

2014 LATINO ELECTION EVE POLL

California

November 4, 2014

ORIGINATING SPONSORS



LATINO VICTORY PROJECT



PARTNER ORGANIZATIONS



2014 Election Eve Poll: California

4,200 Latino voters

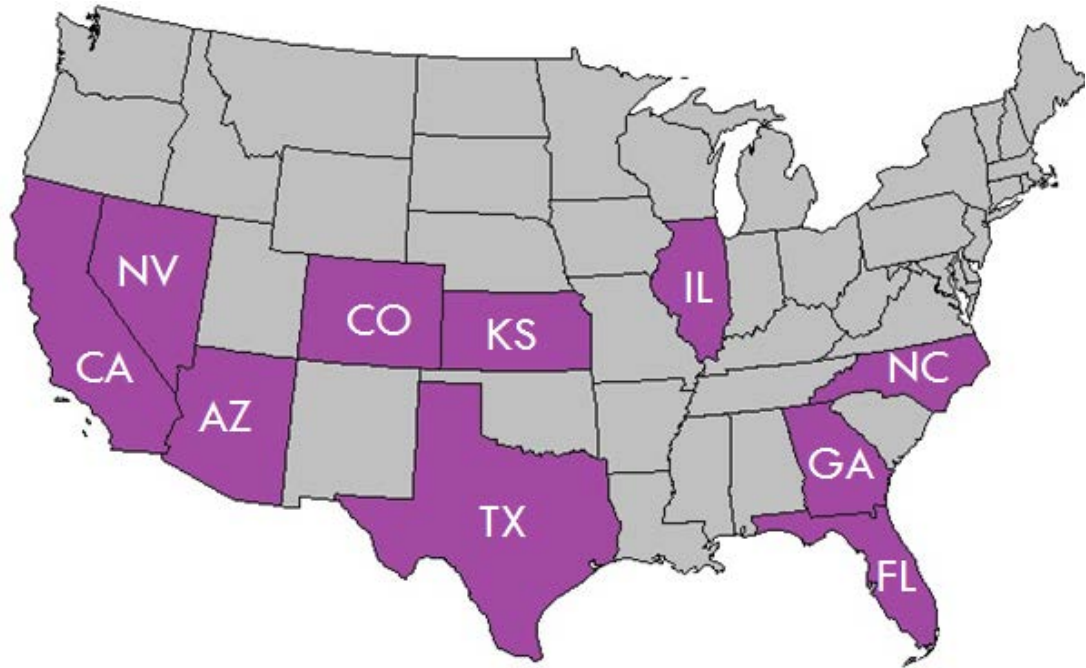
10 state polls

Oct 29th - Nov 3rd

California N = 400

