

ImpreMedia/Latino Decisions 2012 LATINO ELECTION EVE POLL

Results for North Carolina



November 6, 2012

5,600 Latino voters
11 state polls
November 1-5
NC Sample
N = 400 interviews
+/- 4.9% margin

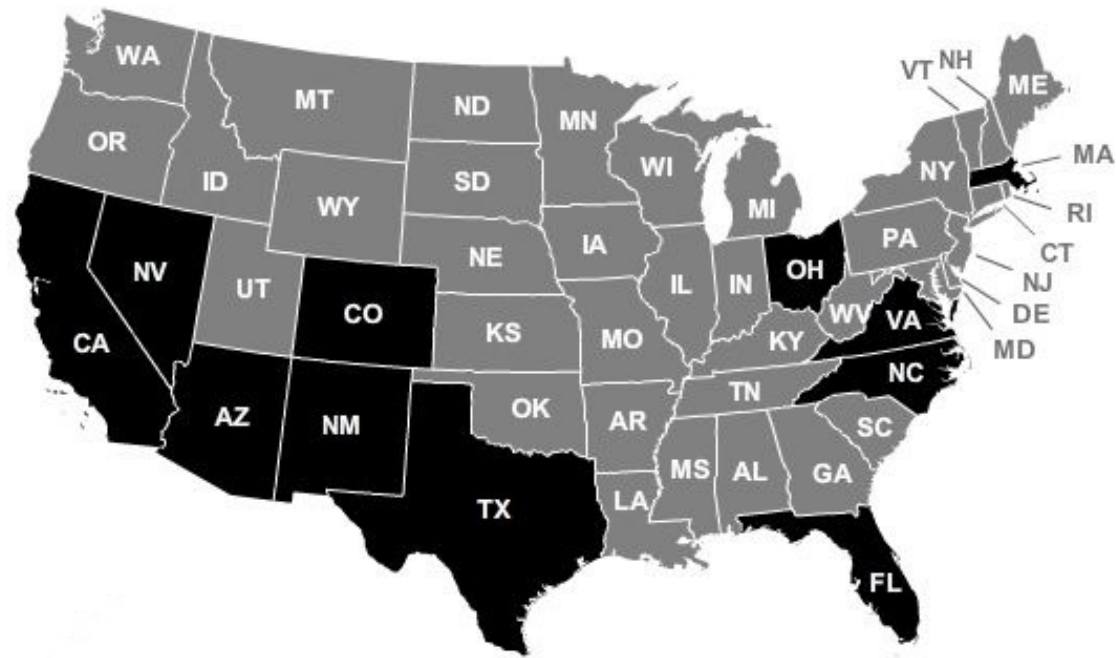
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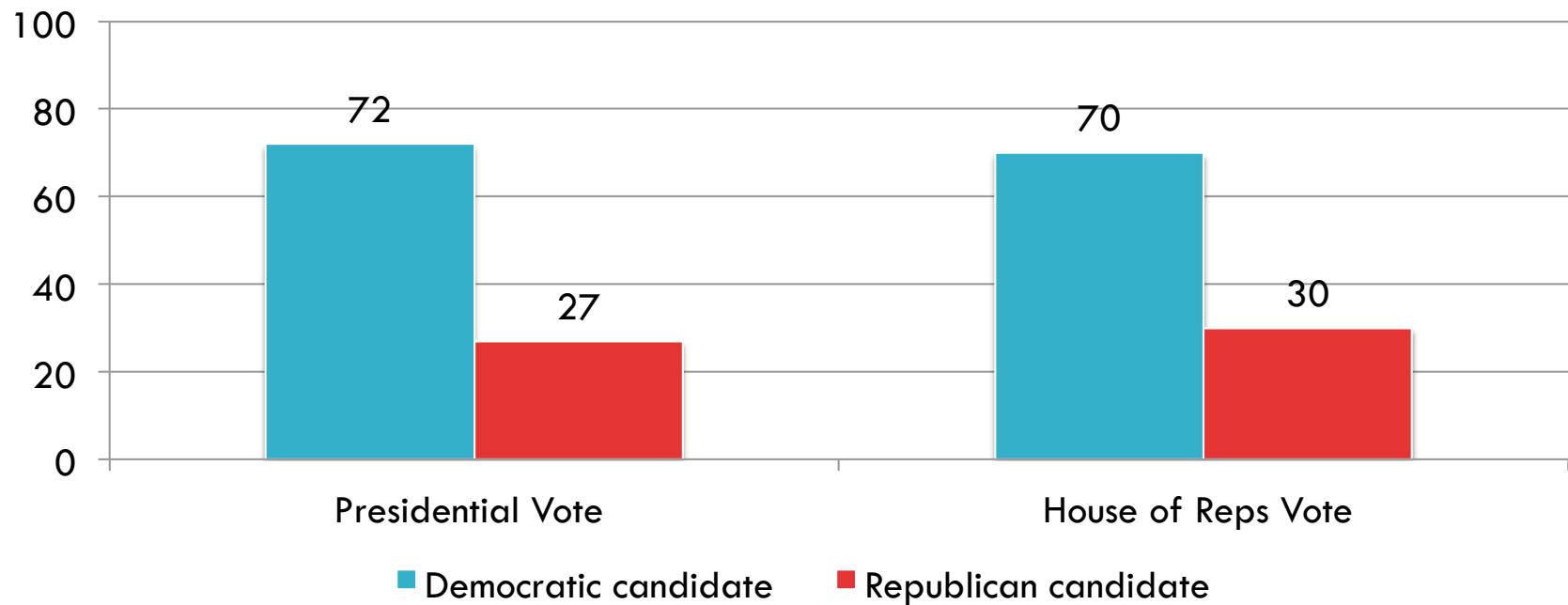
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NC Vote for President and House



