Pew Hispanic Center
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Report

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2008 National Survey of Latinos: Hispanic Voter Attitudes

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The **Pew Hispanic Center** is a nonpartisan research organization that seeks to improve public understanding of the diverse Hispanic population in the United States and to chronicle Latinos' growing impact on the nation. It does not take positions on policy issues. The center is part of the Pew Research Center, a nonpartisan "fact tank" based in Washington, D.C., and it is funded by The Pew Charitable Trusts, a Philadelphia-based public charity. All of the Center's reports are available at www.pewhispanic.org. The staff of the Center is:

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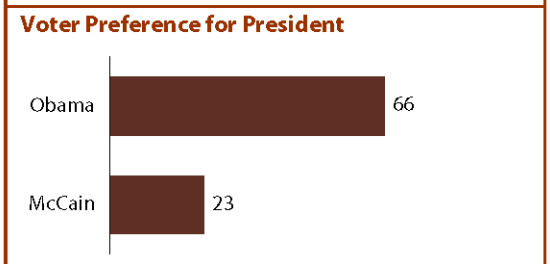
Overview

Hispanic registered voters support Democrat Barack Obama for president over Republican John McCain by 66% to 23%, according to a nationwide survey of 2,015 Latinos conducted by the Pew Hispanic Center, a project of the Pew Research Center, from June 9 through July 13, 2008.

Figure 1
Obama Leads McCain by a Nearly Three-to-One Ratio Among Hispanic Voters
(registered Hispanic voters, %)

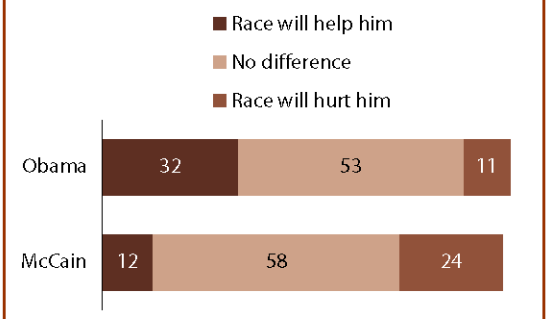


Note: Includes respondents who say they would vote for or lean toward voting for the candidate. Responses of "Neither," "Other candidate," Don't know" and "Refused" not shown.
Source: National Survey of Latinos, 2008

The presumptive Democratic nominee's strong showing in this survey represents a sharp reversal in his fortunes from the primaries, when Obama lost the Latino vote to Hillary Clinton by a nearly two-to-one ratio, giving rise to speculation in some quarters that Hispanics were disinclined to vote for a black candidate.

But in this new survey, three times as many respondents said being black would help Obama (32%) with Latino voters than said it would hurt him (11%); the majority (53%) said his race would make no difference to Latino voters.

Figure 2
Impact of Candidate's Race on Hispanic Voters
(registered Hispanic voters, %)



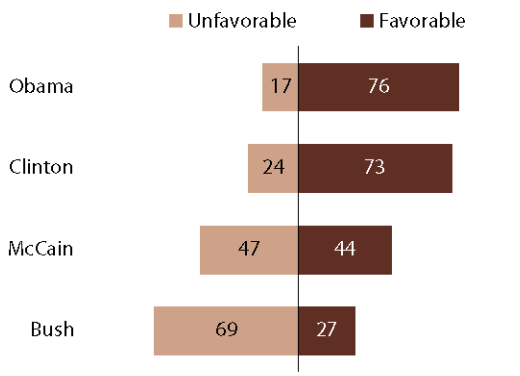
Note: Responses of "Don't know" and "Refused" not shown.
Source: National Survey of Latinos, 2008

Obama is rated favorably by 76% of Latino registered voters, making him much more popular among that voting group than McCain (44% favorable) and President Bush (27% favorable). Hillary Clinton's ratings among Latino registered voters are 73% favorable and 24% unfavorable; Obama's are 76% favorable and 17% unfavorable.

Also, more than three-quarters (77%) of Latinos who reported that they voted for Clinton in the primaries now say they are inclined to vote for Obama in the fall election, while just 8% say they are inclined to vote for McCain. That means that Obama is doing better among Hispanics who supported Clinton than he is among non-Hispanic white Clinton supporters, 70% of whom now say they have transferred their allegiance to Obama while 18% say they plan to vote for McCain, according to a recent survey by the Pew Research Center for the People and the Press.

Latino registered voters rank education, the cost of living, jobs and health care as the most important issues in the fall campaign, with crime lagging a bit behind those four and the war in Iraq and immigration still farther behind. On each of these seven issues, Obama is strongly favored over McCain—by lopsided ratios ranging from about three-to-one on education, jobs, health care, the cost of living and immigration, to about two-to-one on Iraq and crime.