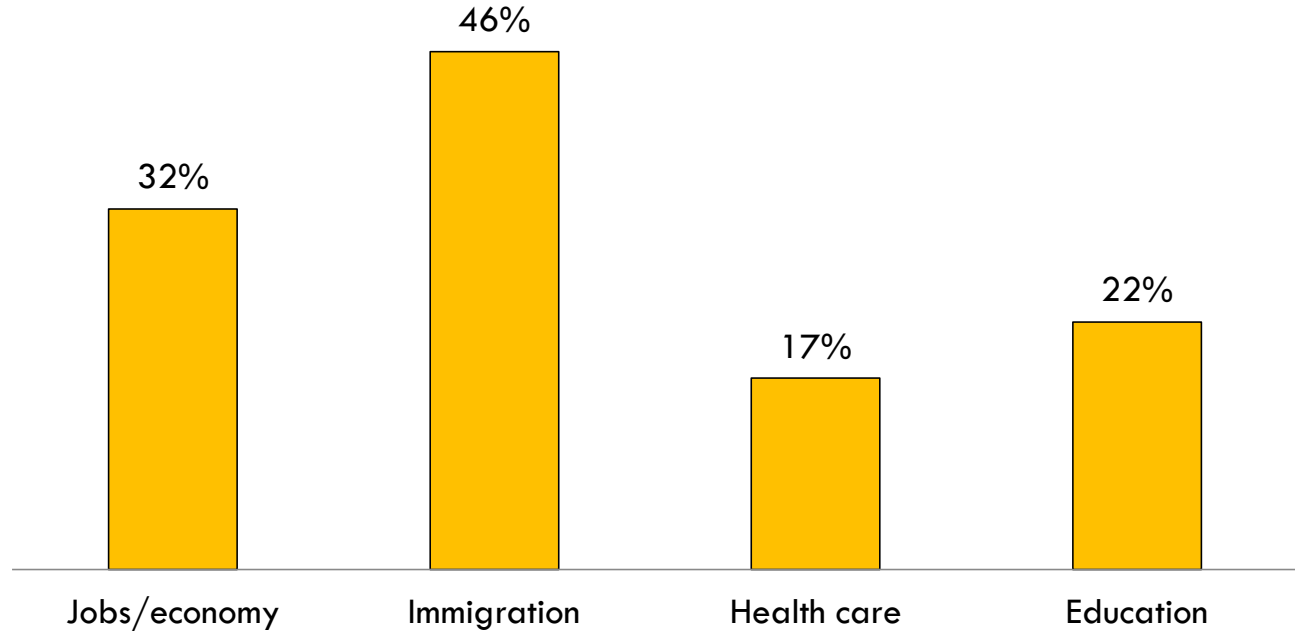
CA MOE +/- 4.9%

National +/- 1.9%

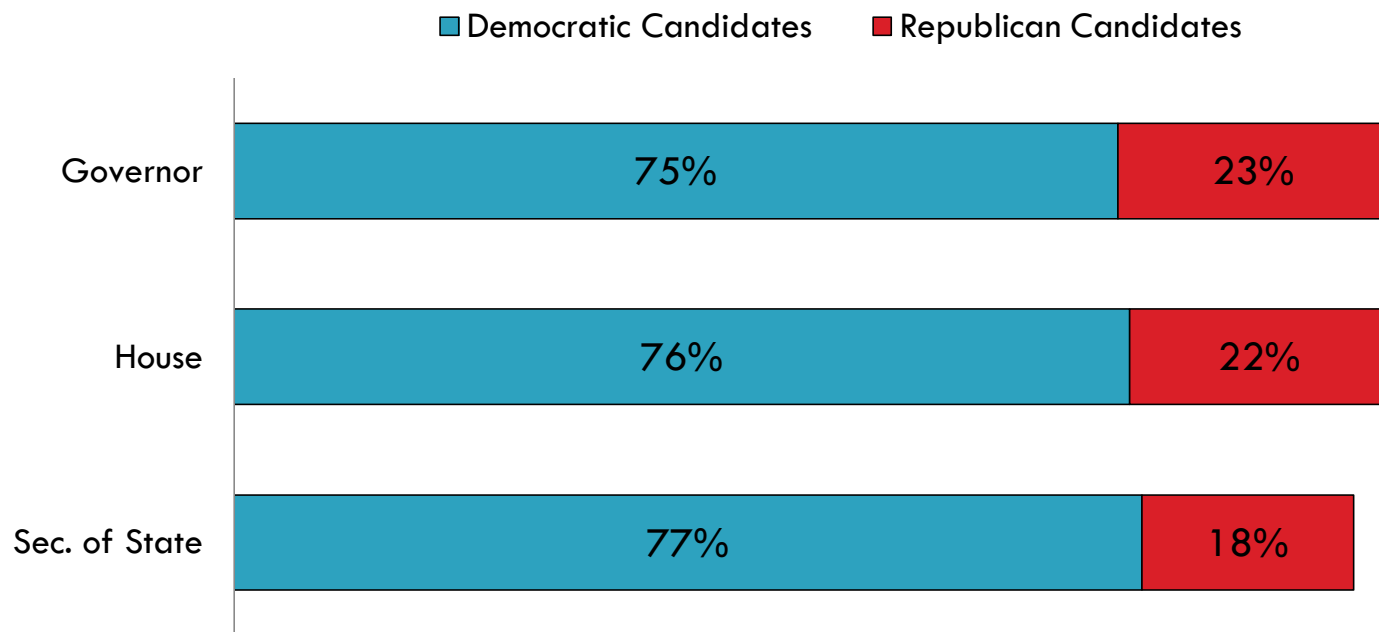


Most Important Issue

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



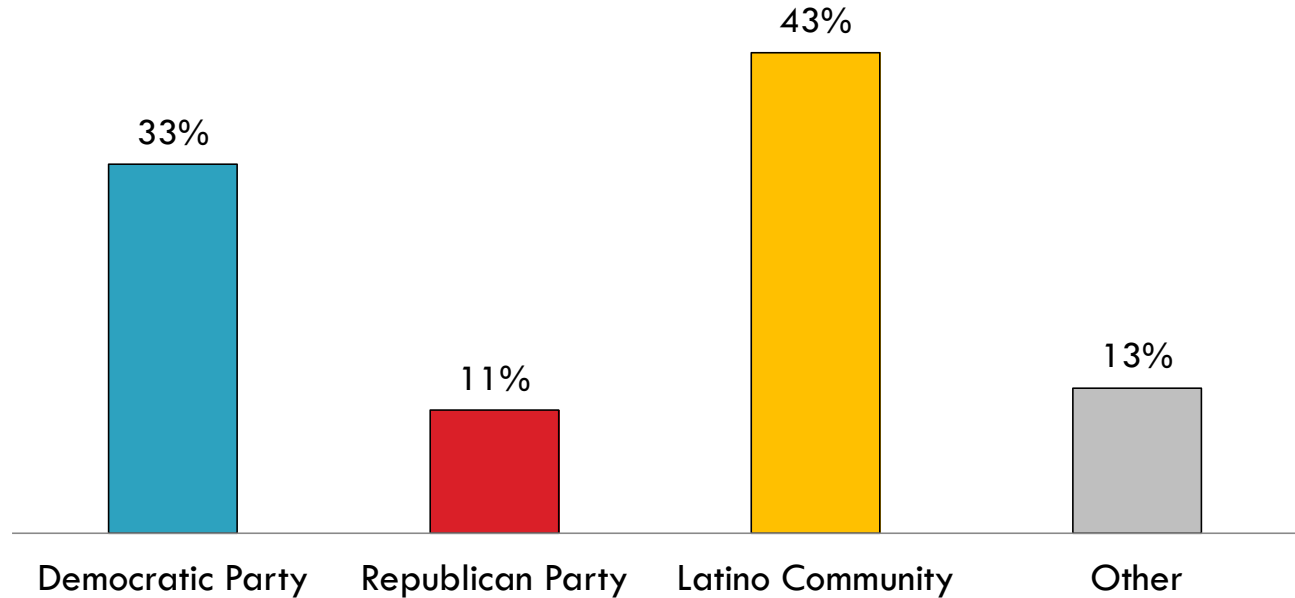
California Vote: Congress and Governor



