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***WELCOME TO NEWS FROM THE EDGE!***

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Well, Competitive Edge fans, we're stepping up to the email plate and taking a swing.

I realize there's an abundance of political opinion blogs and newsletters that drone on how the writer thinks things ought to be, but we at Competitive Edge will offer a different approach.

Rather than posit opinions, we're going to talk more about how to measure them. This newsletter is less about issues and more about offering ideas on how to frame the issues so we can understand them better.

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***IMMIGRATION REFORM THE KEY TO  
GOP SUCCESS?***

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A [poll](#) suggests that support for the GOP among Latinos will increase if Congressional Republicans take a leadership role on immigration reform.

The poll shows that 78% of Latinos say it is very or extremely important for Congress to approve a path to citizenship this year. More importantly for GOP prospects in 2016, the poll shows that 45% of Latinos are more likely to "vote Republican if the GOP takes a leadership role in passing immigration reform with a path to citizenship."

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*"As an industry professional and trained opinion researcher, I have worked with many different interviewing and data gathering firms throughout the country, but always rely on Competitive Edge for my most important projects and clients. They have continually provided me with a high level of service, a cadre of well-trained interviewers, and professional guidance and oversight from the management that is a value-added feature to which no price can be assigned. Their work is always an outstanding value and completed at the time they promise it will be done."*

**Paul M. Fallon**  
President  
Fallon Research & Communication

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## KEEPING RESEARCH TOOLS SHARP IN BOSTON

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Competitive Edge Research joined more than 1,100 of the country's brightest public opinion and survey research professionals in Boston for four busy days at the 68th annual American Association for Public Opinion Research Conference. The gathering's prodding theme was, "Asking Critical Questions: Toward a Sustainable Future for Public Opinion and Social Research."

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## ON COMPETITIVE EDGE'S NIGHTSTAND

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*Latino Boom II: Catch the Biggest Demographic Wave Since the Baby Boom* by Chiqui Cartagena

With the launch of our newest venture, Latino Edge Research, understanding the growing Latino community is one of our keys to success. What the Hispanic marketing book, *Latino Boom II*, delivers is a detailed view of Latino demographics. It presents compelling evidence of the impact that the growth of the Latino segment has had on American life. Cartagena is a Univision executive so she spends a lot of ink on the Latino media landscape, including its history.

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## ALZHEIMER'S ASSOCIATION MEMORIES IN THE MAKING

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## Contact Us

Our mission to help clients win—  
however they define winning—  
through superior research and  
communication.

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the team!

As a board member of the Alzheimer's Association of San Diego County, John Nienstedt and his wife, Libbie, recently attended the Association's Memories in the Making fundraiser. The couple won "Rose," the painting featured in this photo, at auction. The artist is Vince Schillo, the father of a good friend of the Nienstedts who suffers from Alzheimer's. If you want to join the CERC team for the Walk to End Alzheimer's through Balboa Park on Saturday, October 19, don't be shy. Just give us a call and we'll get you on