

ImpreMedia/Latino Decisions Tracking Poll, December 2011

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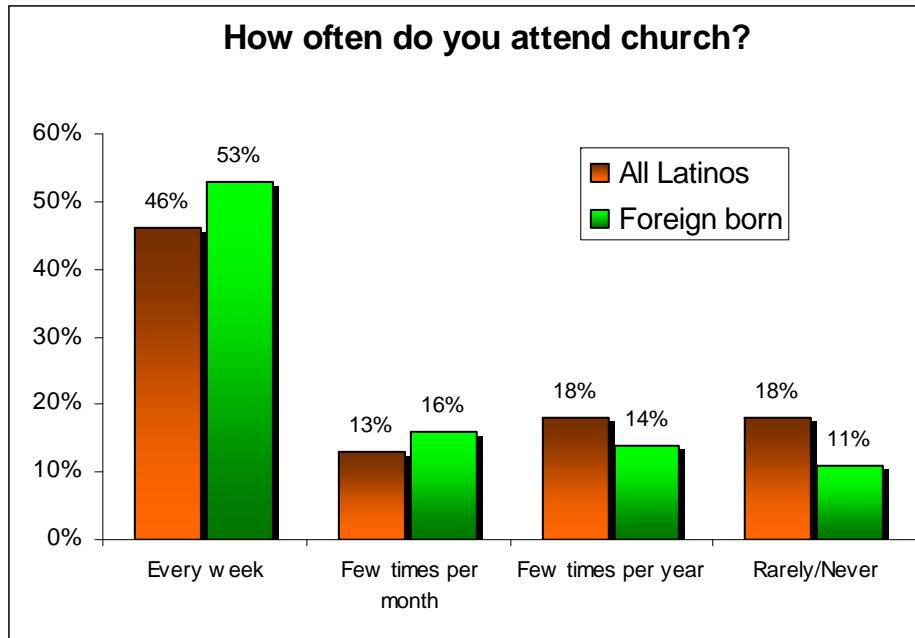
impreMedia/LD Tracking Poll

- Sixth poll in 2011, each with a distinct issue focus: economy, housing, immigration, health care, GOP field
- This sixth poll covers **religion and politics** from the perspective of Latino voters
- Sample includes 500 Latino registered voters landline + cell, MoE +/- 4.3%
- All interviews completed in language of preference of respondents, 40% in Spanish

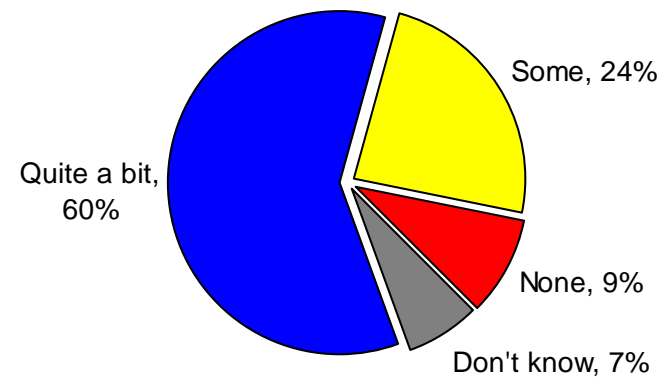
ImpreMedia/Latino Decisions Dec. Tracker

Latino Voters and Religion

Religion is important to Latino voters



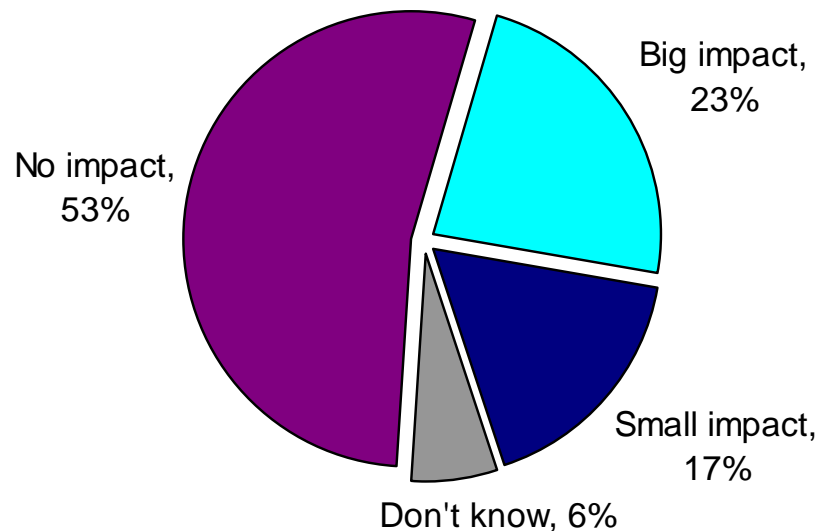
Does religion provide guidance in your daily life?



