



The pulse of the Hispanic market

First-Ever Poll of Registered Latino Voters in Connecticut Reveals Latinos Are Untapped, Potential Swing-Vote in Tight Senatorial Race

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A recent poll conducted by Pulso shows that while Connecticut registered Latino voters are clear that Barack Obama should get another term as president by an 81 percent to 6 percent margin over Mitt Romney, they are heavily undecided in the senatorial race with 56 percent not able to name a candidate without being prompted.

50% Undecided. 56% Can't name a Senatorial candidate.

Even when prompted, 50 percent of Latino registered voters in Connecticut remain undecided in the tight senatorial race between Chris Murphy (D) and Linda McMahon (R). Latino voters who could name the senatorial candidates revealed a virtual dead heat with 19 percent favoring Murphy and 16 percent McMahon.

51% received no campaign information.

Low name recognition and a large undecided voting block are at least partly due to lack of attention to Latino voters by the candidates as 51 percent of Connecticut Latino voters say they have not directly received any campaign information from any candidate. Of those who did, 38 percent received information about Obama, 10 percent about Romney, 25 percent about McMahon and 21 percent about Murphy.

Nearly 51 percent of Connecticut's 176,735 Latino voters are registered Democrats, 40.45 percent are independent or third-party and just 8 percent are Republican, according to the Connecticut Secretary of State's Office. About 50 percent of these registered voters (88,182) reside in Bridgeport, Hartford,

Waterbury, New Haven and New Britain.

Issues are: jobs, economy, healthcare, gas prices, and education

The issues most important to Connecticut Latino voters include financial concerns such as jobs, the economy, healthcare/insurance and energy/oil/gas prices, and education. Almost 8 of 10 (78 percent) of voters rated these issues a ten on a zero-10 scale.

Latino voters generally feel they are better off now than four years ago, with 37 percent saying they feel they are better off while 21 percent feel they are worse off. Young voters 18-34 are less positive than older voters (23 percent are better off). Those with lower income are less positive (26 percent are better off).

The poll was conducted by Pulso, New England's only national, full-service polling and market research consultancy specializing in Latino markets. The Pulso Poll of 100 Connecticut Latino voters was conducted by phone from October 9th – 11th; which was after the first Presidential and Senatorial debates. 67 percent of interviews were conducted in Spanish as the preferred language.

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