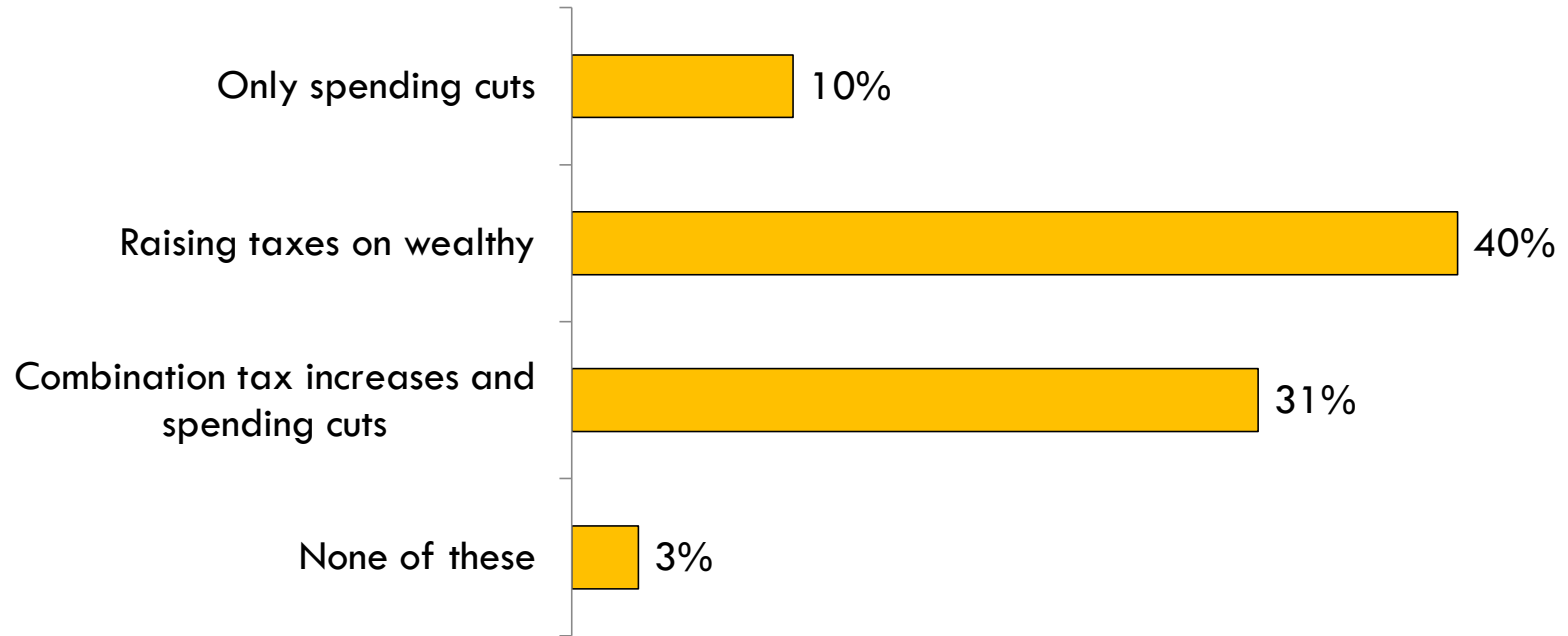
Source: Latino Decisions Election Eve 2014 Poll Sponsored by: LVP/NCLR/AV

Vote Motivation

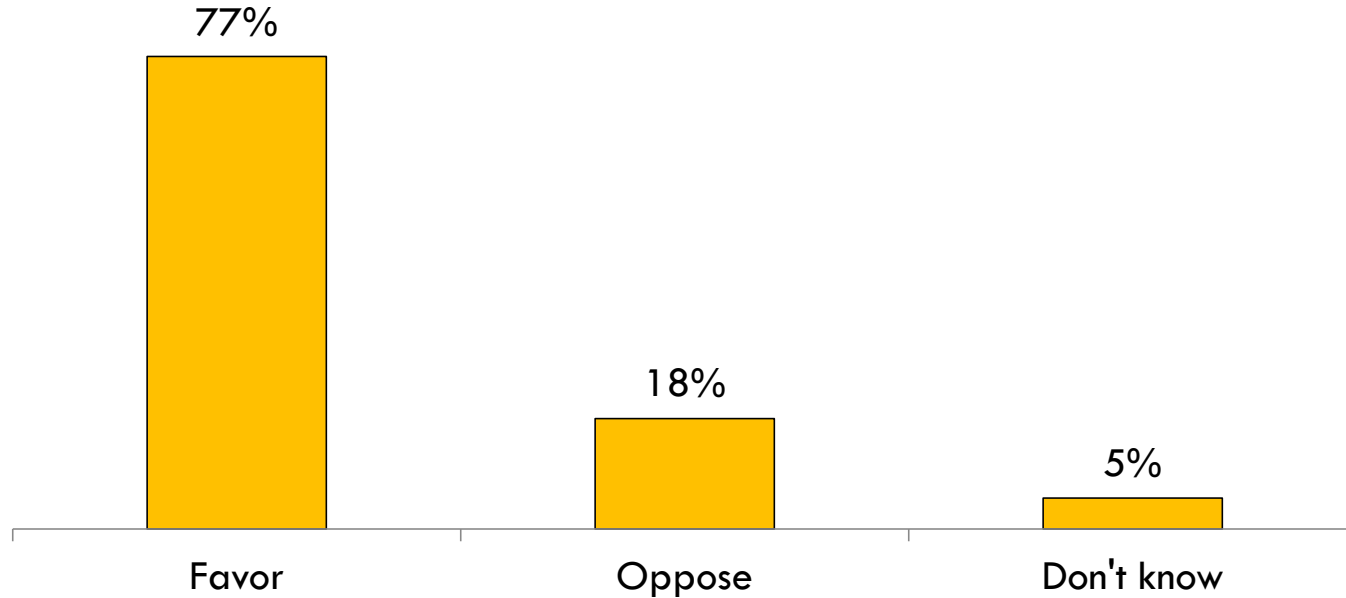
Which of the following statements do you agree with most? I am voting in 2014 because I want to support the:



Best Approach to Deficit

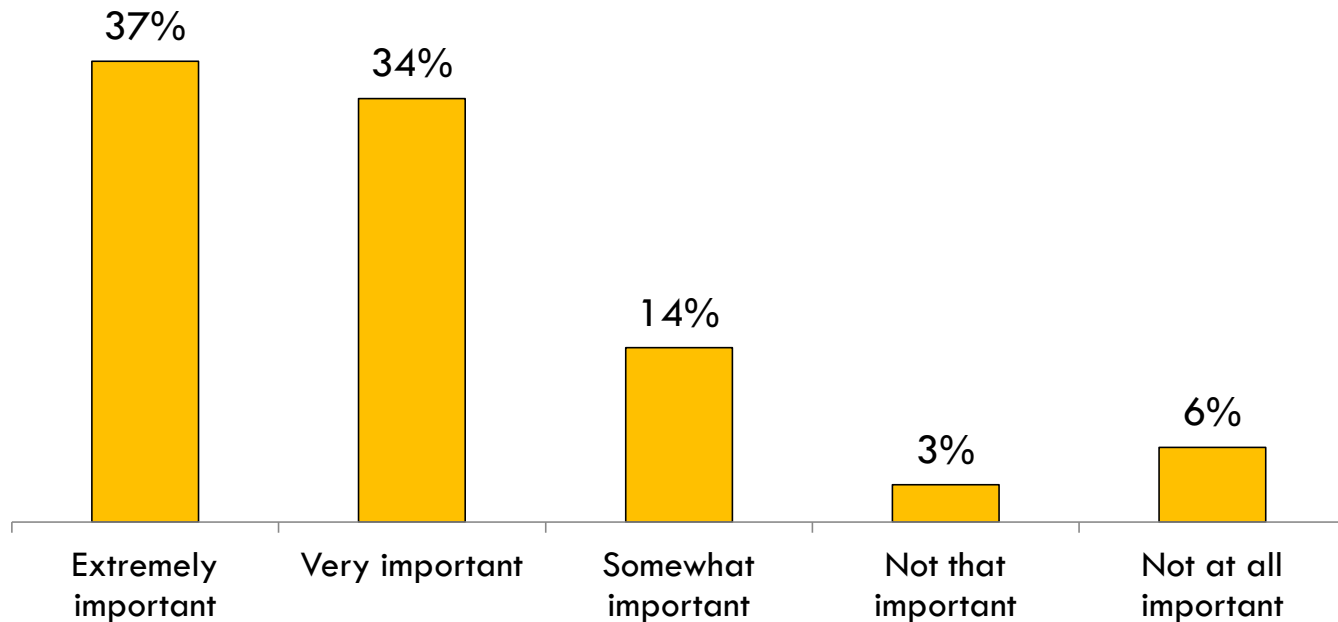


Support Increase Minimum Wage



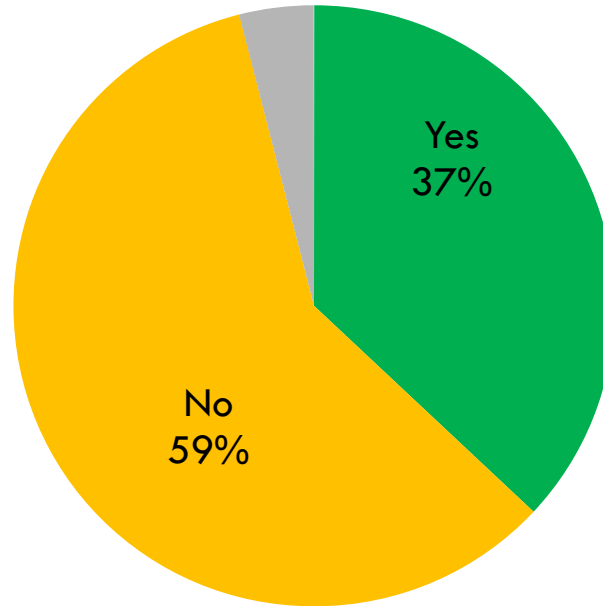
Environment

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



Mobilization

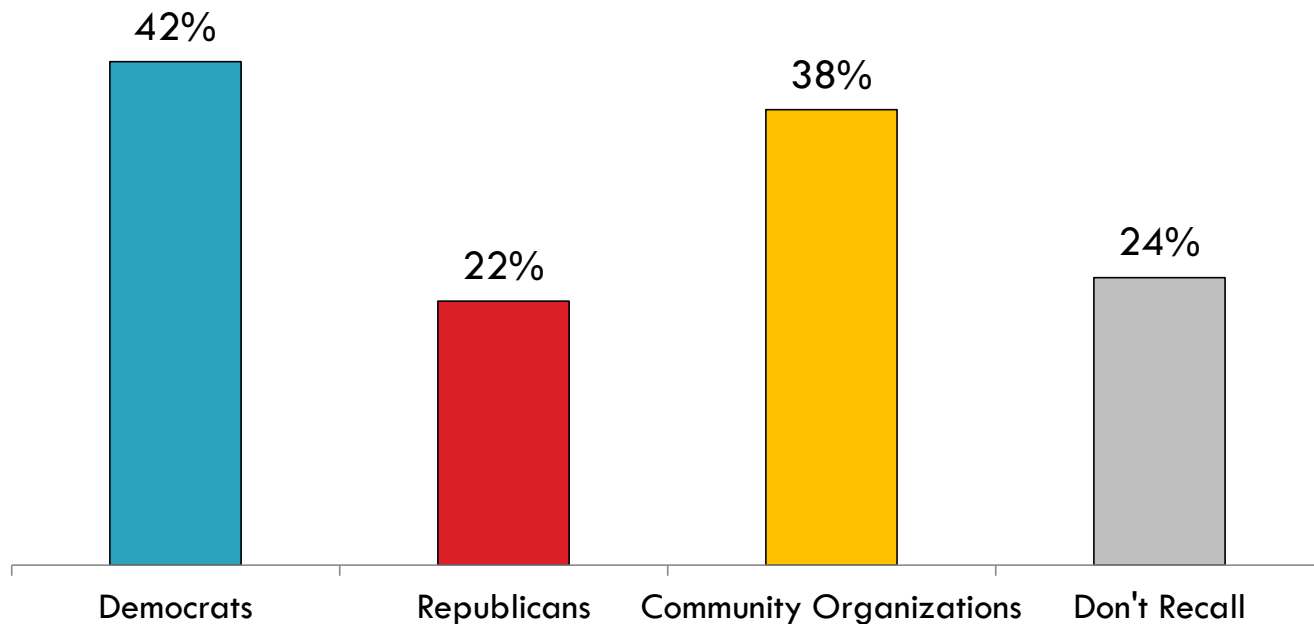
Were you
contacted
about voting
or registering
to vote?