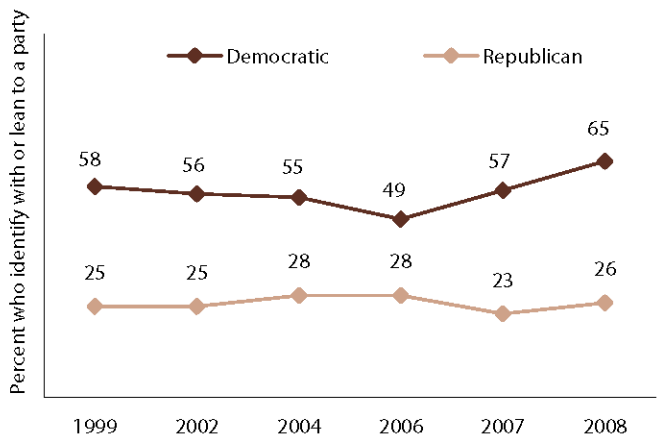
Figure 3
Hispanic Favorability Ratings of Political Figures
(registered Hispanic voters, %)



Note: Responses of "Never heard of," "Can't rate" and "Refused" not shown.
Source: National Survey of Latinos, 2008

In addition to their strong support for Obama, Latino voters have moved sharply into the Democratic camp in the past two years, reversing a pro-GOP tide that had been evident among Latinos earlier in the decade. Some 65% of Latino registered voters now say they identify with or lean toward the Democratic Party, compared with just 26% who identify with or lean toward the GOP. This 39 percentage point Democratic Party identification edge is larger than it has been at any time this decade; as recently as 2006, the partisan gap was just 21 percentage points.

Figure 4
1999 to 2008: Democratic Lead Among Latinos Narrows, Then Widens



Sources: Pew Hispanic Center, 2002-2008 National Surveys of Latinos and Washington Post/Kaiser Family Foundation/Harvard University, 1999 National Survey on Latinos in America

The movement to the Democrats appears driven in part by an overall dissatisfaction with the state of the country—70% of Latino registered voters say the country is going in the wrong direction—and also with a growing view among Latino voters that the Democratic Party is better attuned to the concerns of their community. More than half of Latino registered voters (55%) say this, while just 6% say the Republican Party is more concerned about Latinos.

Also, some 78% of Latino registered voters say they are following the election very closely or somewhat closely this year, up from the 72% who said the same thing at this stage of the 2004 campaign. These poll findings, coming on the heels of a spirited Obama-Clinton nomination fight that led to rises in the Latino share

of the vote in many Democratic primaries, suggest that the Hispanic community is politically energized heading into the fall election campaign.

Hispanics are one of the most sought-after voting groups in the 2008 election—not so much because of their absolute numerical strength (they comprise about 15% of the total U.S. population but only 9% of the eligible electorate), but because of their strategic placement on the Electoral College map. At least four states where Hispanics are heavily concentrated—Florida, Colorado, New Mexico and Nevada—are expected to be battlegrounds in the presidential campaign.

Beyond this particular election, one of the key long-term political goals of the Bush administration during the past eight years has been to make the Republican Party competitive among Hispanics—a group that is already the nation's largest minority and that, by 2050, will comprise 29% of the nation's population, according to projections by the Pew Hispanic Center.

In 2004, Bush captured 40% of the Latino vote,[1] a record for a GOP presidential candidate and roughly double the 21% that Republican presidential nominee Robert Dole had received in 1996. But in the 2006 congressional campaign, GOP candidates received only 30% of the Latino vote. In short, Latinos are a fast-growing community that is strategically situated in presidential elections and that has a recent history of moving its support across party lines.

This report is based on a bilingual telephone survey of a nationally representative sample of 2,015 Hispanics ages 18 and older, 892 of whom report being registered to vote. Interviews were conducted from June 9 through July 13, 2008. The margin of error for the full sample is plus or minus 2.8 percentage points at the 95% confidence level; for registered voters, the margin of error is plus or minus 4.4 percentage points. For a full description of the survey methodology, see Appendix 1.

Key Findings in this Report:

- Among Hispanic registered voters, 66% would vote for, or lean toward voting for, Barack Obama; 23% would vote for, or lean toward, John McCain.
- More than three-quarters (76%) of Hispanic registered voters have a favorable opinion of Obama, and 73% have a favorable opinion of Hillary Rodham Clinton. In contrast, 44% of Hispanics have a favorable opinion of McCain and 27% have a favorable opinion of George W. Bush.

[1] There is continuing uncertainty over whether President Bush received 40% of the Hispanic vote in 2004, as indicated by exit polls in the 50 states and the District of Columbia conducted on Election Day, or 44%, as indicated by the nationwide National Election Pool exit poll. Suro, Fry and Passel (2005) spell out the reasons for the differing estimates.

