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).

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

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

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

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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.

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__ Latino Marketing Survey__ Pre-election Latino Voter Phone Survey__ Election Day Latino Voter Exit Study
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Trust Us to Ask the Questions for you... They Did.

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