will support, could change your mind or are undecided but likely to vote for the candidate.

BASE = NEVADA RESPONDENTS

	Arizona	Florida	Nevada	North Carolina
	-----	-----	-----	-----
Heck - certain	-	-	11%	-
Heck - could change	-	-	6%	-
Undecided but likely Heck	-	-	8%	-
Cortez Masto - certain	-	-	29%	-
Cortez Masto - could change	-	-	13%	-
Undecided but likely Cortez Masto	-	-	12%	-
TOTAL HECK	-	-	24%	-
TOTAL CORTEZ MASTO	-	-	54%	-
Someone else	-	-	5%	-
Undecided/Don't know	-	-	17%	-

Q9. If the Presidential election was held today would you vote for [ROTATE: Democrat Hillary Clinton or Republican Donald Trump] or someone else? Please indicate if you are certain you will support the candidate, or could change your mind.

	Arizona	Florida	Nevada	North Carolina
	-----	-----	-----	-----
Trump - certain	11%	16%	12%	12%
Trump - could change	4%	4%	2%	5%
Undecided but likely to support Donald Trump	2%	2%	3%	3%
Clinton - certain	53%	50%	52%	53%
Clinton - could change	8%	8%	9%	7%
Undecided but likely to support Hillary Clinton	9%	5%	11%	9%
TOTAL TRUMP	18%	23%	17%	19%
TOTAL CLINTON	70%	63%	72%	69%
Someone else	5%	5%	4%	5%
Undecided/don't know	7%	9%	7%	7%

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Q10. Compared to the 2012 presidential election, would you say you are MORE enthusiastic about voting this year in 2016, or that you were more enthusiastic about voting back in 2012?

	Arizona	Florida	Nevada	North Carolina
	-----	-----	-----	-----
More enthusiastic in 2016	46%	51%	46%	41%
More enthusiastic in 2012	35%	29%	38%	42%
No difference / same level	19%	20%	17%	16%

Q11. Thinking about the future of our economy, which party do you trust more to make the right decisions and improve our economic conditions? Would you say you have more confidence in [ROTATE: Donald Trump and the Republicans or in Hillary Clinton and the Democrats]?

	Arizona	Florida	Nevada	North Carolina
	-----	-----	-----	-----
Clinton and Democrats	66%	60%	65%	65%
Trump and Republicans	18%	24%	18%	19%
Neither	16%	16%	17%	16%

Q12. How important is what the candidates say about immigrants and immigration issues to your vote? Is it extremely important, very important, somewhat important, not that important, or not important at all?

	Arizona	Florida	Nevada	North Carolina
	-----	-----	-----	-----
Extremely important	41%	45%	46%	48%
Very important	33%	34%	31%	29%
Somewhat important	18%	16%	18%	17%
Not that important	6%	4%	3%	2%
Not important at all	2%	1%	3%	4%

Q13. Recently Donald Trump said he wants to create a special deportation force inside homeland security that will work with local, state, and federal police to identify and immediately remove up to 6 million undocumented immigrants on day one if he is elected President. Does this make you more or less likely to consider voting for Trump?

	Arizona	Florida	Nevada	North Carolina
	-----	-----	-----	-----
More likely vote for Trump	19%	22%	20%	18%
Less likely vote for Trump	70%	62%	65%	72%
Don't know	11%	16%	15%	11%

Q14. Recently Hillary Clinton said comprehensive immigration reform strengthens families, strengthens our economy, and strengthens our country. We can't wait any longer for a path to full and equal citizenship. Does this make you more or less likely to consider voting for Clinton?

	Arizona	Florida	Nevada	North Carolina
	-----	-----	-----	-----
More likely vote for Clinton	66%	62%	69%	68%
Less likely vote for Clinton	19%	23%	19%	16%
Don't know	15%	15%	13%	17%

Q15. Would you say the Democratic Party is currently doing a good job of reaching out to [Hispanic/Latinos], that they don't care too much about [Hispanic/Latinos], or that they are being hostile towards [Hispanic/Latinos]?

	Arizona	Florida	Nevada	North Carolina
	-----	-----	-----	-----
Doing a good job	52%	52%	51%	48%
Don't care too much	28%	26%	30%	29%
Being hostile	6%	8%	7%	9%
Don't know	14%	14%	12%	13%

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Q16. Would you say the Republican Party is currently doing a good job of reaching out to [Hispanic/Latinos], that they don't care too much about Hispanic/Latinos, or that they are being hostile towards [Hispanic/Latinos]?