- More than three-in-four Hispanics who voted for Clinton in a Democratic primary or caucus this year say they would vote for Obama or lean toward voting for him, while 8% of Clinton voters say they would vote for McCain or lean toward voting for him.
- Latino registered voters are almost three times as likely to say that being black will help Obama (32%) with Hispanic voters than hurt him (11%); the majority (53%) say his race will make no difference.
- More Latino registered voters say that being white will hurt McCain (24%) than say it will help him (12%); the majority (58%) say his race will make no difference.
- Family and pocketbook issues, such as education (93%), the cost of living (92%), jobs (91%) and health care (90%), are most important to Hispanic registered voters. Fewer Hispanics say that crime (82%), the war in Iraq (75%) or immigration (75%) is an extremely important or very important issue to them personally.
- By a ratio of more than three-to-one, Hispanic registered voters believe that Obama would do a better job than McCain in dealing with education (66% versus 18%), jobs (65% versus 19%), the cost of living (64% versus 19%), health care (64% versus 19%) and immigration (59% versus 19%). They also believe, by a ratio of about two-to-one, that Obama would do a better job than McCain on crime (50% versus 26%) and the war in Iraq (58% versus 27%).
- Among Latino registered voters, 55% believe Obama is better for Hispanics, 11% believe McCain is better and 29% say there is no difference between the candidates.
- Half of all Latino voters (50%) believe Obama is better for immigrants, 12% believe McCain is better and 32% say there is no difference between the candidates.
- More than two-thirds (70%) of Latino registered voters are dissatisfied with the country's direction. In contrast, 27% of Latino voters are satisfied with how things are going in the country.
- Nearly four-in-ten (38%) Hispanic voters say that Latinos' situation in the country has gotten worse in the past year, compared with just 18% who say it has improved.
- More than half of Latino voters (55%) say that the Democratic Party is better for Latinos while just 6% say the Republican Party is better for Latinos.

- Hispanic voters increasingly identify with the Democratic Party. Among Latino registered voters who identify with either political party or who say they lean toward a party, Democrats now hold a 39 percentage point advantage—larger than at any time in the past decade—with 65% of registered voters identifying as or leaning toward the Democrats, and 26% identifying as or leaning toward the Republicans.

- Latino voters are following the presidential campaign more closely than in 2004. This year, 78% of Hispanic registered voters say they are following the presidential race very closely or somewhat closely, compared with 72% who said that at a similar time in the 2004 race.

- About one-in-seven Latino voters (15%) say they contributed money to a candidate running for public office in the past year. Half of those who contributed money to a candidate say they did so using the Internet.

- Among Hispanic registered voters, more than half (56%) say that they voted in a presidential primary or caucus this year. Almost three-quarters (72%) say they voted in a Democratic contest, and 21% say they did so in a Republican contest.

About this Report

The 2008 National Survey of Latinos focuses on Hispanic registered voters' views on the presidential candidates, the presidential campaign and Hispanic political participation. The survey was conducted from June 9 through July 13, 2008 among a randomly selected, nationally representative sample of 2,015 Hispanic adults, 892 of whom report that they are U.S. citizens and registered to vote. The survey was conducted in both English and Spanish. The margin of error for the full sample is plus or minus 2.8 percentage points; for registered voters, 4.4 percentage points.

A Note on Terminology

The terms "Latino" and "Hispanic" are used interchangeably in this report, as are the terms "foreign born" and "immigrant."

The terms "whites," "blacks" and "Asians" are used to refer to the non-Hispanic components of their population.

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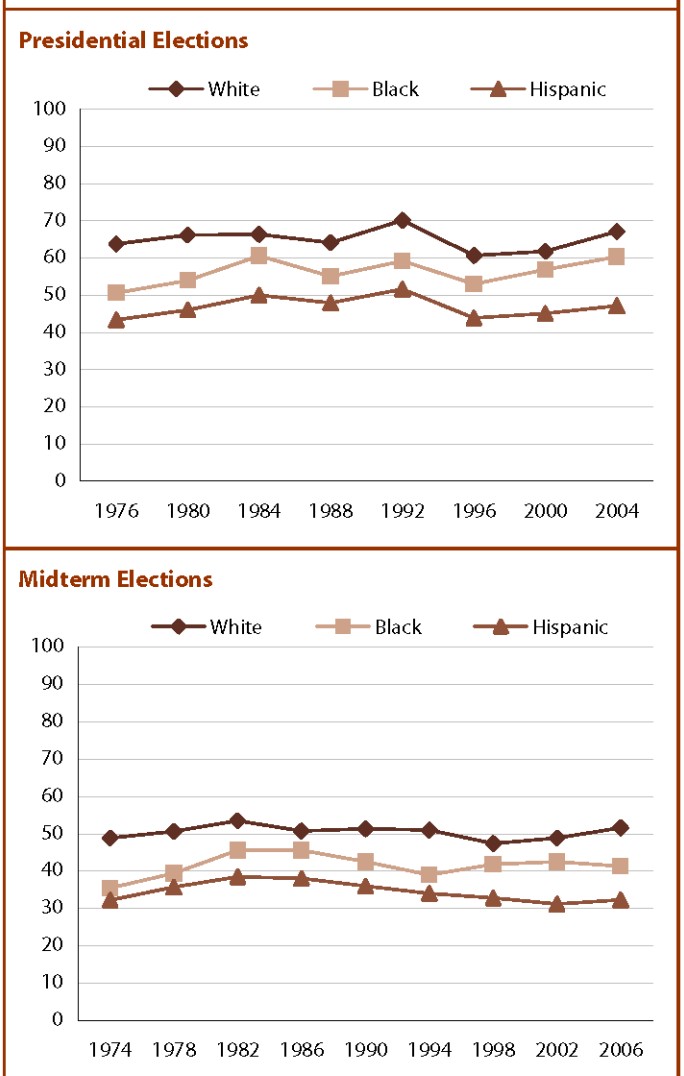
Hispanic Voter Participation Trends[2]

