



William C. Velásquez Institute

FOR IMMEDIATE RELEASE
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Latino Vote Powers Brown and Boxer to Big Lead in California

Estimated Two Million Voters May Make the Difference in Close Propositions

(Los Angeles, CA) -In a statewide pre election flash poll of Latino surge voters, results show high support for democratic candidates. WCVI found that Latinos support the Democratic candidate over the Republican candidate in the gubernatorial race by a margin of 54.0% to 24.0% as well as strong support for Senator Boxer garnering 57.0% of Latino support compared to 24.0% for her republican challenger, Carly Fiorina in the U.S. Senate race.

1. If the election for California Governor were today, would you vote for Republican Meg Whitman? Democrat Jerry Brown? Or one of the other candidates?		Topline CA	2. If the election for California's U.S. Senator were today, would you vote for Republican Carly Fiorina? Democrat Barbara Boxer? Or one of the other candidates?		Topline CA
Whitman (R)		24%	Fiorina (R)		24%
Brown (D)		54%	Boxer (D)		57%
Carlos Alvarez (Peace and Freedom / Paz y Libertad)		6%	Marsha Feinland (Peace and Freedom / Paz y Libertad)		3%
Dale F. Ogden (Libertarian)		1%	Gail K. Lightfoot (Libertarian)		1%
Laura Wells (Green)		1%	Duane Roberts (Green)		1%
Other		2%	Edward C. Noonan (American Independent)		1%
Undecided		12%	Other		1%
			Undecided		11%

Source: 2010 WCVI Pre Election CA Surge Voter Survey

When it comes to California 2010 propositions, the Latino vote, estimated by WCVI to be about 2 million strong this cycle, may make the difference in close propositions.

In particular Latino youth voters seemed enthused by Proposition 19, the Tax and Legalize Cannabis measure. Studies have shown twice the level of electoral enthusiasm among young California voters compared to youth outside of California. WCVI's Flash Poll shows big support for Prop 19 as well as Prop 21 –the State Parks Proposition, and strong opposition to Prop. 23 –which seeks to roll back landmark climate change legislation.

Survey Crosstabs by age also hint that in a close election young Latino voters may be the deciding factor on these measures.

	Proposition 19			Proposition 21			Proposition 23		
	Yes	No	Not Certain-undecided	Yes	No	Not Certain-undecided	Yes	No	Not Certain-undecided
18-24	56%	37.38%	6.54%	48.59 %	27.46 %	23.94%	33.10%	52.11%	14.79%
25-29	61.64 %	35.62%	2.74%	43.33 %	32.22 %	24.44%	30.00%	52.22%	17.78%

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The 2010 WCVI Pre Election Southern California Flash Poll of Surge Voters was conducted from October 20th to October 27th with 548 respondents and a margin of error of +/- 4.5%. Emails were sent to 150,000 young and recently registered Latino voters who were reminded to respond to the survey by robotic phone calls from WCVI.

About the Willie C. Velasquez Institute

Chartered in 1985, the Willie C. Velasquez Institute is a nonpartisan, non-profit, Latino-oriented research and policy think tank with offices in San Antonio, Texas and Los Angeles, California. For more information regarding WCVI, please visit our website at www.wcvi.org.