- Compared to non-Latinos, Latinos are somewhat more religious in church attendance and importance in their daily life
- Especially true among Latino Catholics as compared to non-Latino Catholics

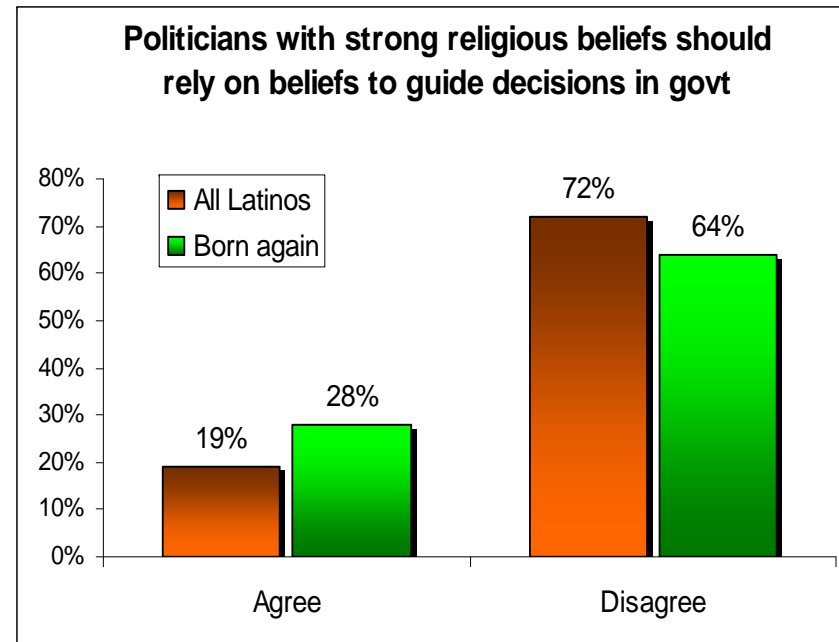
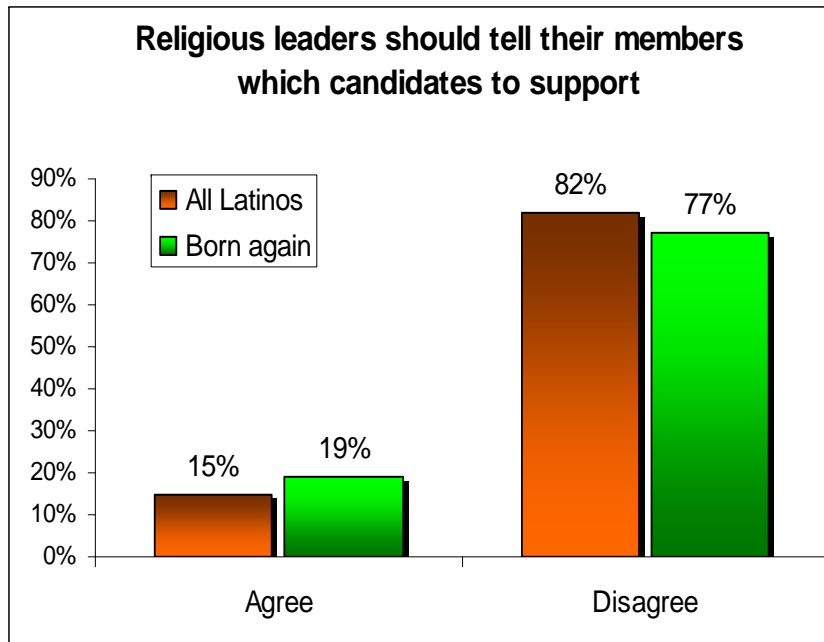
Religion is far less relevant to politics

How much will religion shape your vote?