Because Latinos are more likely than other Americans to either be under age 18, or non-citizens, or both, their share of the eligible electorate (8.9% in 2007) lags behind their share of the total U.S. population (15.5% in 2007). In addition, the turnout rate of Hispanic eligible voters in U.S. general elections has historically been lower than the turnout rates of black and white eligible voters. Since 1974, in presidential and midterm elections, the Latino eligible voter turnout rate has lagged behind white eligible voters by 13 to 20 percentage points. In 2004, the last presidential election year, 47% of Latino eligible voters reported having voted. In contrast, 60% of black eligible voters and 67% of white eligible voters reported voting in the 2004 presidential election. In 2000, a presidential election year without a presidential incumbent, the voter turnout rate among Latino eligible voters was 45%. Among white eligible voters, it was 62%, and among black eligible voters, it was 57%.

Figure 5
Hispanic Voter Turnout Rates Lower than Rates for Whites and Blacks: 1974-2006
(U.S. citizens 18 and older, %)

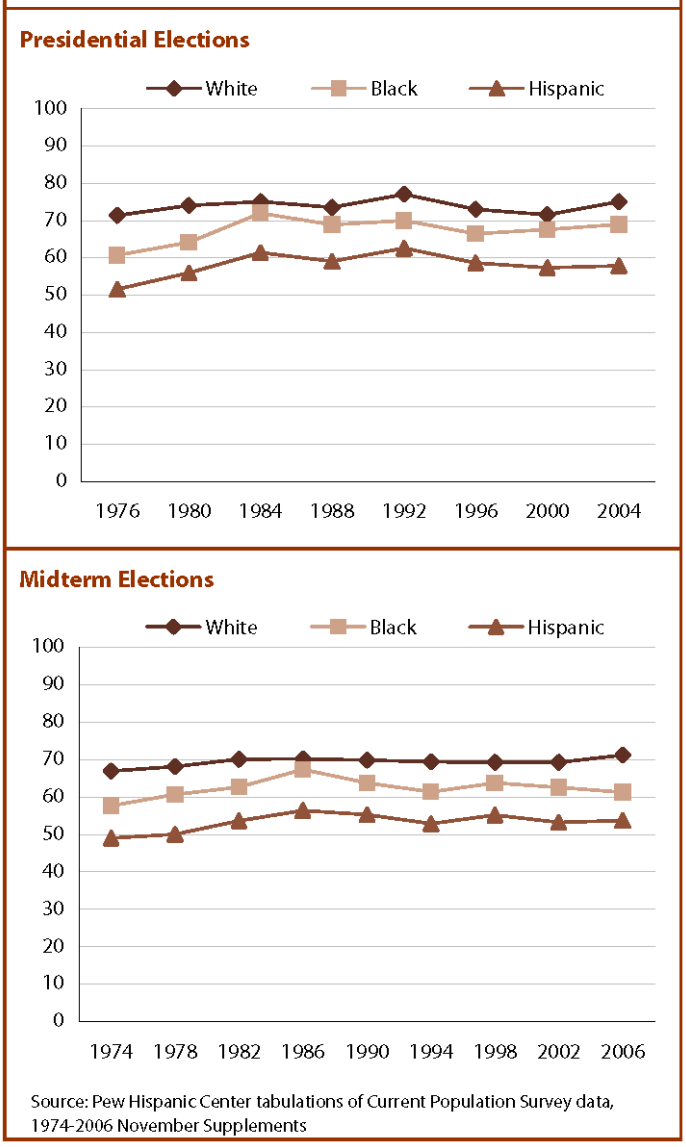


Source: Pew Hispanic Center tabulations of Current Population Survey data, 1974-2006 November Supplements

[2] These results are based on tabulations from the Census Bureau's Current Population Survey from November 2004. All voter turnout rates are for U.S. citizens ages 18 or older. Note that voter turnout rates are based on self-reports of voting activity.

Similarly, voter registration trends among Latinos have lagged behind those of non-Latinos. In 2004, 58% of Latinos who were U.S. citizens reported that they were registered to vote, compared with a voter registration rate of 75% for whites and 69% for blacks. In 2006, a midterm election year, 54% of Latinos were registered to vote, compared to 71% for whites and 61% for blacks.

