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## MARCO RUBIO AND THE LATINO VOTE

The question on the table is what happens to the Latino vote if Florida Senator Marco Rubio is the Republican presidential nominee? As a Latino, I am naturally interested in this question.

Being the first Latino on a national ticket may make Rubio a shoo-in for increased Latino support. But a number of politically-minded friends swear otherwise. Some assert that the Republican Party has turned its back on Latino voters, so Rubio's heritage won't matter. Others assert that Rubio's Cuban roots would not translate into support from Mexican-Americans (or any non-Cuban Latino for that matter).

I am not trying to answer those questions. What I am trying to do is set some parameters for a Rubio candidacy by examining exit poll data among Latino voters.

Since 1976, GOP presidential candidates have averaged 30.2% of the Latino vote. Post-Watergate, Gerald Ford received a paltry 18%. 2004 lies on the other side of the spectrum when 44% of Latinos went for George W. Bush in what was largely viewed as a response to Karl Rove's obsession with courting the Latino vote. Thus we have the two extremes and a historical range of 26%.

All other things being equal (e.g. Democrats nominate a non-Latino), if Rubio's Latino heritage is at all helpful, he should receive more than 30.2% "on the natural." After all, that average was set by white non-Latinos.

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*"The decision about which polling firm to hire can be a big one; perhaps the most important one a campaign makes in its early stages. Based on experience in many local campaigns I would like to recommend Competitive Edge Research & Communication, Inc."*

**George Runner**  
Assembly California Legislature



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## CUPID'S ARROWS STRIKE COMPETITIVE EDGE RESEARCH DEPARTMENT

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Competitive Edge Research Manager Sasha Tobin married her fiancé Daniel Maliniak on June 8, 2013, in Williamsburg, VA.

Competitive Edge Research Assistant Natalie Lewis took her new last name of Wical on July 27, 2013 when she was joined in holy matrimony to David Wical.



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