	Arizona	Florida	Nevada	North Carolina
Doing a good job	15%	21%	20%	16%
Don't care too much	28%	34%	31%	26%
Being hostile	45%	34%	37%	44%
Don't know	12%	11%	12%	14%

Q17. So far in this election, has anyone from a political party, campaign or any other organization contacted you and asked you to register or vote? Either by knocking on your door, calling you, sending you something in the mail, by e-mail or text, or while you were out in the community?

	Arizona	Florida	Nevada	North Carolina
Yes, I have been contacted	45%	49%	55%	45%
No, I have not been contacted	55%	51%	45%	55%

Q18. And who was it that contacted you? Was it...?

BASE = CONTACTED BY POLITICAL PARTY, CAMPAIGN OR OTHER ORGANIZATION TO REGISTER TO VOTE

	Arizona	Florida	Nevada	North Carolina
Someone from the Democratic side	51%	48%	58%	48%
Someone from the Republican side	26%	25%	27%	38%
Someone from a non-partisan org	21%	19%	13%	19%
Don't really know	17%	15%	14%	12%

Q19. How important do you think it is that you and people in your community get out to vote in 2016?

	Arizona	Florida	Nevada	North Carolina
Very important	85%	82%	78%	84%
Somewhat important	11%	12%	15%	10%
Not that important	2%	4%	3%	2%
Not important at all	*%	*%	2%	1%
Don't Know	2%	2%	2%	3%

Q20-HRC. Please indicate if you agree or disagree: Hillary Clinton's statements about immigrants and [Hispanic/Latino] are racist?

	Arizona	Florida	Nevada	North Carolina
Strongly agree	13%	18%	16%	12%
Somewhat agree	16%	18%	22%	16%
Somewhat disagree	31%	33%	26%	29%
Strongly disagree	40%	32%	36%	43%
TOTAL AGREE	30%	35%	38%	28%
TOTAL DISAGREE	70%	65%	62%	72%

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Q21. Please indicate if you agree or disagree: Donald Trump will bring the kind of change that we need in Washington?

	Arizona	Florida	Nevada	North Carolina
Strongly agree	15%	15%	14%	12%
Somewhat agree	13%	19%	13%	15%
Somewhat disagree	13%	17%	13%	15%
Strongly disagree	60%	48%	59%	59%
TOTAL AGREE	27%	34%	27%	26%
TOTAL DISAGREE	73%	66%	73%	74%

Q22. Please indicate if you agree or disagree: Hillary Clinton has the right experience to be President?

	Arizona	Florida	Nevada	North Carolina
Strongly agree	49%	44%	44%	39%
Somewhat agree	28%	33%	35%	38%
Somewhat disagree	9%	10%	8%	9%
Strongly disagree	14%	14%	13%	15%
TOTAL AGREE	77%	77%	79%	77%
TOTAL DISAGREE	23%	23%	21%	23%

Q23-DT. Please indicate if you agree or disagree: Donald Trump is not trustworthy?

	Arizona	Florida	Nevada	North Carolina
Strongly agree	57%	48%	53%	58%
Somewhat agree	14%	15%	15%	16%
Somewhat disagree	13%	16%	15%	9%
Strongly disagree	16%	21%	17%	17%
TOTAL AGREE	71%	62%	68%	74%
TOTAL DISAGREE	29%	38%	32%	26%

Q24. Please indicate if you agree or disagree: Hillary Clinton truly cares about the [Hispanic/Latino] community?

	Arizona	Florida	Nevada	North Carolina
Strongly agree	31%	32%	30%	27%
Somewhat agree	42%	37%	45%	46%
Somewhat disagree	15%	18%	12%	14%
Strongly disagree	12%	13%	13%	14%
TOTAL AGREE	73%	69%	75%	73%
TOTAL DISAGREE	27%	31%	25%	27%

Q25. Please indicate if you agree or disagree: Donald Trump truly cares about the [Hispanic/Latino] community?

	Arizona	Florida	Nevada	North Carolina
Strongly agree	7%	10%	10%	11%
Somewhat agree	15%	16%	14%	12%
Somewhat disagree	13%	19%	14%	12%
Strongly disagree	66%	55%	62%	65%
TOTAL AGREE	22%	26%	24%	23%
TOTAL DISAGREE	78%	74%	76%	77%

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Q28. Which candidate do you trust more to keep Americans safe from domestic and international terrorism, Hillary Clinton or Donald Trump?