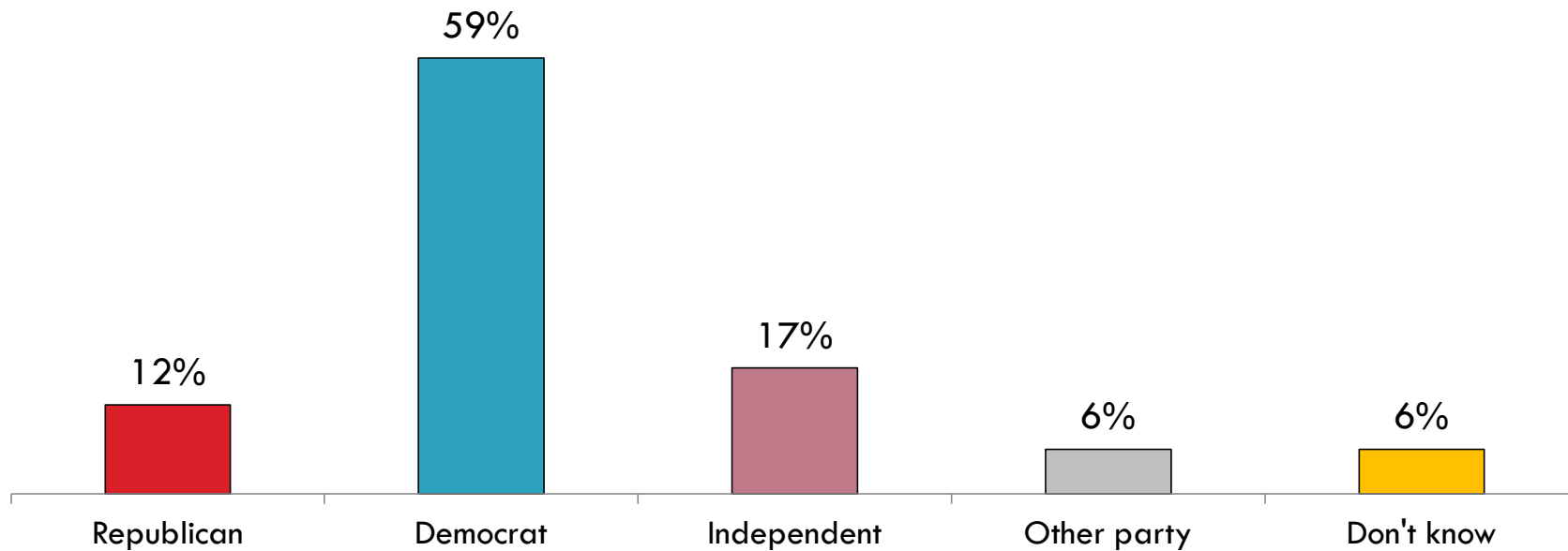
Mobilization by Source

Were you
contacted by:

(Among those
contacted)