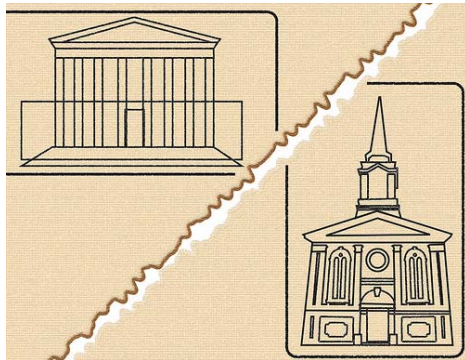
	Big	Small	None
U.S. born	20	17	58
Foreign	25	27	50
Catholic	23	15	55
Protestant	24	23	46
Weekly	32	13	45
Born again	32	18	43
Great deal guidance	39	12	42

Religion is far less relevant to politics



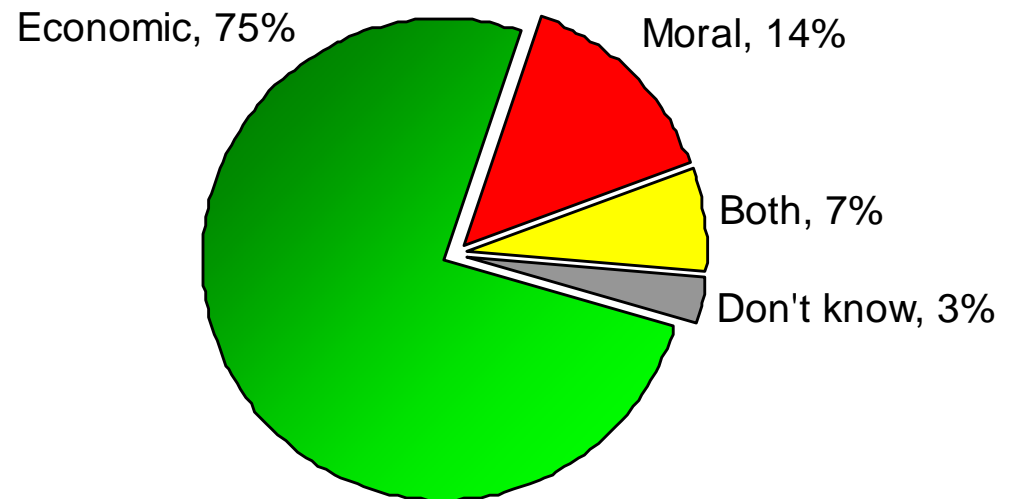
- A strong majority of Latinos reject the explicit mixing of religion and politics
- Even among a segment traditionally associated with mixing of religion and politics, Born Agains, a strong majority oppose mixing the two

What is politics really about?



Politics is more about economic issues such as jobs, taxes, gas prices and the minimum wage; OR politics is more about moral issues such as abortion, family values, and same-sex marriage

	Economic	Moral
U.S. born	75	16
Foreign	76	11
Catholic	74	13
Protestant	75	20
Weekly	73	13
Born again	75	14
Great deal guidance	75	12



What is politics really about?

What are the most important issues facing the Latino community that you think Congress and the President should address?