Figure 6
Hispanic Voter Registration Rates Lower than Rates for Whites and Blacks: 1974-2006
(U.S. citizens 18 and older, %)



Source: Pew Hispanic Center tabulations of Current Population Survey data, 1974-2006 November Supplements

Participation in this Year's Election Cycle

Latino participation appears to be on track to be higher this year than in 2004. While no overall national voter turnout rate estimates are available for the primaries, findings from state exit polls taken during the Democratic primaries show that Latino voters' share of the vote increased in many states, with especially large increases in participation in California and Texas (Minushkin and Lopez, 2008). In addition, this new Pew Hispanic Center survey finds that 56% of Latino registered voters say they voted in the primaries this year, with 16% of registered voters reporting that they had voted for the first time.

Two-thirds of Hispanic registered voters are native born (67%), and 33% are immigrants who are naturalized U.S. citizens. Younger Latinos ages 18 to 29 comprise 25% of all Hispanic registered voters, while older Hispanics ages 55 and older are 24% of all Hispanic registered voters. More than one-third (36%) of all Latino registered voters have household income of less than $30,000, and 28% have an income of $50,000 or more. Almost half (46%) have attended at least some college, but 24% do not have a high school diploma.

Latinos have participated in this election in ways other than voting in the primaries. Among registered voters, 15% say they have contributed money to a candidate running for office, half of them doing so via the Internet; 15% report having attended a political or campaign-related meeting; and 46% have used the Internet to find information about candidates.

Also, 78% of Latino registered voters say they are following the election very closely or somewhat closely, up from 60% in October 2007 and 72% in July 2004.

Latino registered voters are as likely as other registered voters to say that they intend to vote in the November presidential election. Among Latino registered voters, 94% say that they plan to vote in this year's presidential election, compared with 95% of all registered voters

Table 1
Demographics of Hispanic Voters
(registered Hispanic voters, %)

Gender	
Female	52
Male	48
Age	
18-29	25
30-39	18
40-54	29
55+	24
Educational Attainment	
Less than high school	24
High school graduate	30
Some college	29
College graduate	17
Household Income	
Less than $30,000	36
$30,000-$49,999	18
$50,000-$74,999	12
$75,000 or more	16
Nativity	
Native born	67
Foreign born	33
Origin	
Mexican	55
Puerto Rican	14
Cuban	5
Other	24
Religion	
Catholic	56
Non-Catholic	33
No religion	6
Church Attendance	
Weekly	38
Occasionally	46
Never	11
Party Affiliation (including leaners)	
Republican	26
Democrat	65
Independent	5
Closely Following Election	
Closely	78
Not closely	22
Satisfaction with Country's Direction	
Satisfied	27
Dissatisfied	70
Interview Language	
English	73
Spanish	27

Note: Responses of "Don't know" and "Refused" not shown.

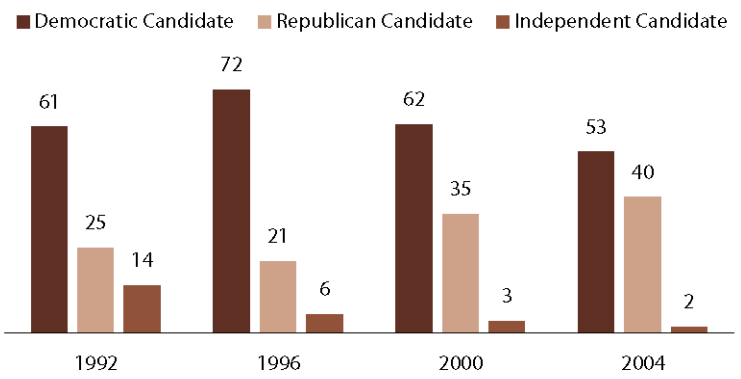
Source: National Survey of Latinos, 2008

who said the same thing in a recent survey by the Pew Research Center for the People and the Press 2008.

Latino Presidential Vote, 1992-2004

Over the past four presidential election cycles, Latino support for Democratic presidential candidates has ranged from 53% in 2004 to 72% in 1996. Support for Republican presidential candidates has ranged from 21% in 1996 to 40% in 2004.[3]

Figure 7
The Hispanic Vote in Presidential Elections: 1992-2004
(%)



Note: Percentages are only shown for the three largest parties: Democratic, Republican and Independent. There is continuing uncertainty over whether President Bush received 40% of the Hispanic vote in 2004, as indicated by the exit polls in the 50 states and the District of Columbia conducted on Election Day, or 44%, as indicated by the nationwide National Election Pool exit poll. Suro, Fry and Passel (2005) spell out the reasons for the differing estimates.
Source: Pew Hispanic Center tabulations of national exit poll data, 1992-2004

2008 Candidate Preference and Demographics

Support for Obama is strong across all demographic groups of Hispanic registered voters, with few significant differences by gender, age, education, income or immigrant status.

Religion is the only major demographic category in which there are significantly different levels of support among Hispanics. Among Latino registered voters who identify with a religion, McCain's support is greater with those who are not Catholic than with Hispanic registered voters who are Catholic—33% versus 17%. Obama's support is greater with Hispanic registered voters who are Catholic than with those who are not Catholic—71% versus 59%. Latino Catholics are 56% of all Hispanic registered voters. Latino registered voters who identify with a religion, but who are not Catholic, make up 33% of all Latino registered voters.