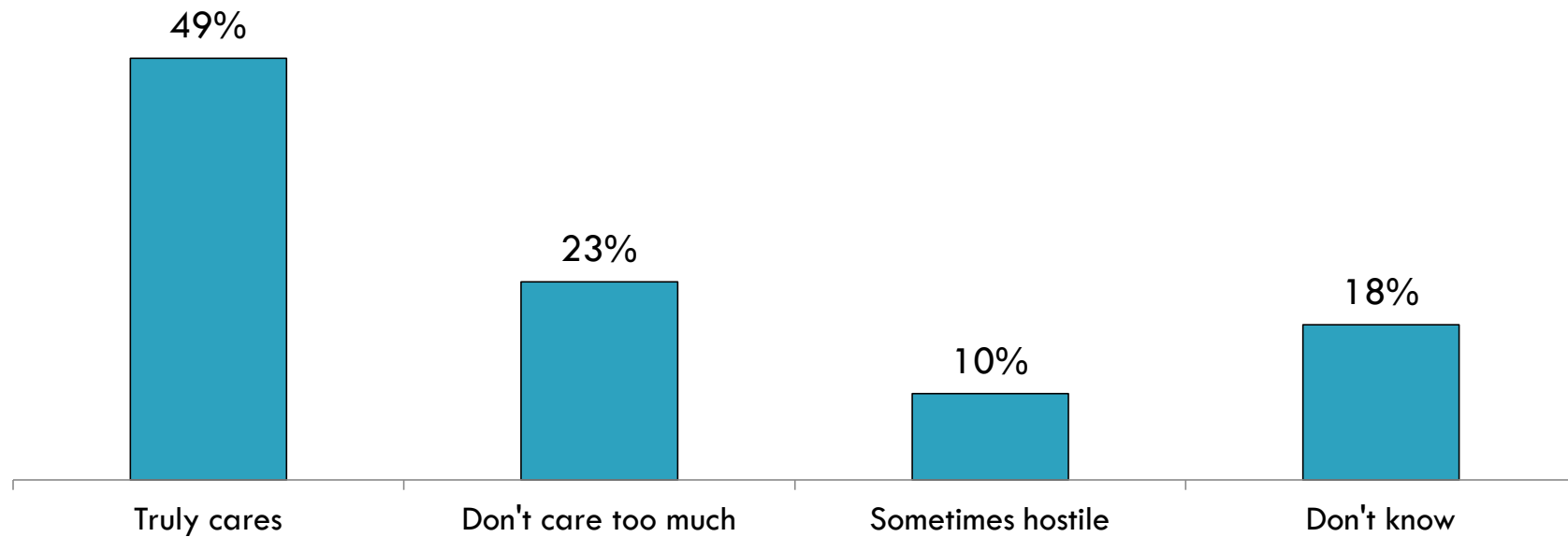


Party Identification



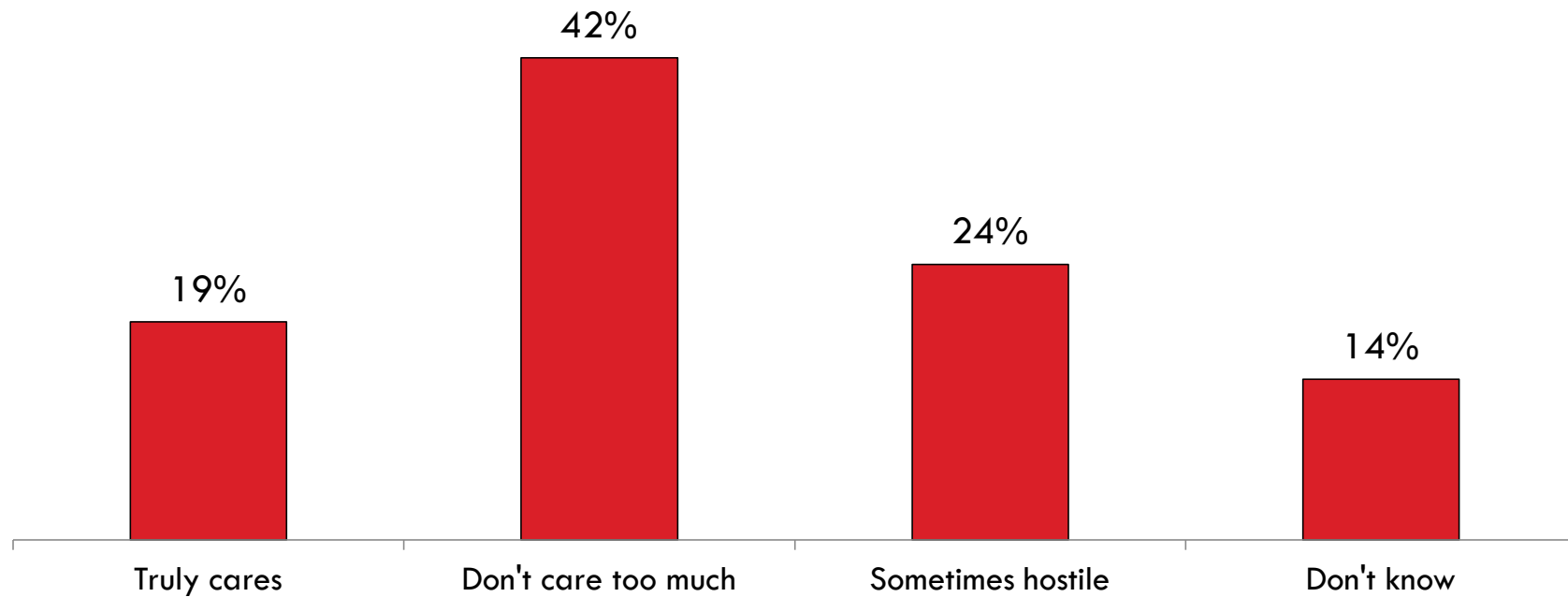
Source: Latino Decisions Election Eve 2014 Poll Sponsored by: LVP/NCLR/AV

View of Democratic Party Toward Latino Community



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

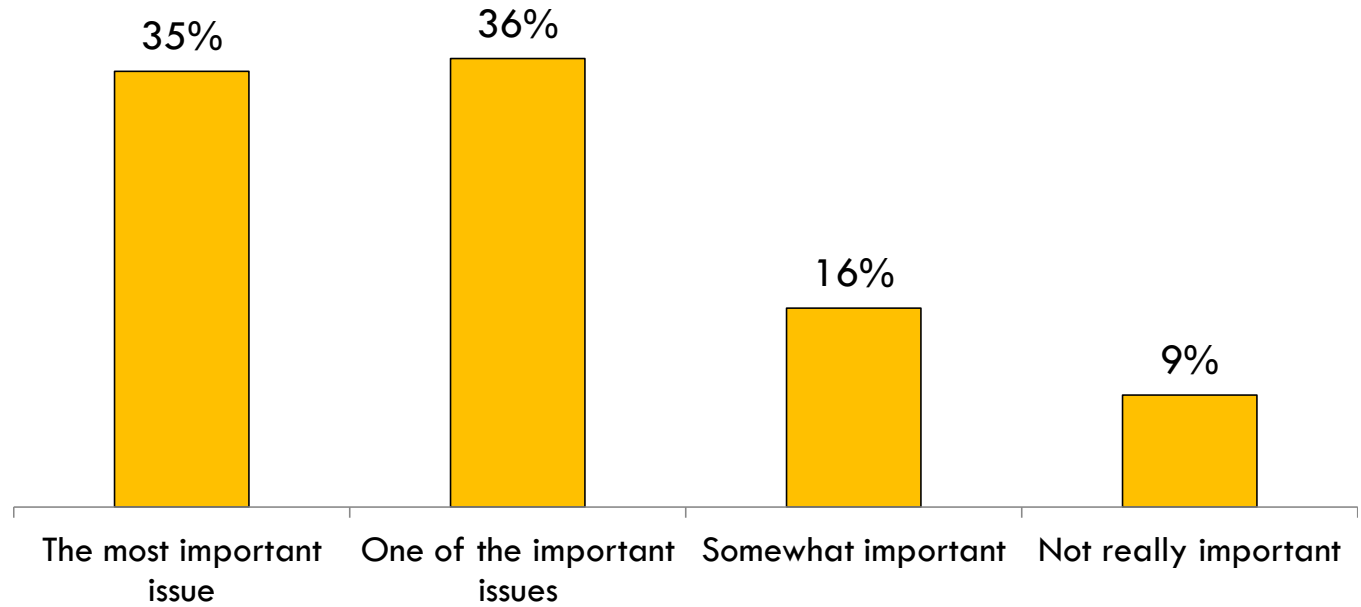
View of Republican Party Toward Latino Community



