

# ImpreMedia/Latino Decisions 2012 LATINO ELECTION EVE POLL

---

Results for Massachusetts



November 6, 2012

# 2012 Election Eve Poll: Massachusetts

5,600 Latino voters

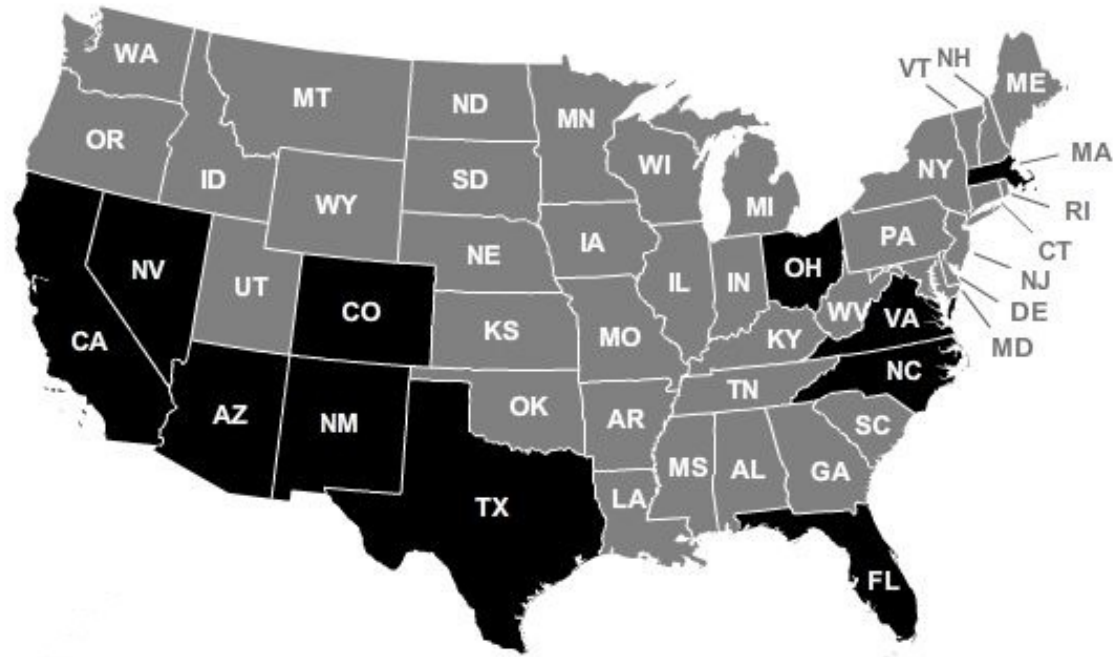
11 state polls

November 1-5

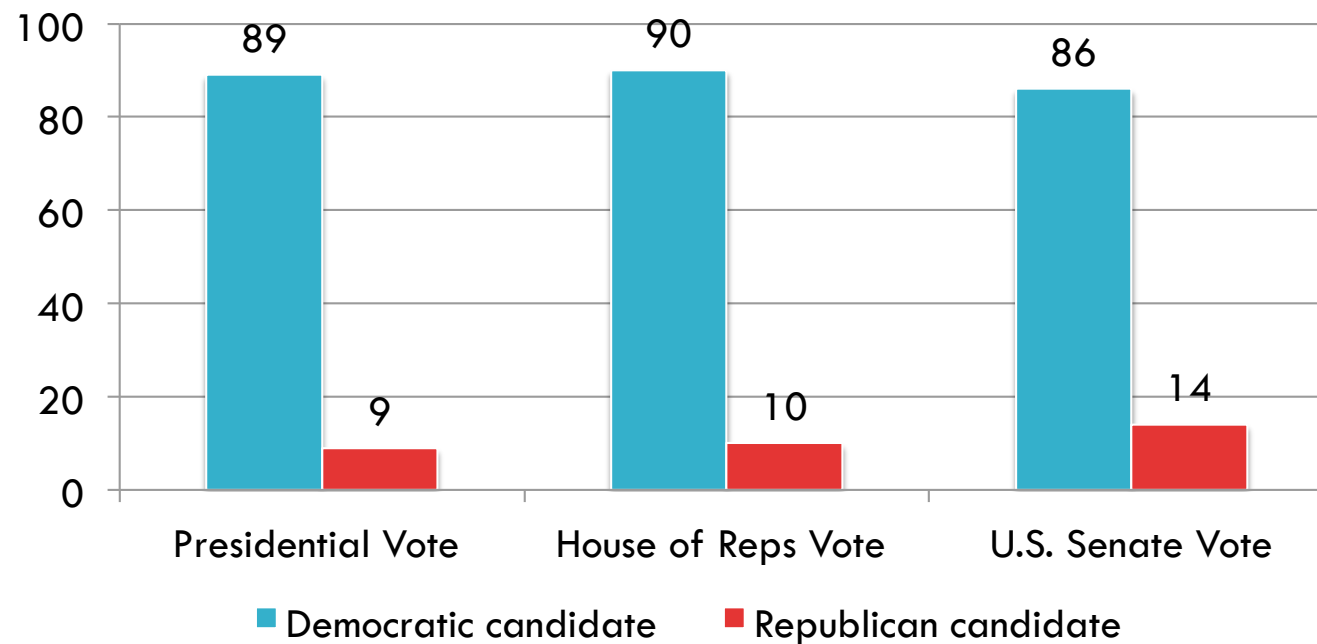
MA Sample

N = 400 interviews

+/- 4.9% margin



# MA: Vote for President, Senate, House



## MA: Latino Influence

---

