

ImpreMedia/Latino Decisions 2012 LATINO ELECTION EVE POLL

Results for New Mexico



November 6, 2012

2012 Election Eve Poll: New Mexico

5,600 Latino voters

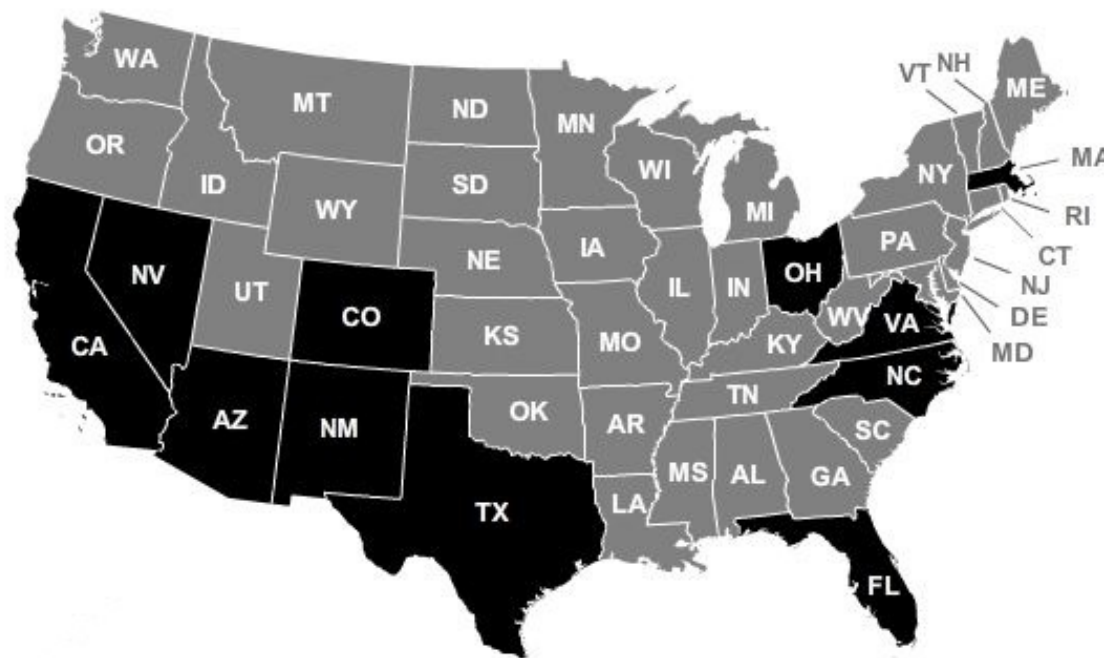
11 state polls

November 1-5

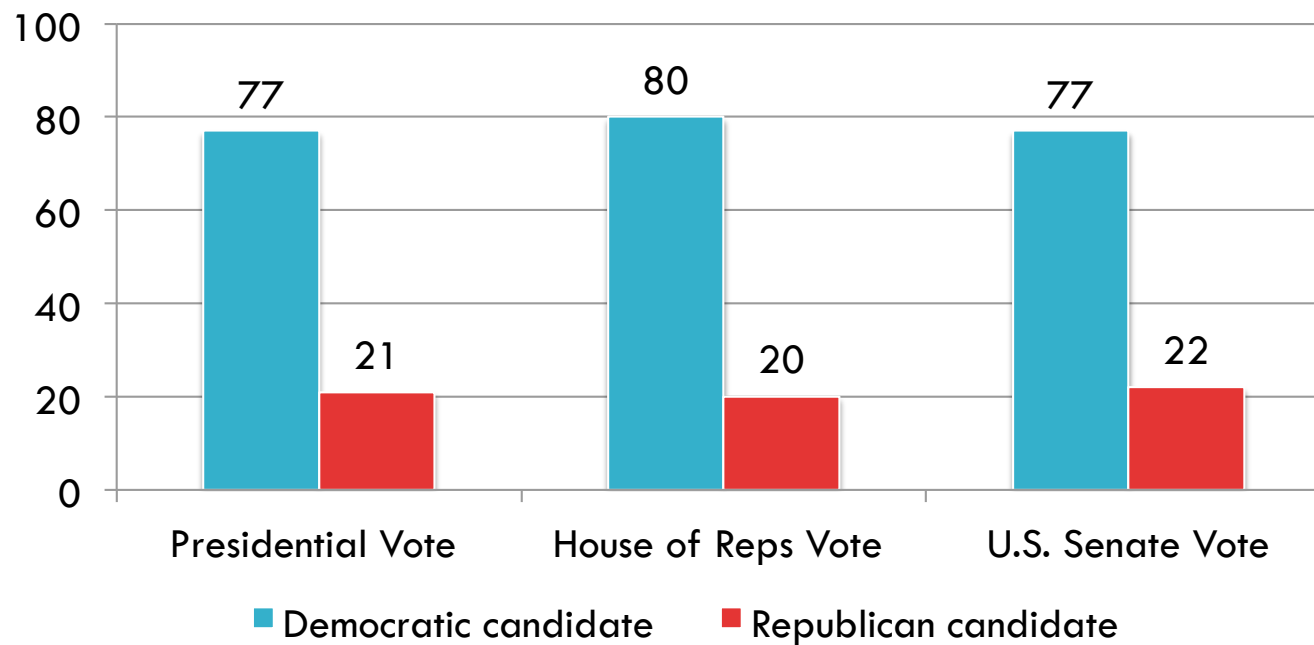
NM Sample

N = 400 interviews

+/- 4.9% margin



NM: Vote for President, Senate, House