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

19%

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

26%

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

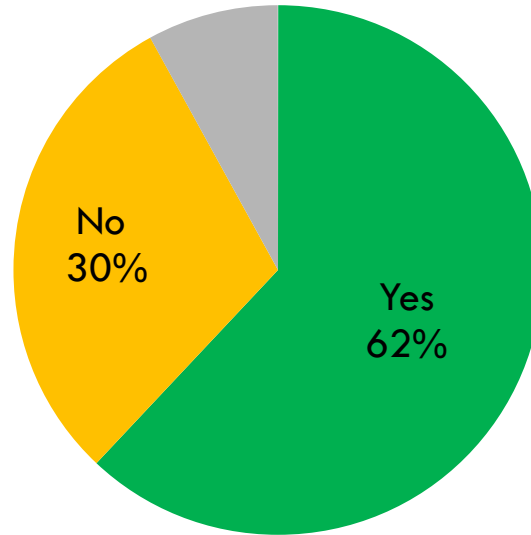
44%

None of these

11%

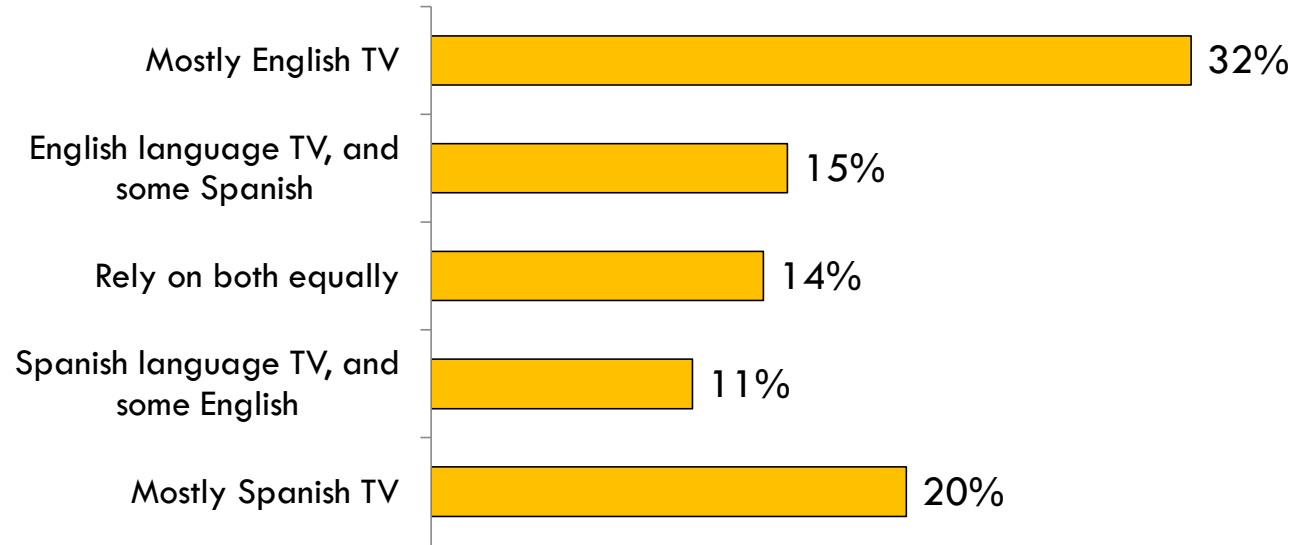
Ties to Undocumented Immigrants

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



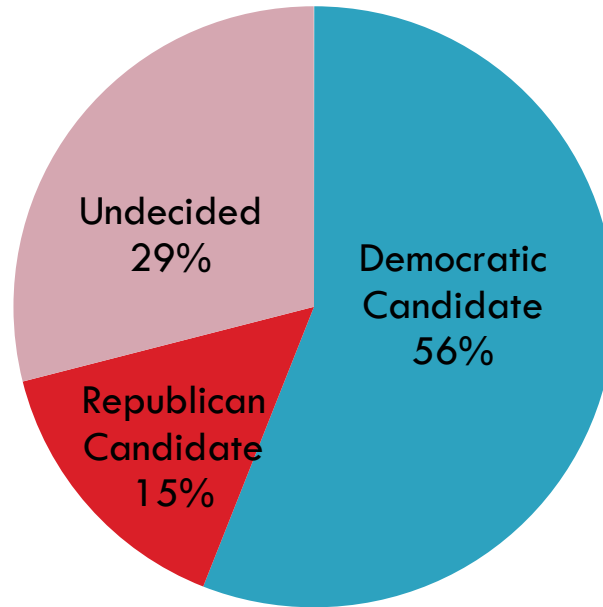
Language Media Consumption

