

# ImpreMedia/Latino Decisions 2012 LATINO ELECTION EVE POLL

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Results for California



November 6, 2012

# 2012 Election Eve Poll: California

5,600 Latino voters

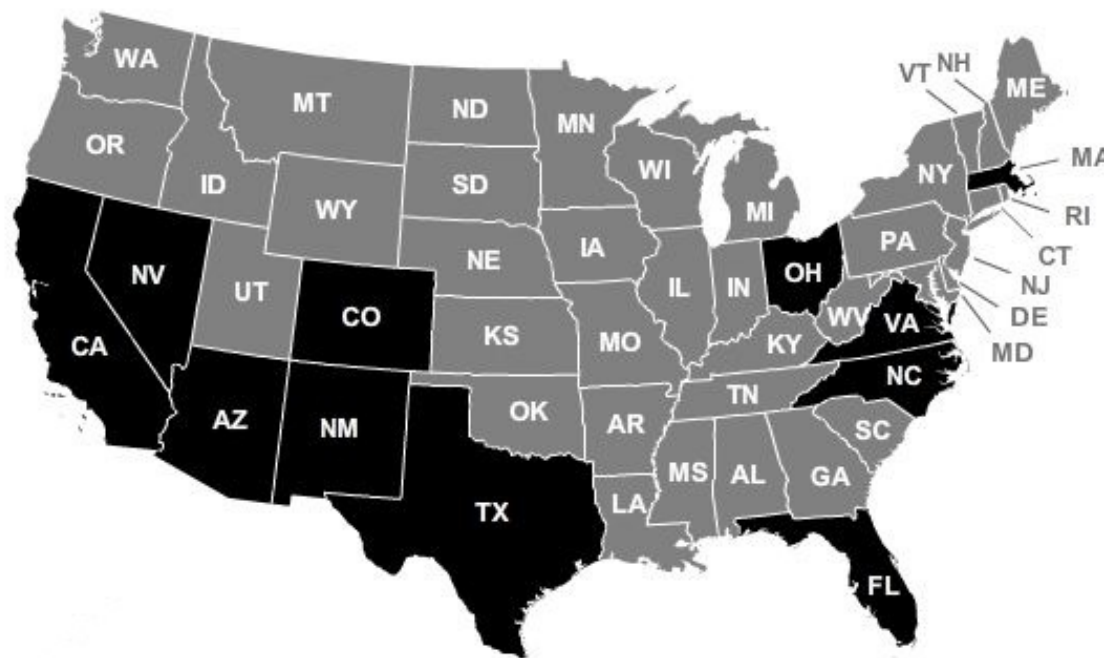
11 state polls

November 1-5

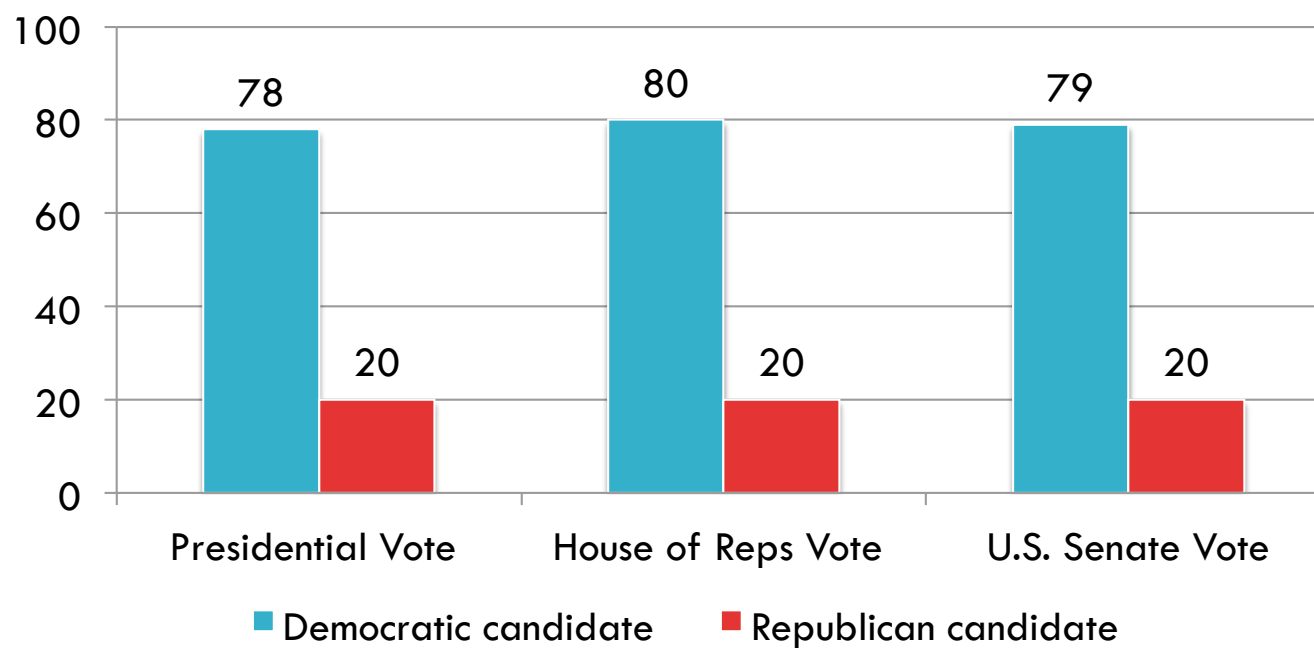
CA Sample

N = 800 interviews

+/- 3.5% margin