NM: Latino Influence

Latino vote for Obama: 77

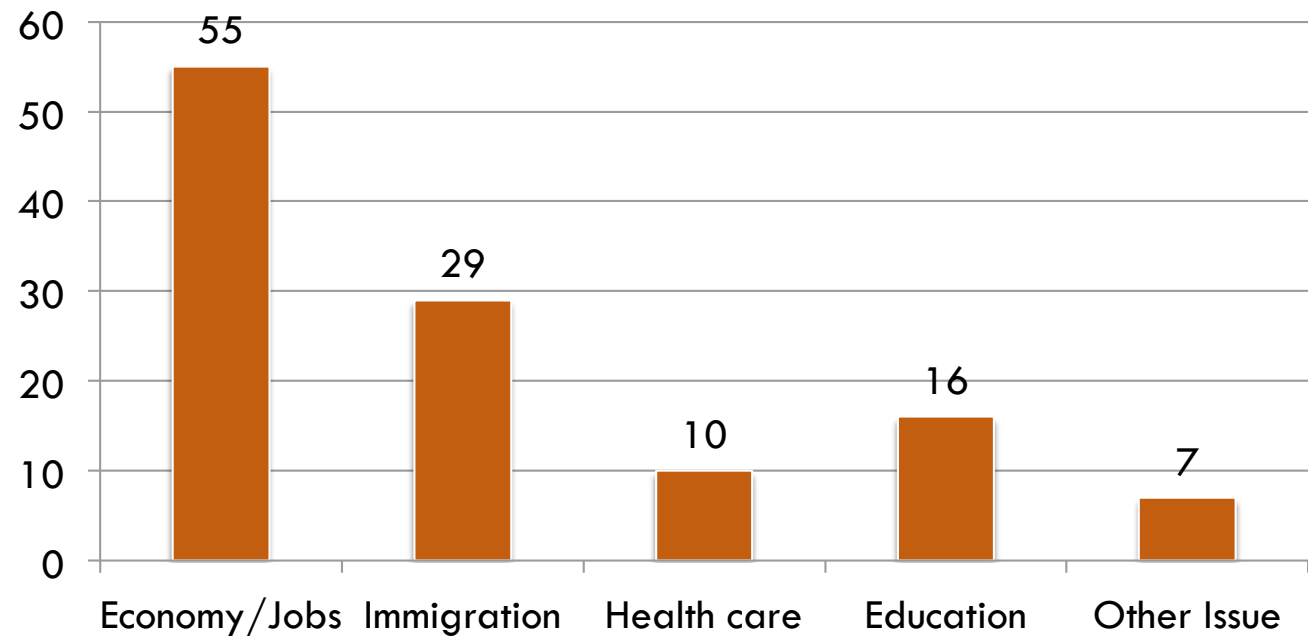
Latino vote for Romney: 21

% Latino in Electorate: 39.7

Latino contribution to Obama vote: +22.2

NM: Most Important Issue

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



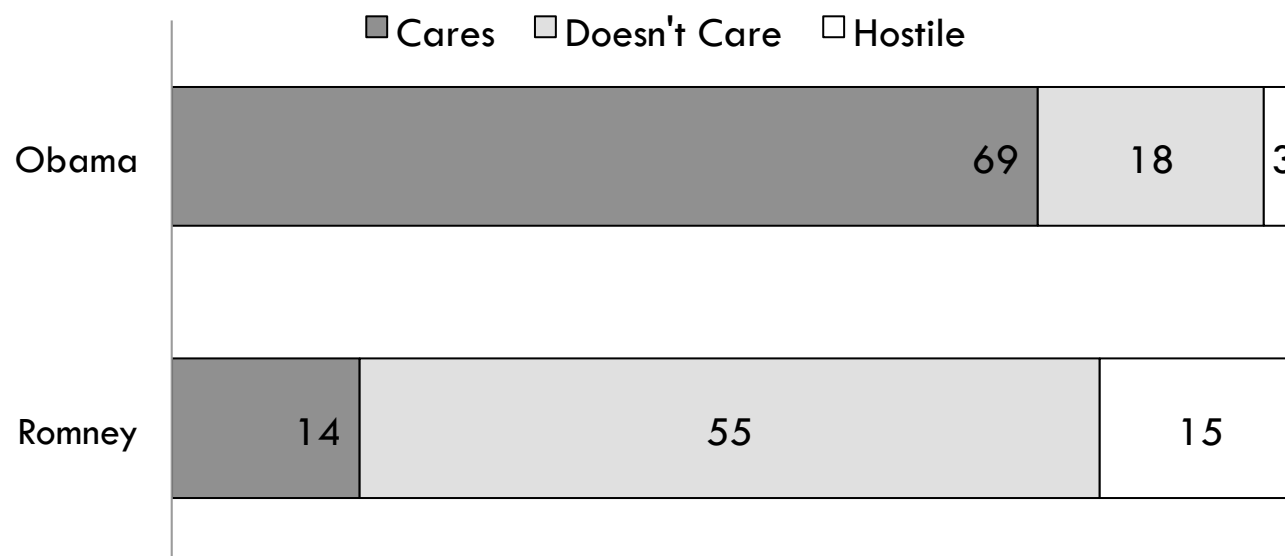
NM: Candidate Latino Outreach