NC: Latino Influence

Latino vote for Obama: 72

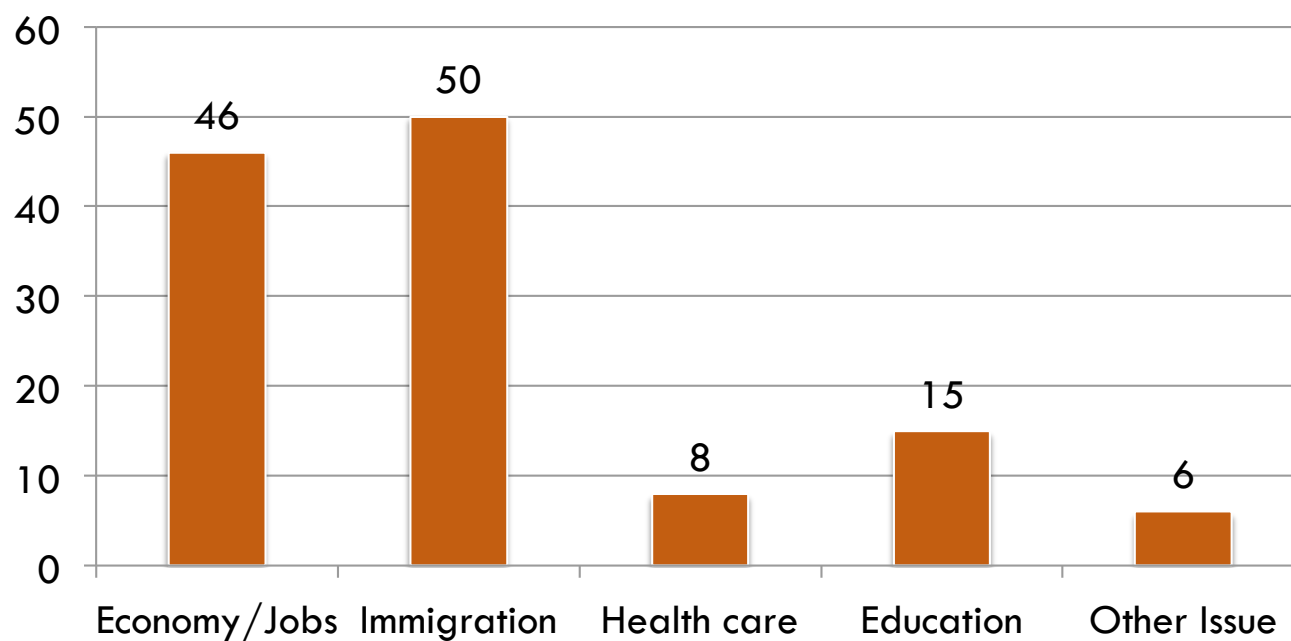
Latino vote for Romney: 27

% Latino in Electorate: 2.9

Latino contribution to Obama vote: +1.3

NC: Most Important Issue

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



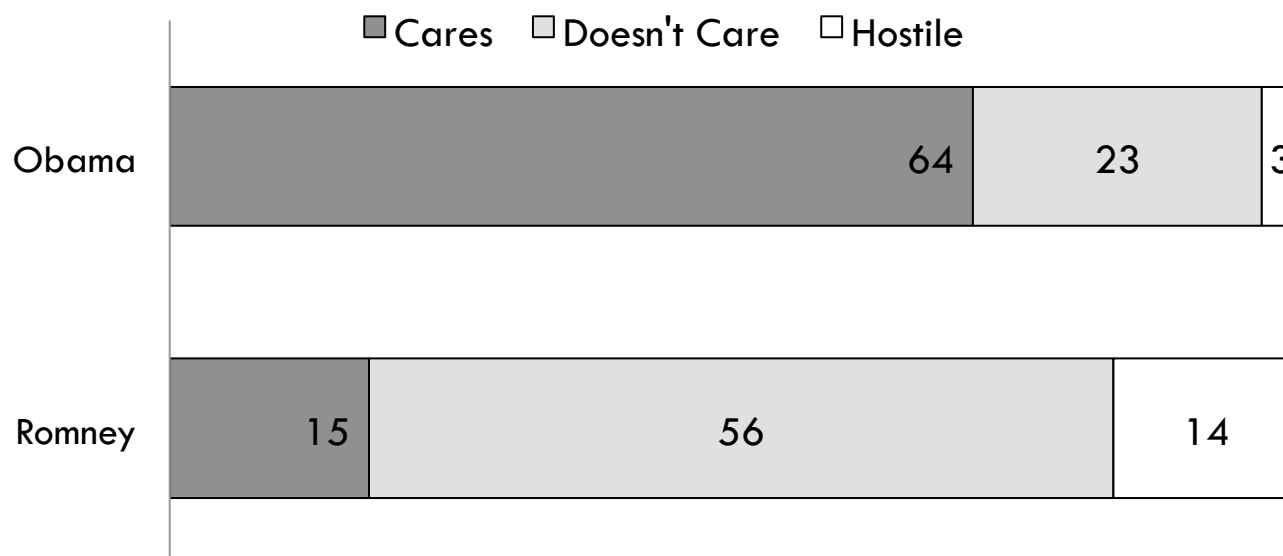
NC: Candidate Latino Outreach

