

ACCORDING TO CENSUS 2000 RESULTS THERE ARE OVER
35 MILLION LATINOS IN THE UNITED STATES.
LATINOS ARE THE FASTEST GROWING POPULATION.

WHAT DOES THIS MEAN FOR YOU?...

A WELATH OF **OPPORTUNITY**...

GROWING BUYING POWER...

A GROWING POLITICAL VOICE...

IMPROVE YOUR MARKETING STRATEGY.

FOCUS YOUR MARKETING EFFORTS

WHAT DO LATINOS CARE ABOUT?

TARGET YOUR CAMPAIGN

WHO OR WHAT WILL LATINOS VOTE FOR?

THIS IS YOUR OPPORTUNITY

WHAT ARE LATINOS THINKING

ASK US

**THE WILLIAM C. VELASQUEZ
INSTITUTE**



The William C. Velasquez Institute (WCVI) is a non-partisan, non-profit Latino public policy and research think tank. Since its founding in 1985, WCVI has been at the **forefront** of Latino research and is recognized as the premier **expert** in Latino Opinion Research.

With over **35 million Latinos in the United States**, you need to know what Latinos are thinking, i.e. what issues are important to them, who will they vote for, or what will they vote for. This is where WCVI can help you. With bilingual call centers in Los Angeles and San Antonio, **we can get you those answers.**

STUDIES DESIGNED TO MEET YOUR NEEDS

LATINO OPINION PHONE SURVEY

Phone Poll designed around legislative issues and subject areas of current public discussion such as economy, health, immigration, foreign policy, education, trade, and drug policy.

LATINO MARKETING POLL

Phone Poll designed to gain insight on Latino consumer tastes and opinions regarding brand names, products, etc.

PRE-ELECTION LATINO VOTER PHONE SURVEY

Phone Poll designed for Latino voters in which voting preference for candidate, party affiliation, propensity to vote, motivational issues, etc. are probed.

LATINO VOTER TURNOUT STUDY

A WCVI study designed to determine the size and characteristics of Latino turnout for specified elections.

ELECTION DAY LATINO VOTER EXIT SURVEY

A representative sample of Latino voters are surveyed as they exit polling sites.

WHAT WE OFFER YOU

Competitive Pricing

We offer competitive pricing with non-profit benefits (i.e. tax-deductible).

Bilingual

All polls conducted by WCVI can be done in both English and Spanish.

In-House Call Centers

In-house call centers in San Antonio, TX and Los Angeles, CA translate into fast service and quick turnaround without the delays of outsourcing.

All Access Pass

When you choose to poll with us, you gain access to past polls conducted by the William C. Velasquez Institute.

Expertise

WCVI has over 15 years of expertise polling Latinos, designing studies around Latino and Latino voters, and drawing large representative Latino samples.

Other Research Capabilities

Focus groups are offered out of the WCVI Los Angeles, CA office.

Yes, I would like to receive more information on funding one of the following:
 ___ Latino Marketing Survey ___ Pre-election Latino Voter Phone Survey ___ Election Day Latino Voter Exit Study
 ___ Latino Voter Turnout Study ___ Latino Opinion Phone Survey ___ Focus Group

Yes, I would like to learn about making a tax-deductible financial contribution to the William C. Velasquez Institute.

Name _____

Company _____

Address _____

Phone/Fax _____ / _____

E-Mail _____

Please return this completed form to the William C. Velasquez Institute; Kelly USA Building 1670; 206 Lombard Street, 1st Floor; San Antonio, TX 78226 for additional information.

TRUST US TO ASK THE QUESTIONS FOR YOU... THEY DID.

AFSCME
THE CARNEGIE CORPORATION OF
NEW YORK
DRUG POLICY FOUNDATION
EL COLEGIO DE MEXICO
THE FORD FOUNDATION
JOE CERRELL AND ASSOCIATES
MEXICAN AMERICAN LEGAL
DEFENSE & EDUCATIONAL FUND
(MALDEF)
NATIONAL CONSORTIUM
ON LATINO
LEADERSHIP (NCLL)
THE VEATCH FUND

KAISER PERMANENTE OF CALIFORNIA
RICK SWARTZ AND ASSOCIATES
THE ROCKEFELLER FOUNDATION
SAN ANTONIO EXPRESS NEWS
SERVICE EMPLOYEE INTERNATIONAL
UNION 1199 OF NEW YORK
SOCIAL SCIENCE RESEARCH
COUNCIL
SOUTHWEST VOTER REGISTRATION
EDUCATION PROJECT
(SVREP)
TOWER HEALTH
UNIVISIÓN
US SIERRA CLUB

POLLING CONDUCTED IN AZ, CA, CO, FL, IL, NJ, NM, NY, & TX



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