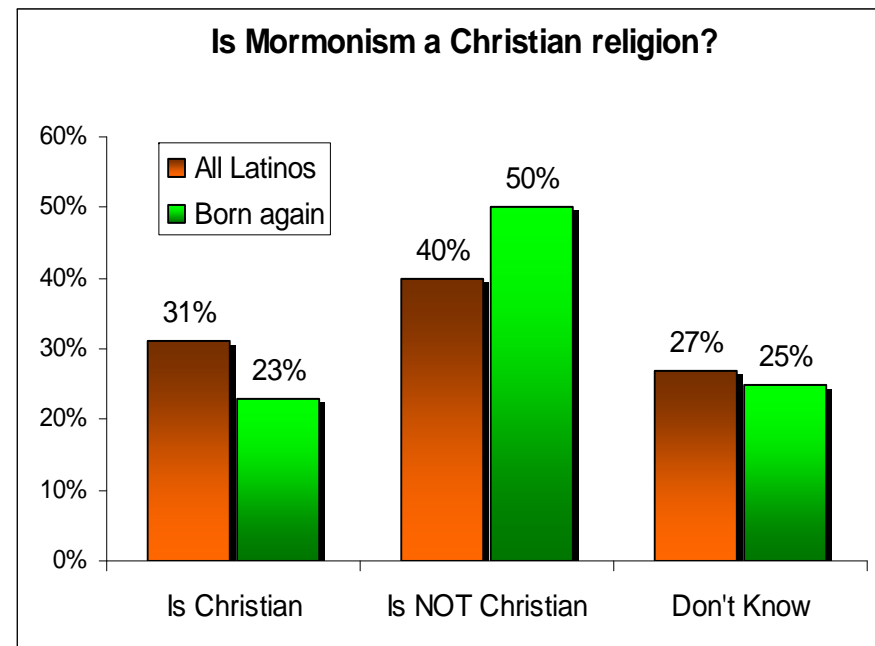
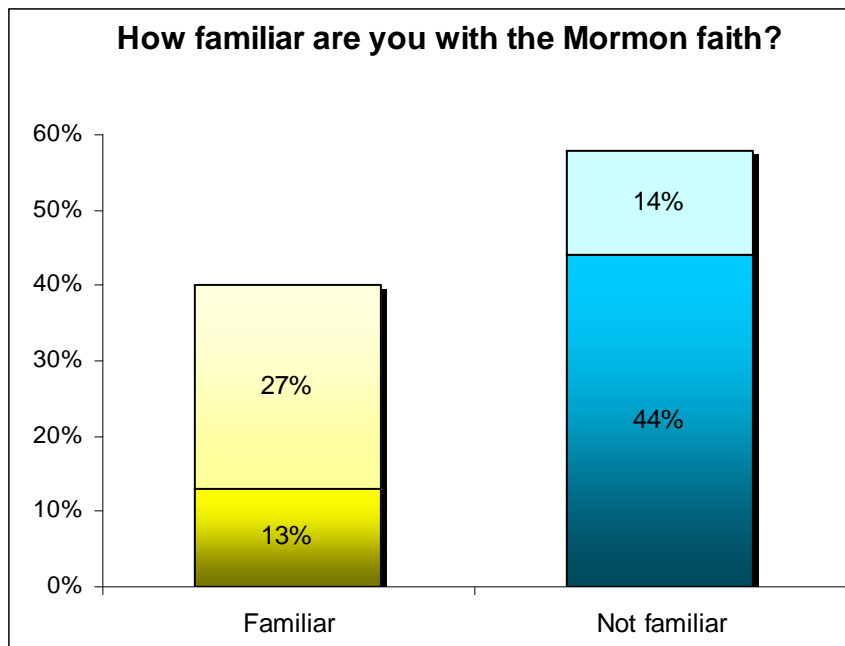
	Econ/Jobs	Immig	Educ	Health
All Latinos	43%	42%	16%	11%
U.S. born	37%	32%	17%	12%
Foreign born	50%	54%	14%	9%
Democrat	43%	45%	15%	13%
Independent	39%	46%	15%	7%
Republican	48%	24%	20%	6%
Catholic	42%	43%	16%	12%
Protestant	46%	40%	18%	9%
Church weekly	45%	40%	18%	13%
Born again	42%	45%	15%	12%
Great deal guidance	37%	40%	19%	11%

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Latino views towards Mormonsim

Latino views towards Mormonism

- Latino voters are mostly unfamiliar with Mormonism
- Less than 1/3 think Mormonism is part of Christianity



Latino views towards Mormonism

- Do you know Mitt Romney's religion?
 - 25% Mormon; 13% guess other religion; 58% say don't know
- Do you know Barack Obama's religion?
 - 36% Christian; 12% Muslim; 48% say don't know
- How important is a candidate's religion?
 - 19% Big impact; 24% Small impact; 55% No impact at all

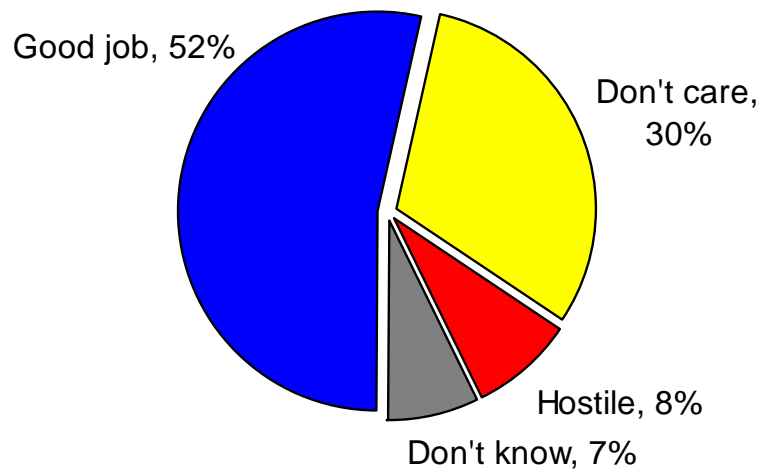
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The 2012 Election