[3] There is continuing uncertainty over whether President Bush received 40% of the Hispanic vote in 2004, as indicated by exit polls in the 50 states and the District of Columbia conducted on Election Day, or 44%, as indicated by the nationwide National Election Pool exit poll. Suro, Fry and Passel (2005) spell out the reasons for the differing estimates.

Native-born U.S. citizens (65%) and naturalized citizens (68%) show similar levels of support for Obama.

Across national origin groups, some differences in support for Obama over McCain may be observed. However, none of these differences in support for Obama or McCain among Hispanic registered voters are statistically significant. This is due largely to the small sample sizes for the non-Mexican origin groups among our registered voter sample. Those of Mexican origin represent 55% of our registered voter sample, Puerto Ricans represent 14%, Cubans represent 5%, and those of Other origin represent 24%.

Finally, Obama's support among Hispanic registered voters who preferred to be interviewed in Spanish for this survey is not very different than among those who preferred to be interviewed in English—71% compared with 64%. Overall, 73% of Hispanic registered voters preferred to be interviewed in English and 27% preferred to be interviewed in Spanish.[4]

Table 2
Voter Preference for President, by Demographic Group
(registered Hispanic voters, %)

	Obama	McCain
Total Population	66	23
Gender		
Female	64	21
Male	68	24
Age		
18-29	73	16
30-39	69	22
40-54	67	25
55+	59	25
Educational Attainment		
Less than high school	73	15
High school graduate	65	25
Some college	64	23
College graduate	66	28
Household Income		
Less than $30,000	68	18
$30,000-$49,999	77	16
$50,000-$74,999	66	30
$75,000 or more	60	34
Nativity		
Native born	65	26
Foreign born	68	17
Origin		
Mexican	70	21
Puerto Rican	73	14
Cuban	53	28
Other	59	28
Religion		
Catholic	71	17
Non-Catholic	59	33
No religion	75	14
Church Attendance		
Weekly	60	29
Occasionally	69	19
Never	77	14
Party Affiliation (including leaners)		
Republican	23	68
Democrat	86	6
Independent	51	11
Closely Following Election		
Closely	68	23
Not closely	60	21
Satisfaction with Country's Direction		
Satisfied	52	41
Dissatisfied	72	16
Interview Language		
English	64	25
Spanish	71	17

Note: Includes respondents who say they would vote for or lean toward voting for the candidate. Responses of "Don't know" and "Refused" not shown.
Source: National Survey of Latinos, 2008

[4] For the full, nationally representative sample of Hispanics, 50% preferred to be interviewed in English and 50% in Spanish. Among the native born in the full sample, 86% preferred English and 14% preferred Spanish. For the foreign born in the sample, 25% preferred to be interviewed in English and 75% preferred Spanish.

Candidate Preference and Race

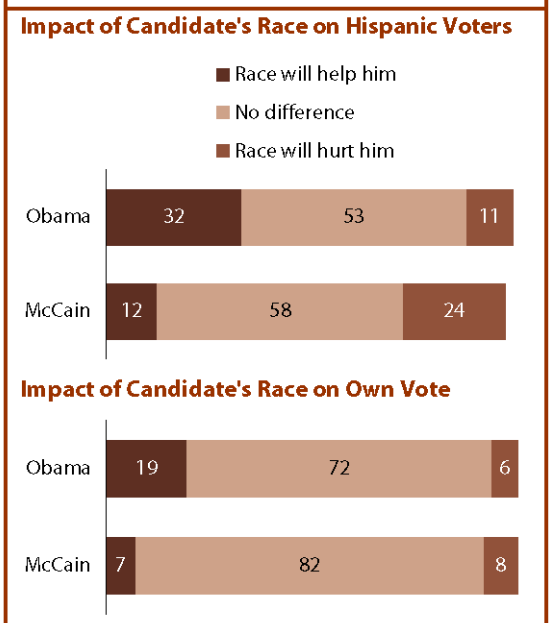
The candidacy of Barack Obama has raised the issue of whether the country is ready for a black president as well as whether Hispanics are ready for a black president. During the Democratic primaries, many wondered whether Latinos' strong preference for Clinton over Obama was somehow related to the candidates' races.[5] However, a Pew Hispanic Center analysis of exit polls from the Super Tuesday Democratic primaries on Feb. 5 found that there was no difference in support for Hillary Clinton among Hispanic voters who said the candidate's race was important in deciding their vote (64%) and those who said that the candidate's race was not important in deciding their vote (63%). Similarly, there was no difference in support for Obama among Hispanics who said race was important (35%) and those who said race was not important (35%).

In this new survey, nearly a third (32%) of Hispanic registered voters say they believe that being black will help Obama with Hispanic voters in the general election, while about one-in-ten (11%) say they believe his race will hurt him. A majority (53%) say they do not believe that Obama's race will make a difference to Hispanic voters

When a parallel question was posed about the impact of McCain's race, the results were reversed. More respondents (24%) say they believe that being white will hurt McCain with Hispanic voters than say they believe it will help him (12%). Here again, however, the majority (58%) say they believe that McCain's race will make no difference.