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

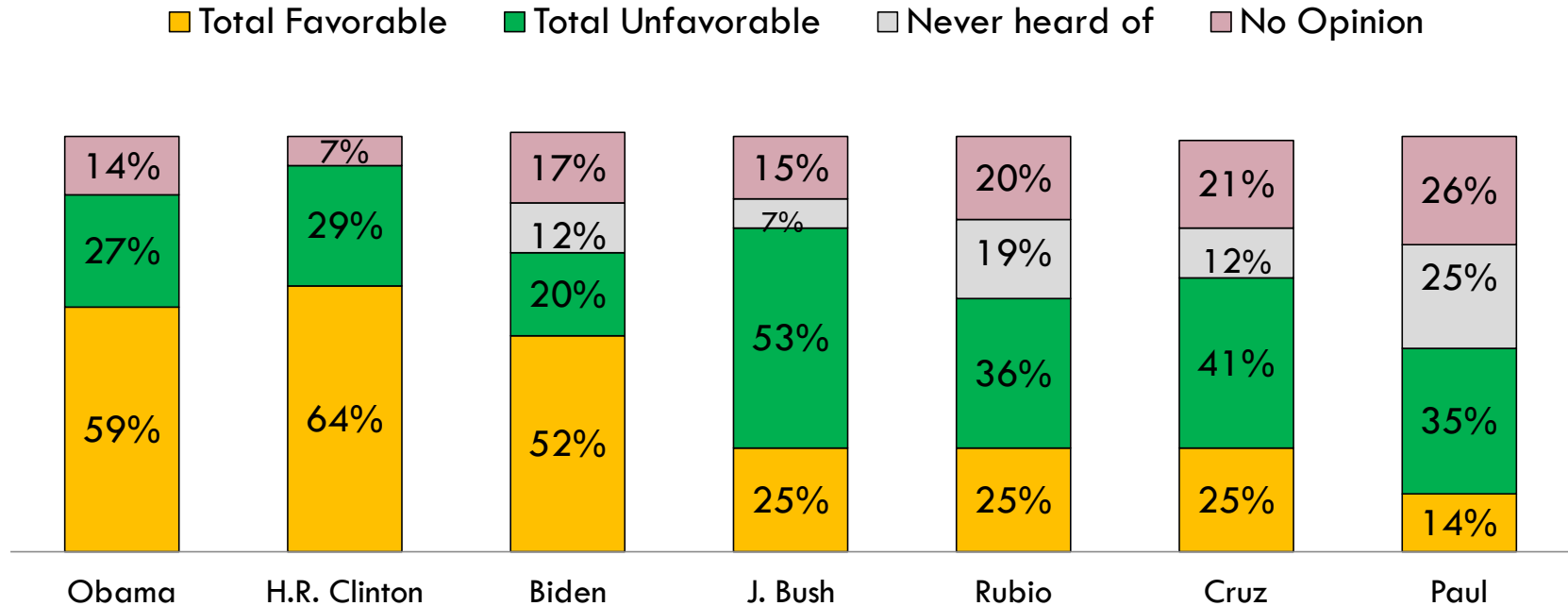


2016 Presidential Election

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



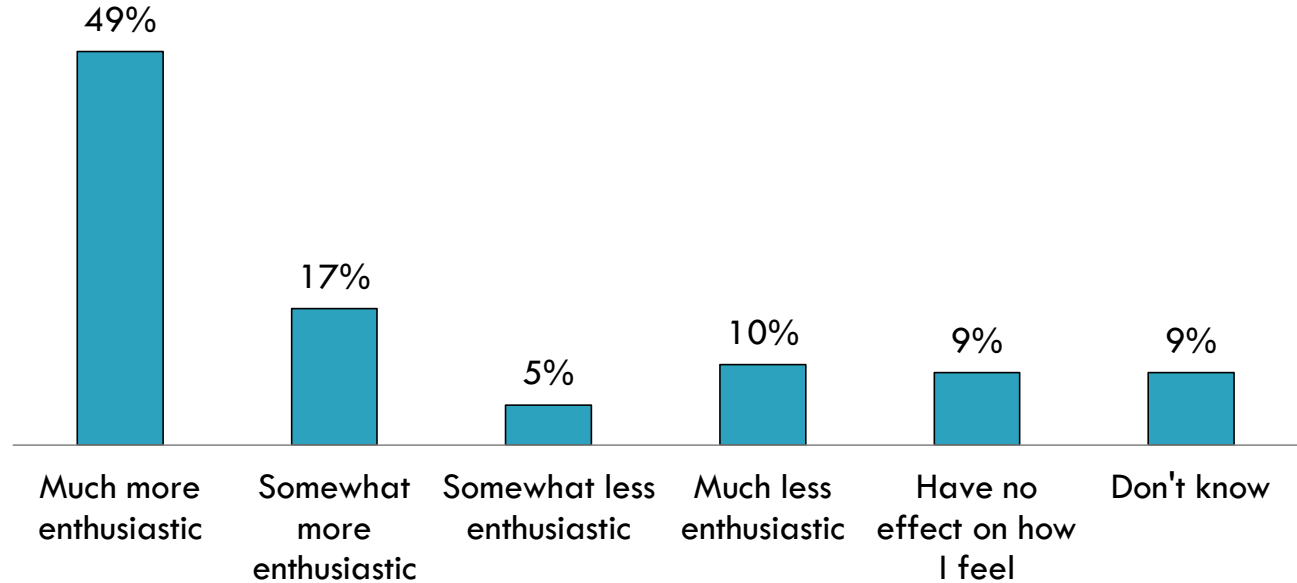
Favorability National Political Figures



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

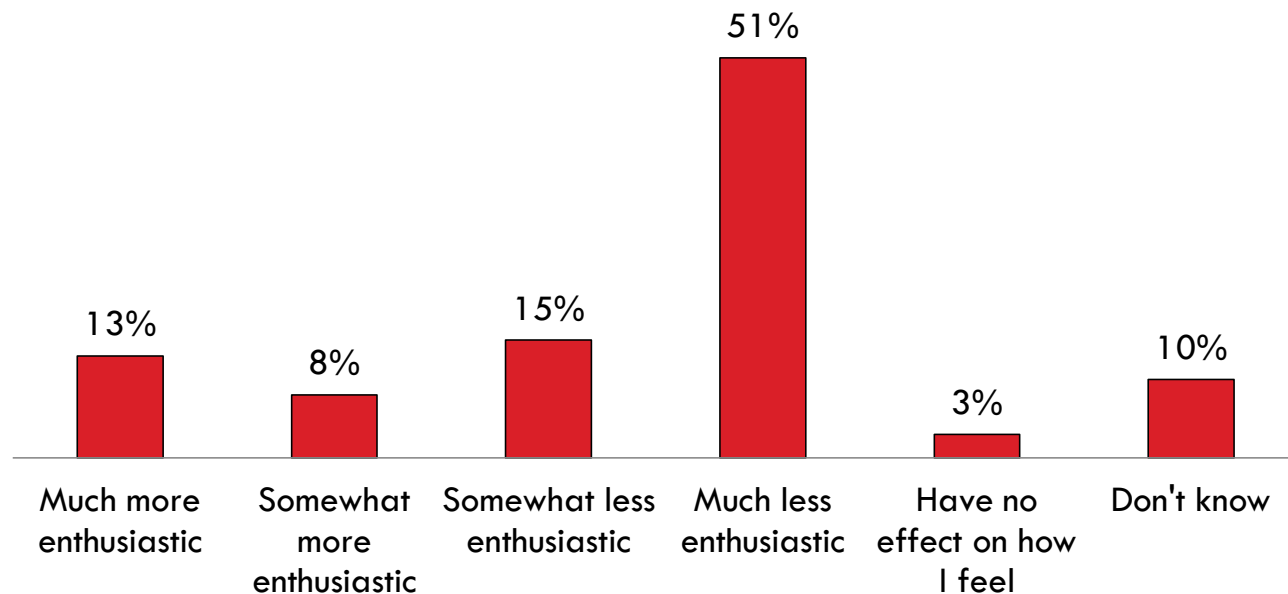
Executive Action Impact on Democrats

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

LatinoDecisions.com

Thank You!