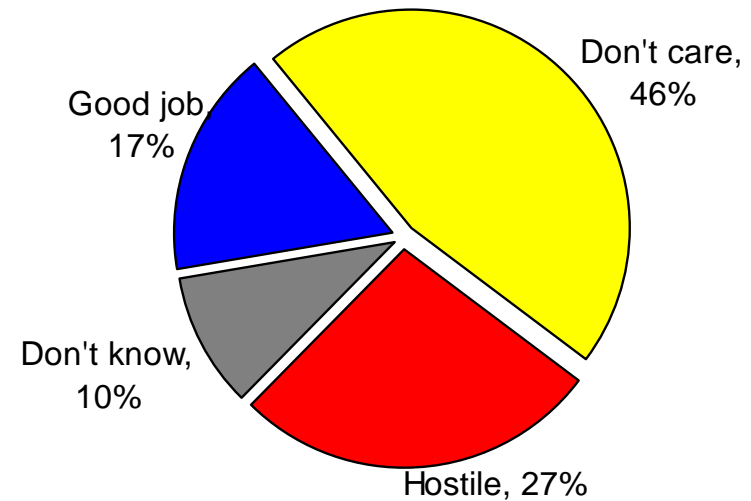
Latinos and the 2012 Election

- 73% view the Republicans as ignoring or being hostile to Latinos
- For the first time since Feb 2011, over 50% say Dems are doing a good job