By heavy margins, respondents say that the race of the candidates will not influence their own personal vote—72% said Obama's race will not make a difference in their deciding how to vote and 82% said the same about McCain's race. However, 19% said that in deciding their own vote, Obama's race will help him while just 6% said it will hurt him. As for McCain, 8% said his race will hurt him and just 7% said it will help him.

Figure 8
Impact of Candidate's Race on Hispanic Voters
(registered Hispanic voters, %)

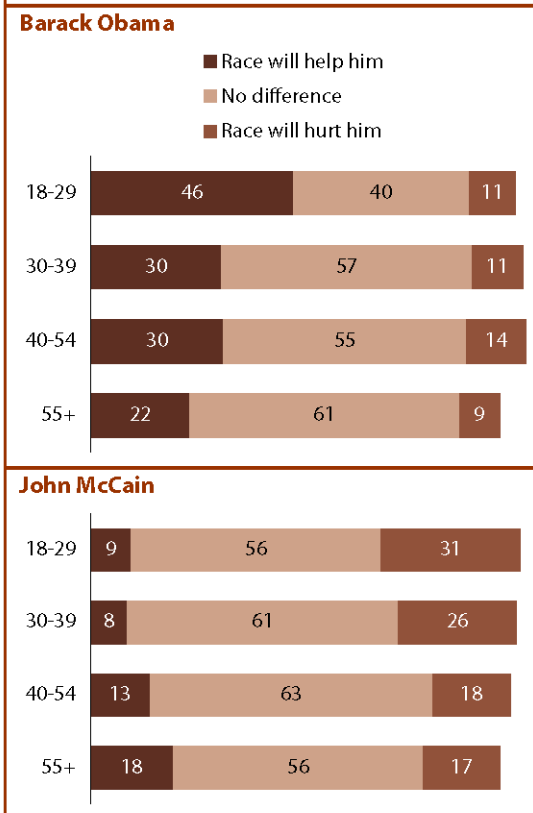


Note: Responses of "Don't know" and "Refused" not shown.
Source: National Survey of Latinos, 2008

[5] See, for example, Arrillaga, Pauline, "Can Black Candidate Woo Hispanics?" Associated Press (Feb. 10, 2008); Reno, Jaime, "Black-Brown Divide," Newsweek (Jan. 26, 2008); Nagourney, Adam and Jennifer Steinhauer, "In Obama's Pursuit of Latinos, Race Plays Role," The New York Times (Jan. 15, 2008).

Latino registered voters ages 18 to 29 (46%) are more likely than those ages 40 and older (26%) to say that Obama's race will help him with Hispanic voters. Hispanics ages 55 and older are more likely than Hispanics 18 to 29 to believe that Obama's race will not make a difference to Hispanic voters—61% versus 40%. There are no other large differences within other demographic categories on the importance of the race of the candidates for Hispanic voters.

Figure 9
Young Latinos Most Likely to Say Race Helps Obama Among Hispanics
(registered Hispanic voters, %)

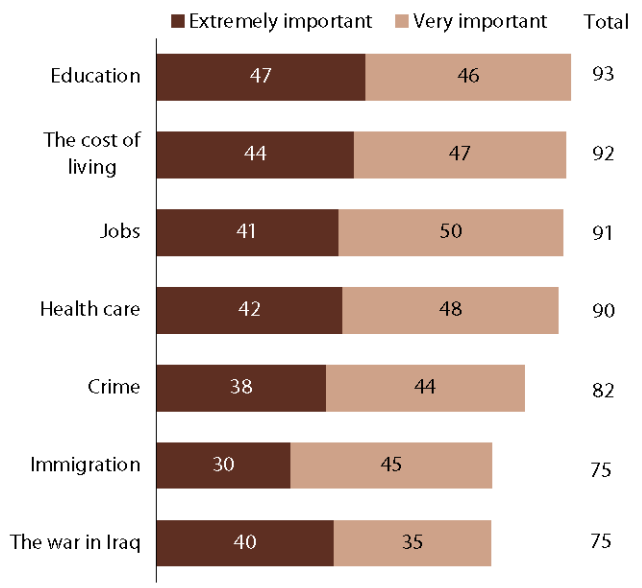


Note: Responses of "Don't know" and "Refused" not shown.
Source: National Survey of Latinos, 2008

Campaign Issues

Family and pocketbook issues, such as education (93%), the cost of living (92%), jobs (91%) and health care (90%), are extremely important or very important to Hispanic registered voters. Fewer Hispanics say that crime (82%), the war in Iraq (75%) or immigration (75%) is an extremely important or very important issue to them personally.