# CA: Vote for President, Senate, House



## CA: Latino Influence

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Latino vote for Obama: 78

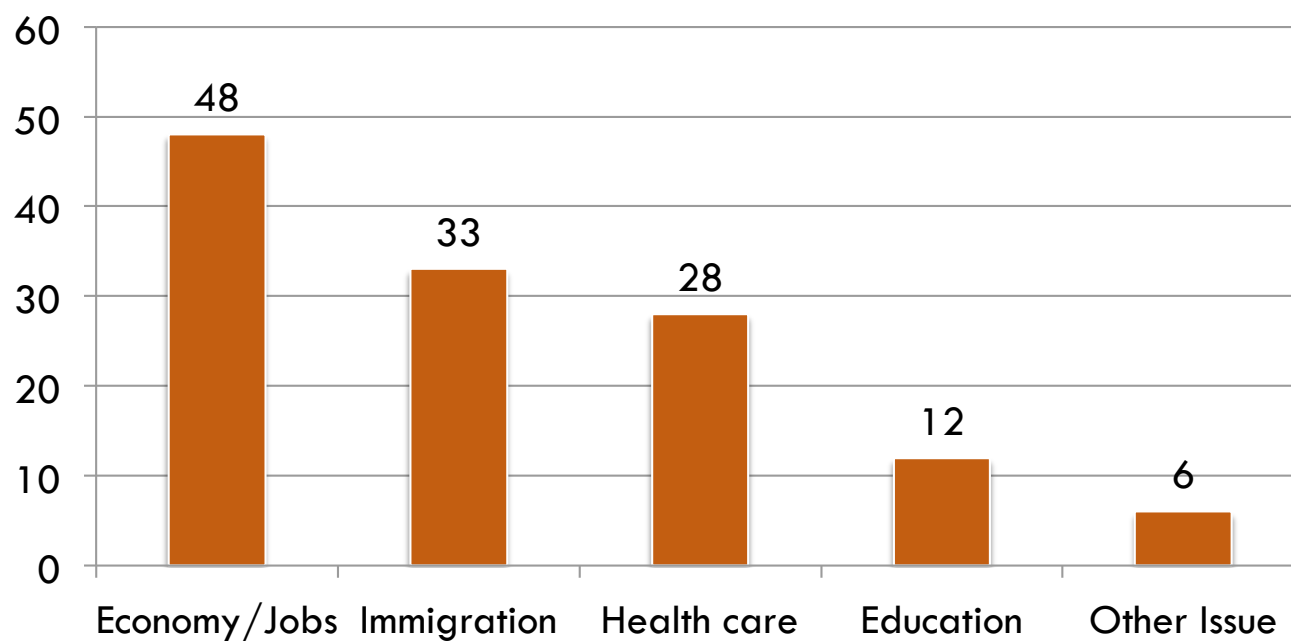
Latino vote for Romney: 20

% Latino in Electorate: 27.3

**Latino contribution to Obama vote: +15.8**

# CA: Most Important Issue

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



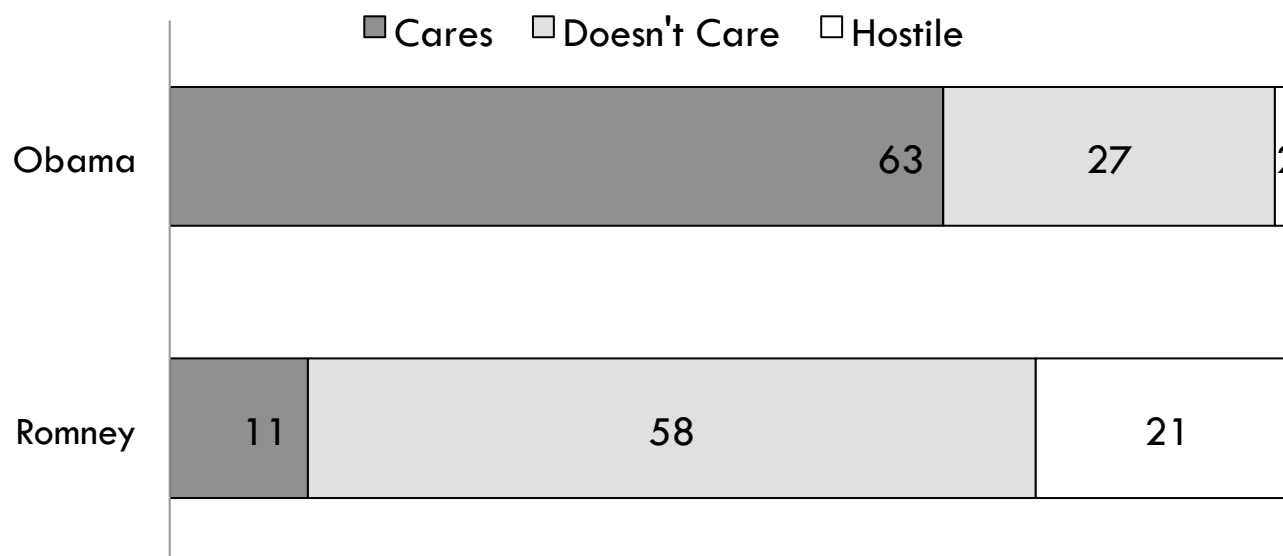
# CA: Candidate Latino Outreach

Obama/Romney

A. Cares about  
Latino community