Latino vote for Obama: 89

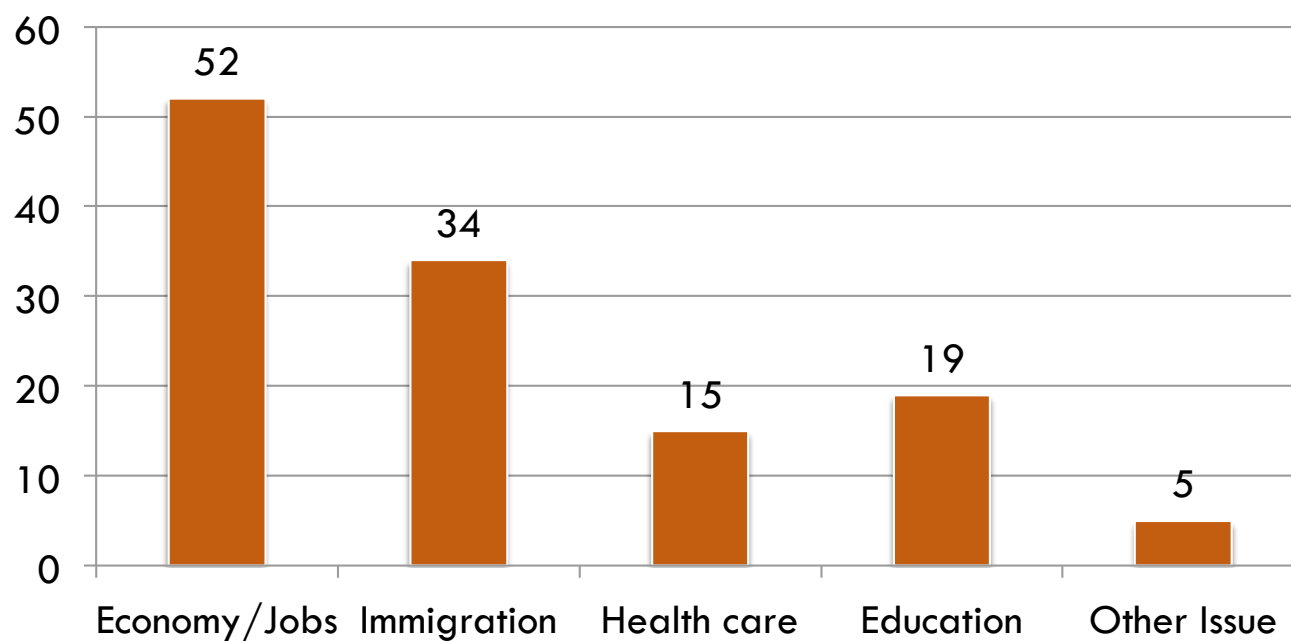
Latino vote for Romney: 9

% Latino in Electorate: 5.9

**Latino contribution to Obama vote: +4.7**

# MA: Most Important Issue

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



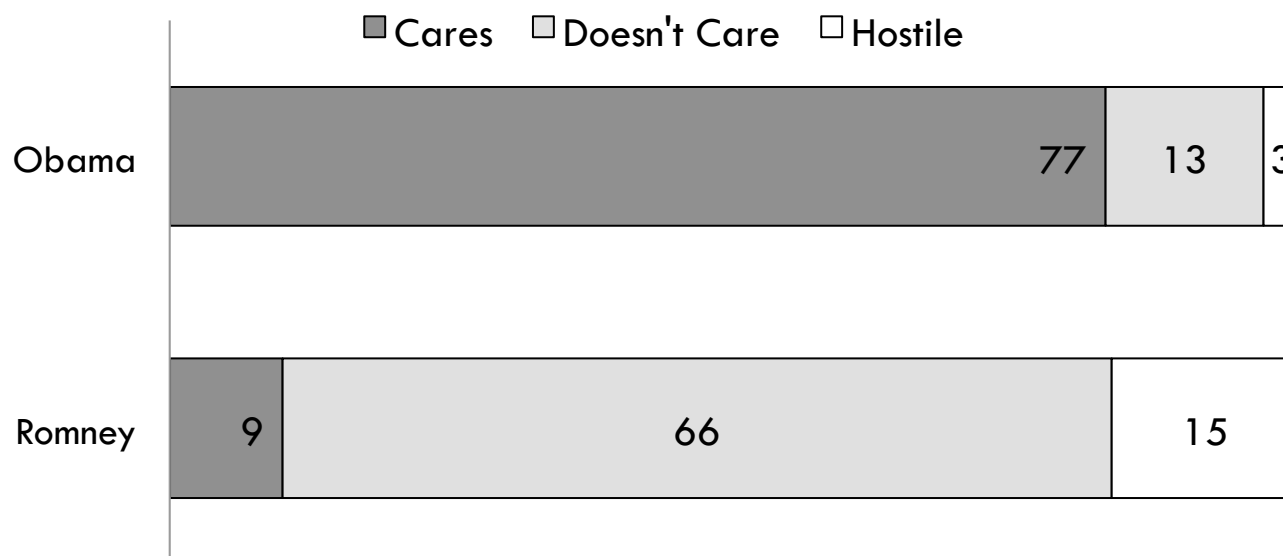
# MA: Candidate Latino Outreach

Obama/Romney

A. Cares about  