	Arizona	Florida	Nevada	North Carolina
Hillary Clinton	58%	55%	60%	58%
Donald Trump	22%	25%	17%	16%
Neither	14%	13%	17%	20%
Don't know	5%	7%	7%	5%

Q31. During the first presidential debate Donald Trump stated both: "We have a situation where we have our inner cities, African Americans, Hispanics are living in hell because it's so dangerous. You walk down the street, you get shot." and "We have gangs roving the street. In many cases they're illegally here, illegal immigrants, they have guns and they shoot people." Do these statements make you more favorable or less favorable towards Donald Trump?

	Arizona	Florida	Nevada	North Carolina
More favorable	21%	28%	21%	15%
Less favorable	59%	50%	54%	62%
Neither	15%	19%	19%	18%
Don't know	5%	3%	6%	4%

Q34. Recent news reports show that in 1998 Donald Trump's hotel and casino company secretly spent \$68,000 trying to do business in Cuba, in violation of the U.S. trade embargo against Cuba at that time. Does this make you much more likely, somewhat more likely, somewhat less likely, or much less likely to vote for Donald Trump?

BASE = WEEK 4-5 AND FLORIDA RESIDENTS

	Arizona	Florida	Nevada	North Carolina
Much more likely	-	3%	-	-
Somewhat more likely	-	2%	-	-
Somewhat less likely	-	12%	-	-
Much less likely	-	49%	-	-
MORE LIKELY	-	5%	-	-
LESS LIKELY	-	61%	-	-
No difference	-	24%	-	-
Don't know/refused	-	11%	-	-

Q38-Arizona. Proposition 205 in Arizona's 2016 ballot will make legal the recreational use of marijuana. Do you favor or oppose Proposition 205? Do you FAVOR/OPPOSE strongly or somewhat?

BASE = ARIZONA RESPONDENTS

	Arizona	Florida	Nevada	North Carolina
Strongly favor	34%	-	-	-
Somewhat favor	20%	-	-	-
Somewhat oppose	14%	-	-	-
Strongly oppose	21%	-	-	-
FAVOR	54%	-	-	-
OPPOSE	35%	-	-	-
Don't know	11%	-	-	-

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Q38-Florida. Amendment 2 in Florida's 2016 ballot will make legal the medical use of marijuana. Do you favor or oppose Amendment 2? Do you FAVOR/OPPOSE strongly or somewhat?

BASE = FLORIDA RESPONDENTS

	Arizona	Florida	Nevada	North Carolina
Strongly favor	-	34%	-	-
Somewhat favor	-	28%	-	-
Somewhat oppose	-	10%	-	-
Strongly oppose	-	18%	-	-
FAVOR	-	62%	-	-
OPPOSE	-	28%	-	-
Don't know	-	10%	-	-

Q38-Nevada. Question 2 in Nevada's 2016 ballot will make legal the recreational use of marijuana. Do you favor or oppose Question 2? Do you FAVOR/OPPOSE strongly or somewhat?

BASE = NEVADA RESPONDENTS

	Arizona	Florida	Nevada	North Carolina
Strongly favor	-	-	31%	-
Somewhat favor	-	-	28%	-
Somewhat oppose	-	-	12%	-
Strongly oppose	-	-	19%	-
FAVOR	-	-	59%	-
OPPOSE	-	-	31%	-
Don't know	-	-	10%	-

Q39. Which of these three statements best captures your views on marijuana:

BASE = NC, TX, NY RESPONDENTS

	Arizona	Florida	Nevada	North Carolina
Marijuana should be legal but regulated like alcohol	-	-	-	48%
Marijuana should be legal but only if it is prescribed by a doctor	-	-	-	29%
Marijuana should not be legal under any circumstances	-	-	-	16%
Don't know/Refused	-	-	-	8%

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Methodology

Latino Decisions interviewed a total of 400 Latino registered voters in each of four states (Arizona, Florida, Nevada, and North Carolina) between September 26-October 13, 2016, on behalf of NALEO Educational Fund. The data are weighted to demographically match the most recent Census estimates for Latino registered voters in each state, and have an overall credibility interval of +/- 4.9 percentage points. Latino registered voters in each state were randomly selected from online panels to be interviewed in English or Spanish, at the respondents' discretion. All respondents confirmed they were Hispanic or Latino and registered to vote in their respective state. The poll was directed by Adrian Pantoja and David Ayón, who can be reached at adrian.pantoja@latinodecisions.com and david.ayon@latinodecisions.com.



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