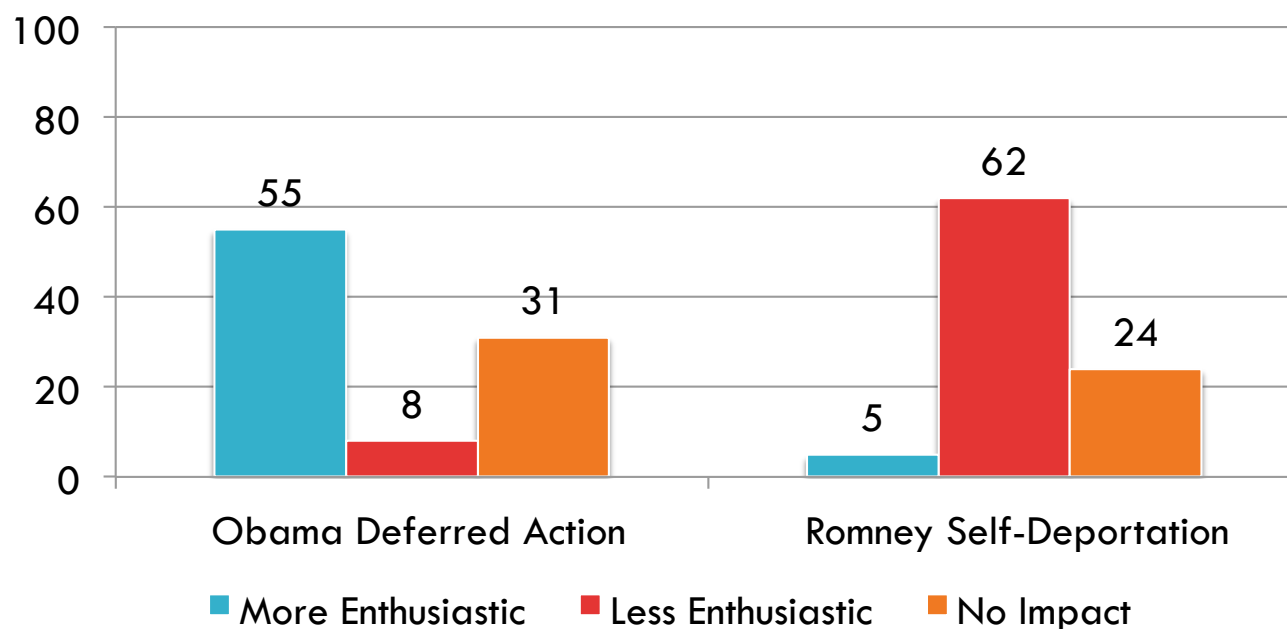
B. Doesn't care  
much

C. Hostile toward  
Latinos?



# CA: Candidates on Immigration

Did candidate's immigration position make you feel more enthusiastic, less enthusiastic, or did it not change feelings about candidate?



CA respondents who know an undocumented immigrant: 67%

[www.LatinoVote2012.com](http://www.LatinoVote2012.com)

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



Thank You!