Democratic Outreach to Hispanics

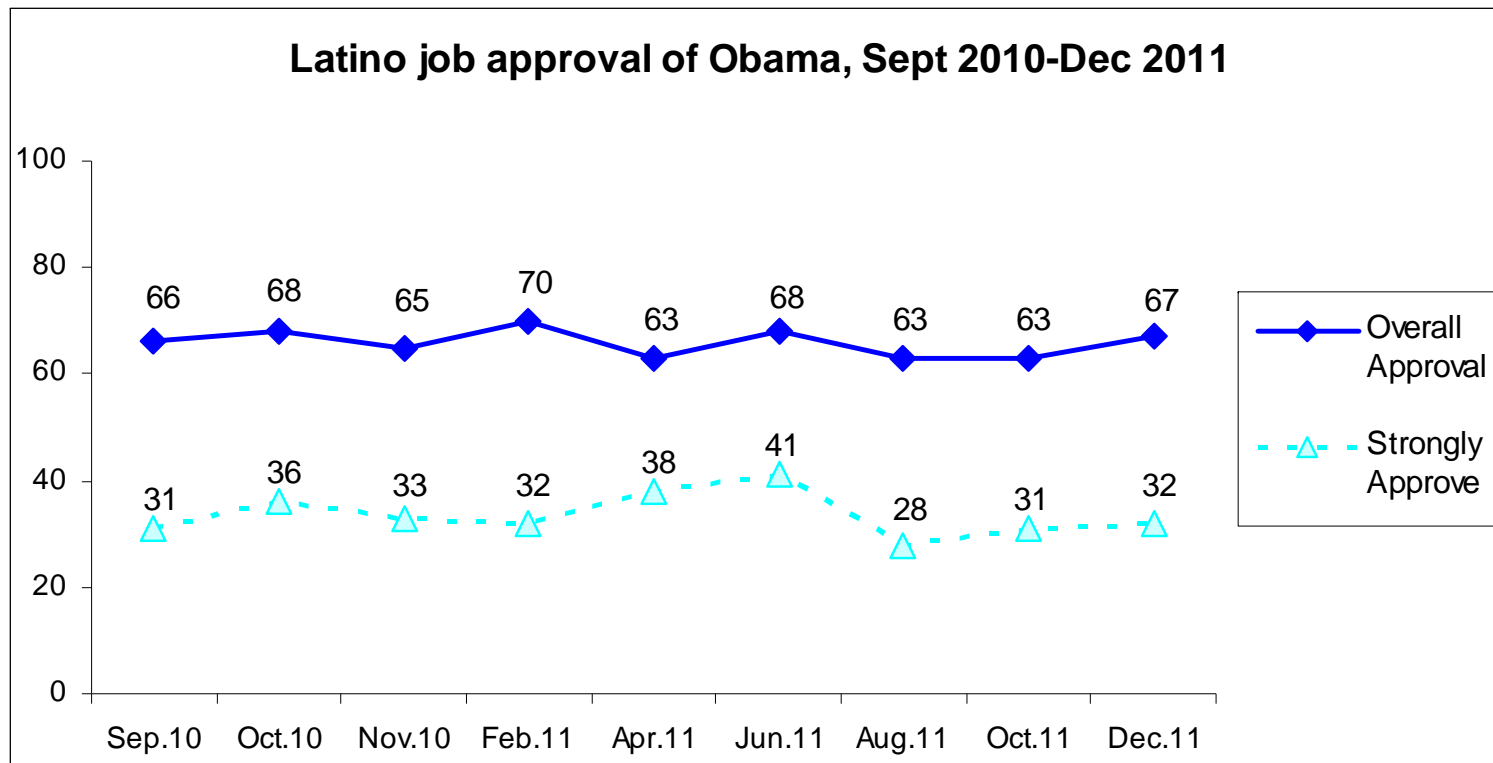


Republican Outreach to Hispanics



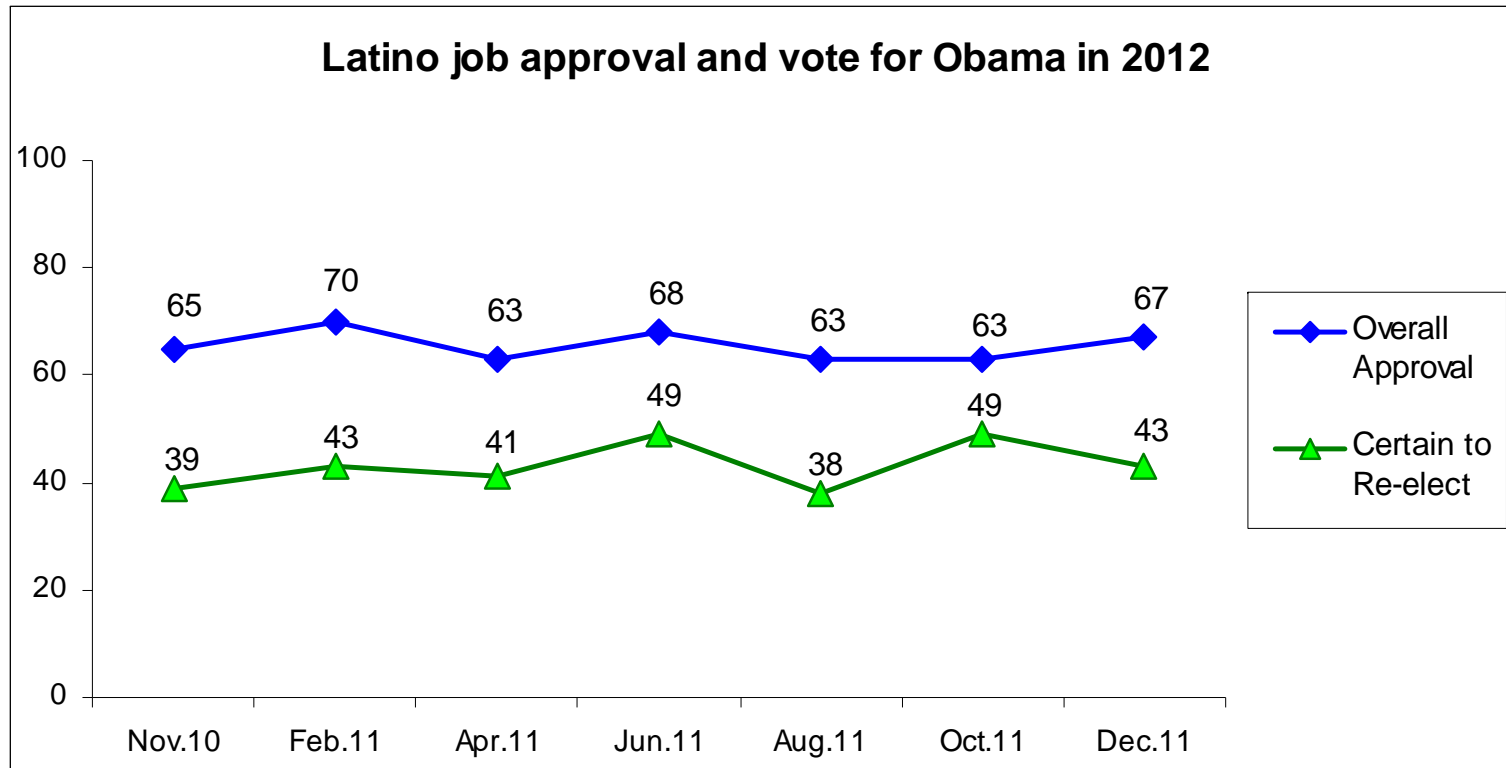
Latinos and the 2012 Election

- Job approval of the President remains constant over the last year



