

NCLRAF/Latino Decisions North Carolina Poll Toplines

****Released October 15, 2014****

1. Many people are busy and don't get a chance to vote in every election. Thinking ahead to the November 2014 election, what would you say the chances are that you will vote in the election for Congress, U.S. Senate and North Carolina state offices - are you almost certain to vote, will you probably vote, are the chances 50-50, or do you not think you will vote?

Almost certain	69%
Probably	10%
50 - 50	14%
Will not vote	5%
Don't know	2%

2. Over the past few months, did anyone from a campaign, political party, or community organization ask you to vote, or register to vote?

Yes	33%
No	54%
Don't recall / DK	2%
No Answer	11%

3. Suppose one candidate supported raising the minimum wage for workers earning the least, while the other candidate opposed that raise. Would this difference make you much more likely to vote, somewhat more likely to vote, slightly more likely to vote, or have no effect on whether you choose to vote?

Much more likely	47%
Somewhat more likely	15%
Slightly more likely	7%
Have no effect	30%
Don't know	1%

4. Imagine one candidate strongly favored reducing pollution in the air and water, while another candidate opposed those efforts as bad for business. Would this difference make you much more likely to vote, somewhat more likely to vote, slightly more likely to vote, or have no effect on whether you choose to vote?

Much more likely	49%
Somewhat more likely	18%
Slightly more likely	10%
Have no effect	21%
Don't know	3%

5. If one candidate supported expanding Medicaid so that more poor people had health insurance, while the other candidate opposed expanding Medicaid, would this difference make you much more likely to vote, somewhat more likely to vote, slightly more likely to vote, or have no effect on whether you choose to vote?

Much more likely	50%
Somewhat more likely	19%
Slightly more likely	8%
Have no effect	21%
Don't know	2%

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6. "There is a lot at stake in this election like jobs, education, health care and immigration - the only way we can make our community better is by voting." Would you say that message was really convincing, it was just okay, not that convincing, or was it not convincing at all?

Really convincing	36%
Just okay	37%
Not that convincing	15%
Not at all convincing	11%
Don't know	2%

7. "Congress has not been doing their job - it's time to send elected officials a message that Latino voters matter and they need to start paying attention to our communities. Only by voting in big numbers can we send a message to Congress". Would you say that message was really convincing, it was just okay, not that convincing, or was it not convincing at all?

Really convincing	51%
Just okay	31%
Not that convincing	9%
Not at all convincing	7%
Don't know	2%

8. "Even today, Latinos face racial profiling and harassment. We must vote to make sure Latinos are treated with the respect and fairness we deserve." Would you say that message was really convincing, it was just okay, not that convincing, or was it not convincing at all

Really convincing	49%
Just okay	30%
Not that convincing	11%
Not at all convincing	9%
Don't know	0%

9. Okay, which of the following three statements do you agree with the most [rotate]:

To support the Democrat	26%
To support the Republican	16%
To support the Latino community	44%
Other	9%
Don't know	4%

10. Why do you vote, what is the main reason that you vote? [CODE TO LIST]

To make my voice heard/participate in democracy/make politicians listen	43%
To support a party or candidate	15%
To oppose / vote against a candidate or party	2%
To exercise civic duty/patriotic duty/American responsibility	18%
To support an issue	12%
Other	9%
Don't know	1%

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11. In the upcoming elections, what issues are the most important to you in deciding who you will vote for? [Open ended, Pre-code to list, MAY SELECT up to 2]

Fix the economy (generic)	21%
Create more jobs / unemployment	28%
Immigration reform / deportations	33%
Health care	14%
Education reform / schools	22%
Abortion/ gay marriage / family values	5%
Corruption in government / honesty	1%
Race relations	0%
Terrorism / Isis / Iraq conflicts	3%
Global warming / environment	4%
Congress fighting / doesn't do anything	3%
Address Taxes / Cut taxes	3%
Gas prices / energy prices	3%
Border crisis / children immigrants	2%
Violence / guns	4%
Housing / mortgages	2%
Don't know	13%
Something else	6%

For each, please tell me whether you have heard of the person, and if your impression is very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable.

	12. President Obama	13. Democrats in Congress	14. Republicans in Congress	15. Speaker. Boehner
Very favorable	27%	19%	8%	10%
Somewhat favorable	24%	31%	25%	16%
Somewhat unfavorable	12%	19%	19%	17%
Very unfavorable	28%	18%	37%	27%
Total Favorable	51%	50%	32%	26%
Total Unfavorable	40%	37%	56%	45%
No opinion	8%	9%	9%	18%
Never heard of	0%	3%	2%	11%
Don't know		1%	1%	

16. In the election for U.S. Senate to represent [STATE], will you vote for ROTATE: Kay Hagan, the Democrat or Thom Tillis, the Republican? IF DON'T KNOW OR UNDECIDED "If you had to vote today, are you more likely to support the Democratic candidate NAME or the Republican candidate NAME?"

Will vote Hagan	40%
Undecided but likely support Hagan	12%
Undecided / Don't know	26%
Undecided but likely to support Tillis	7%
Will vote Tillis	15%

17. Compared to the 2012 presidential election, would you say you are **MORE** enthusiastic about voting this year in 2014, or that you were more enthusiastic about voting back in 2012?

More enthusiastic now, in 2014	42%
More enthusiastic back in 2012	36%
No difference / same level	20%
Don't know	2%

18. Would you say the Democratic Party is currently doing a good job of reaching out to Hispanic/Latinos, that they take Hispanic voters for granted, that they don't care too much about Hispanic/Latinos, or that they are being hostile towards Hispanic/Latinos?

Doing a good job	31%
Take for granted	23%
Don't care too much	29%
Being hostile	4%
Don't know	13%

19. Would you say the Republican Party is currently doing a good job of reaching out to Latinos, that they take Hispanic voters for granted, don't care too much about Latinos, or that they are being hostile towards Latinos?

Doing a good job	16%
Take for granted	19%
Don't care too much	39%
Being hostile	14%
Don't know	11%

20. Two different times Republicans in the House of Representatives voted to cancel the Deferred Action program that President Obama announced in 2012. The program provides temporary legal work permits to undocumented immigrant youth, called **DREAMers**, who attend college or serve in the military. Twice, House Republicans voted to end the program, meaning these immigrants would lose their legal status, and could be deported. Does this make you more or less likely to vote for the Republican congressional candidate in your district in the next election, or would it have no impact on your vote?

Much more likely	16%
Somewhat more likely	7%
Somewhat less likely	11%
Much less likely	42%
Have no effect	18%
Don't know	6%

21. Now take a moment to think about all the people in your family, your friends, co-workers, and other people you know. Do you happen to know somebody who is an undocumented immigrant? This is completely anonymous, and just for a simple demographic analysis.

Yes	64%
No	32%
Don't know	4%