Obama/Romney

A. Cares about
Latino community

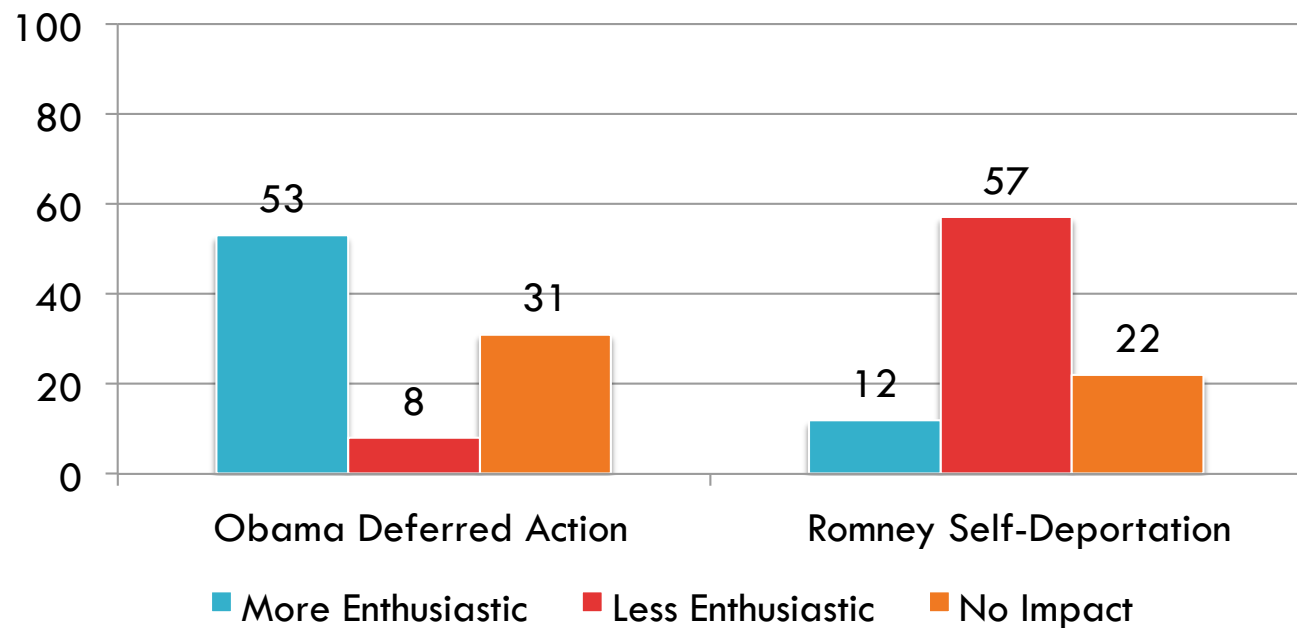
B. Doesn't care
much

C. Hostile toward
Latinos?



NC: Candidates on Immigration

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



NC respondents who know an undocumented immigrant: 64%

www.LatinoVote2012.com

LatinoDecisions.com



Thank You!