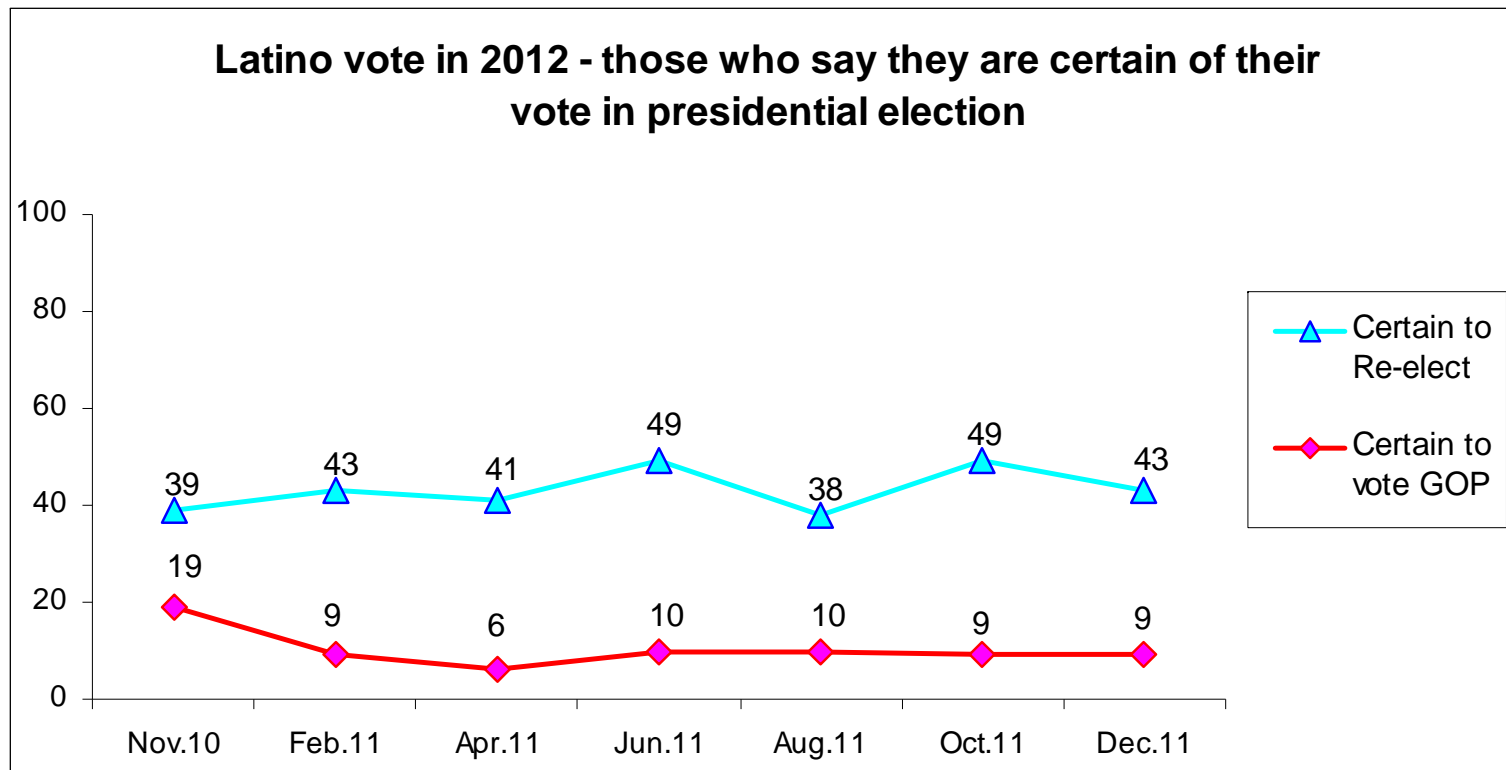
Latinos and the 2012 Election

- Gap remains between moderate-high job approval, and less who are “certain” they will vote to re-elect the President



