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
Latino Voters and Religion
Religion is important to Latino voters

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?

- No impact, 53%
- Big impact, 23%
- Small impact, 17%
- Don't know, 6%

<table>
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<tr>
<th></th>
<th>Big</th>
<th>Small</th>
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</thead>
<tbody>
<tr>
<td>U.S. born</td>
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<tr>
<td>Great deal guidance</td>
<td>39</td>
<td>12</td>
<td>42</td>
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</tbody>
</table>
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.

<table>
<thead>
<tr>
<th></th>
<th>Economic</th>
<th>Moral</th>
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<td>Weekly</td>
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<tr>
<td>Born again</td>
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<td>14</td>
</tr>
<tr>
<td>Great deal</td>
<td>75</td>
<td>12</td>
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</table>

Economic, 75%

Moral, 14%

Both, 7%

Don't know, 3%
What are the most important issues facing the Latino community that you think Congress and the President should address?

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

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

How familiar are you with the Mormon faith?

Is Mormonism a Christian religion?

- 31% of All Latinos think Mormonism is Christian
- 23% of Born again think Mormonism is Christian
- 40% of All Latinos think Mormonism is NOT Christian
- 50% of Born again think Mormonism is NOT Christian
- 27% of All Latinos don't know
- 25% of Born again don't know
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
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

- Good job, 52%
- Don't care, 30%
- Hostile, 8%
- Don't know, 7%

Republican Outreach to Hispanics

- Don't care, 46%
- Good job, 17%
- Don't know, 10%
- Hostile, 27%
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

![Graph showing Latino job approval and vote for Obama in 2012](chart.png)
Latinos and the 2012 Election

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

![Latino vote in 2012 - those who say they are certain of their vote in presidential election](chart)

- Certain to Re-elect
- Certain to vote GOP
**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?

<table>
<thead>
<tr>
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<th>More likely</th>
<th>Less likely</th>
<th>No effect</th>
<th>(Net)</th>
</tr>
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<tbody>
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<td>21%</td>
<td>46%</td>
<td>+3</td>
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<tr>
<td>Republicans</td>
<td>56%</td>
<td>4%</td>
<td>35%</td>
<td>+52</td>
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<tr>
<td>Democrats</td>
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<td>46%</td>
<td>-11</td>
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<tr>
<td>Independents</td>
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<td>13%</td>
<td>50%</td>
<td>+13</td>
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<tr>
<td>Florida</td>
<td>34%</td>
<td>28%</td>
<td>30%</td>
<td>+6</td>
</tr>
</tbody>
</table>
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

- 44% Very enthusiastic
- 30% Somewhat enthusiastic
- 24% Not too enthusiastic

2012 Enthusiasm - by vote choice

- Obama - certain: 51.5%
- Obama - leaning: 35.3%
- Undecided: 25.2%
- GOP - leaning: 37.3%
- GOP - certain: 65.8%
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