Obama/Romney

A. Cares about
Latino community

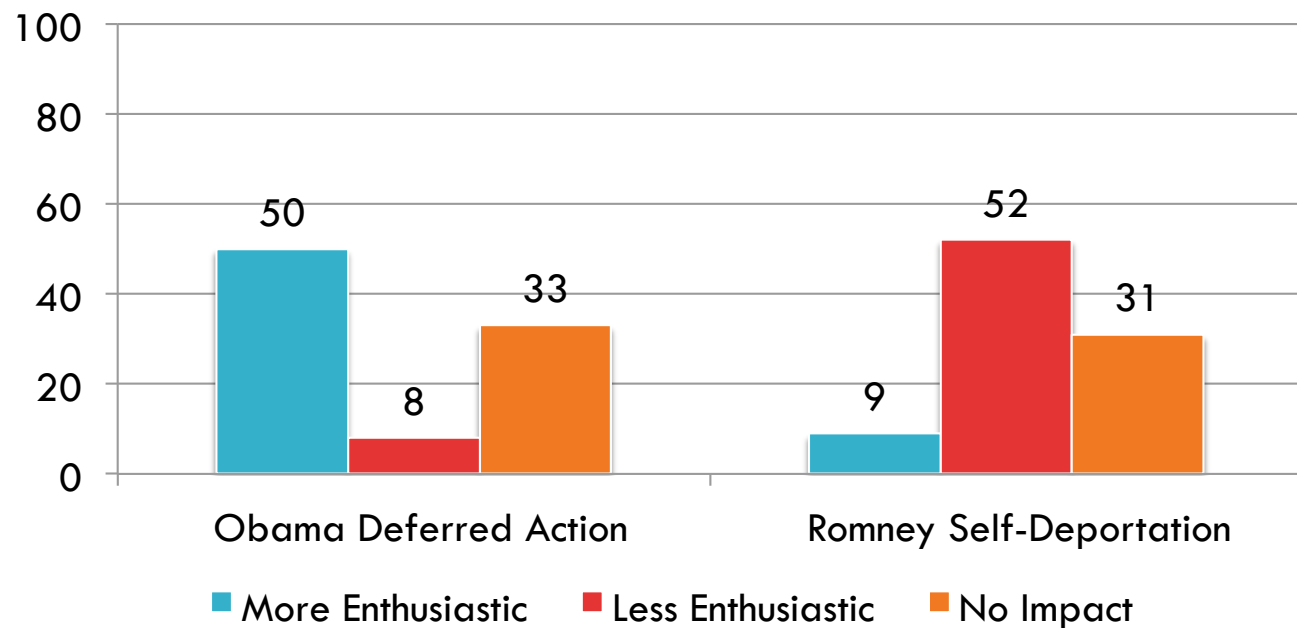
B. Doesn't care
much

C. Hostile toward
Latinos?



NM: Candidates on Immigration

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



NM respondents who know an undocumented immigrant: 53%

www.LatinoVote2012.com

LatinoDecisions.com



Thank You!