Latinos and the 2012 Election

- Despite problems for the President, the Republicans are not gaining any ground at all among Latino voters



Latinos and the 2012 Election

- **Can Marco Rubio help the Republicans with Latinos?**

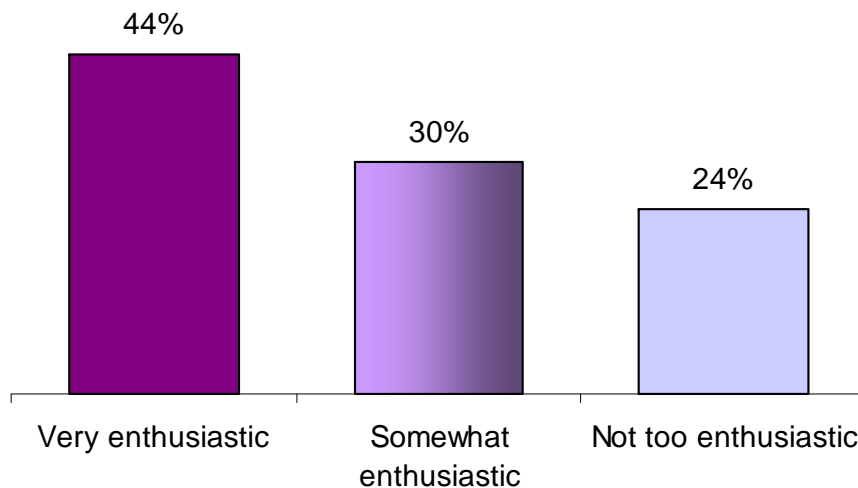
Marco Rubio, a Cuban American Republican Senator from Florida, has been rumored to be on the list of likely nominees for Vice-President. If Senator Rubio were nominated by the Republicans for Vice-President, what effect if any would it have on your likelihood of voting Republican in next year's presidential election?

	More likely	Less likely	No effect	(Net)
All Latinos	24%	21%	46%	+3
Republicans	56%	4%	35%	+52
Democrats	17%	28%	46%	-11
Independents	26%	13%	50%	+13
Florida	34%	28%	30%	+6

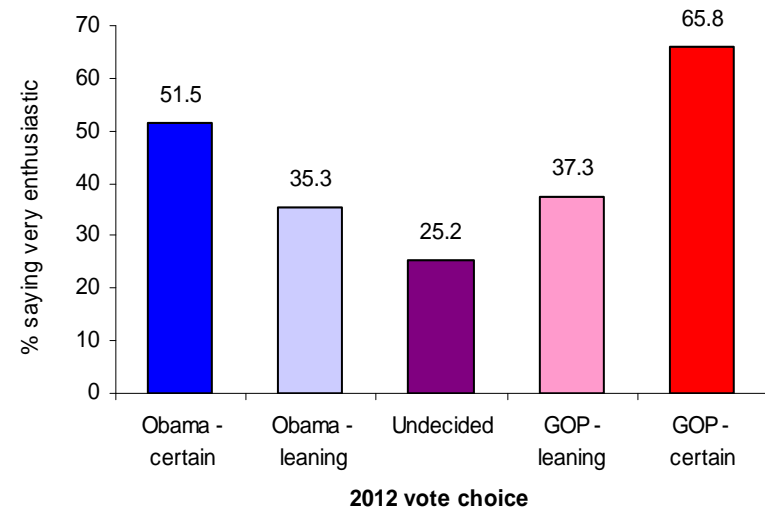
Latinos and the 2012 Election

- Voter Turnout levels will remain the key question in 2012
- Enthusiasm especially low among soft-supporters and undecideds

How enthusiastic about voting in Nov 2012



2012 Enthusiasm - by vote choice



About the poll

impreMedia-Latino Decisions Tracking Poll

500 Latino registered voters were interviewed across 21 states that comprise 95% of the Latino electorate. The survey was fielded Nov 27 – Dec 4, and the overall margin of error is +/- 4.3%. Respondents were interviewed by telephone, live callers, and could choose English or Spanish interviews, at the preference of the respondent. A mix of cell phone only and landline households were included in the sample, and all data are weighted to match the 2010 Current Population Survey universe estimate of Latino registered voters for these 21 states with respect to age, place of birth, gender and state.

The survey instrument was written by Political Science professors, Dr. Gary Segura, Dr. Matt Barreto, Dr. Gabriel Sanchez, and Dr. Victoria DeFrancesco-Soto