Latino community

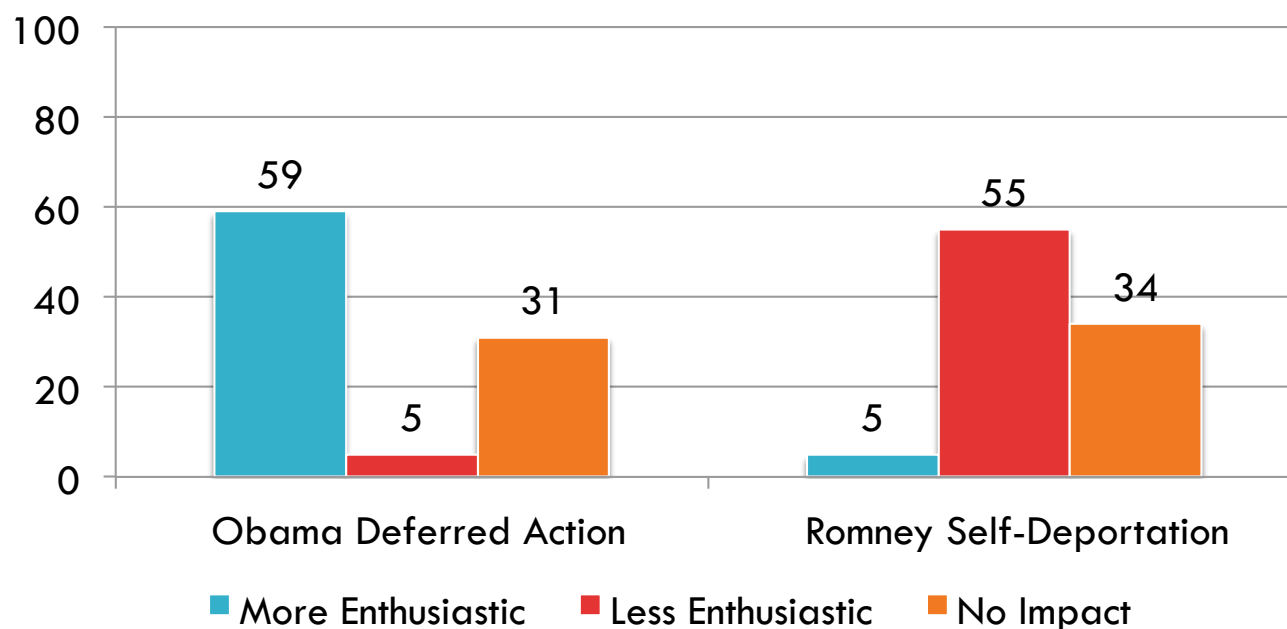
B. Doesn't care  
much

C. Hostile toward  
Latinos?



# MA: Candidates on Immigration

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



MA respondents who know an undocumented immigrant: 47%

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

---

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



Thank You!