Figure 10
Top Issues to Hispanic Voters: Education, Cost of Living, Jobs and Health Care
(registered Hispanic voters, %)



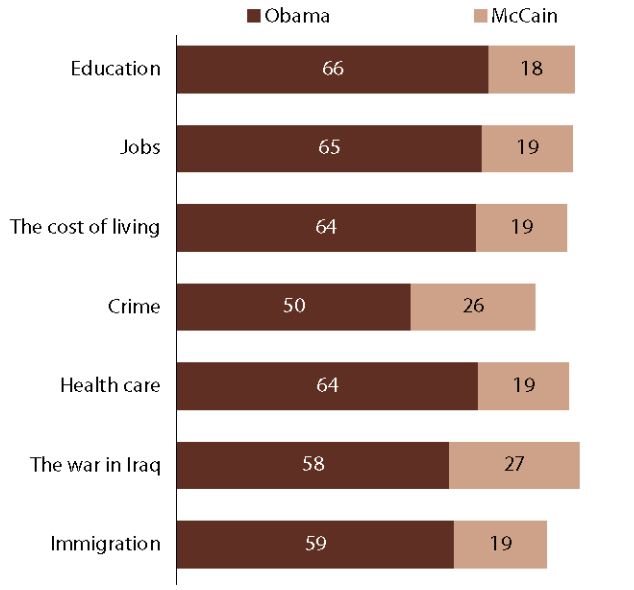
Question wording: Now I'm going to read you a list of issues that might be discussed during this year's presidential campaign. For each item I name, please tell me how important this issue is to you personally. Is the issue of {education, jobs, the cost of living, crime, health care, the war in Iraq, immigration} extremely important, very important, somewhat important, or not too important?

Note: Responses of "Somewhat important," "Not too important," "Don't know" and "Refused" not shown. Percentages may not total due to rounding.

Source: National Survey of Latinos, 2008

By a ratio of more than three-to-one, Hispanic registered voters believe that Obama would do a better job than McCain in dealing with education (66% versus 18%), jobs (65% versus 19%), the cost of living (64% versus 19%), health care (64% versus 19%) and immigration (59% versus 19%). They also believe, by a margin of about two-to-one, that Obama would do a better job than McCain on crime (50% versus 26%) and the war in Iraq (58% versus 27%).

Figure 11
Obama Leads McCain on Perceived Ability to Deal With Key Issues
(registered Hispanic voters, %)



Question wording: Which candidate do you think will do a better job of dealing with {education, jobs, the cost of living, crime, health care, the war in Iraq, immigration}?

Note: Responses of " Neither," "Both would do the same job," "Don't know" and "Refused" not shown.

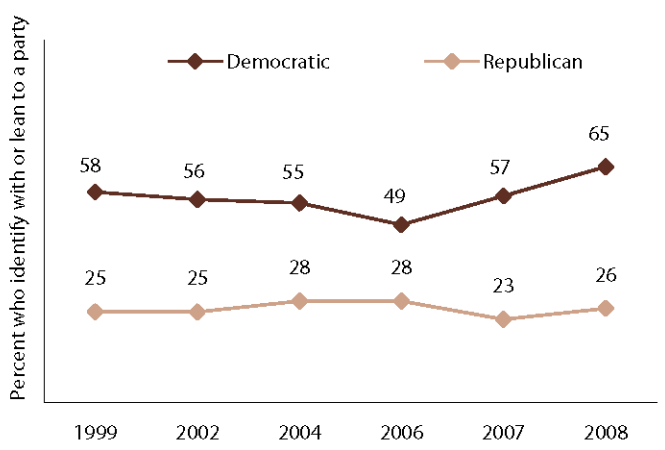
Source: National Survey of Latinos, 2008

Party Identification and Demographics

Hispanic voters increasingly identify with the Democratic Party. Among Latino registered voters who self-identify with either political party or who say they lean toward that party, Democrats now hold a 39 percentage point advantage, larger than at any time over the past decade, with 65% of registered voters identifying themselves as Democrats or leaning toward the Democratic Party, and 26% identifying as Republicans or leaning toward the Republican Party. This trend of growing identification with the Democratic Party is also observed among the general population. According to the Pew Research Center for the People and the Press, among all registered voters, Democrats hold a 16-point advantage with 53% of registered voters identifying as Democrats or leaning toward the Democratic Party (up six-percentage points over 2004), and 37% identifying as Republicans or leaning toward the Republican Party (down four-percentage points since 2004).

Considering those who identify with a specific political party, and excluding party leaners, over half of all Latino registered voters identify themselves as Democrats (51%). Just 16% of registered voters identify themselves as Republicans, and 23% identify as independents.

Figure 12
1999 to 2008: Democratic Lead Among Latinos Narrows, Then Widens



Sources: Pew Hispanic Center, 2002-2008 National Surveys of Latinos and Washington Post/Kaiser Family Foundation/Harvard University, 1999 National Survey on Latinos in America

Among Hispanics registered voters who identify as Democrats, Republicans or Independents (excluding leaners), men are more likely to identify as Independents than are women—28% versus 19%. Those ages 55 and older are more likely to identify as Democrats than younger Hispanics. Those who identify with a religion but are not Catholic are more likely to identify as Republicans than are Latinos who are Catholic—24% versus 13%.

Table 3
Party Affiliation, by Demographic Group
(registered Hispanic voters, %)

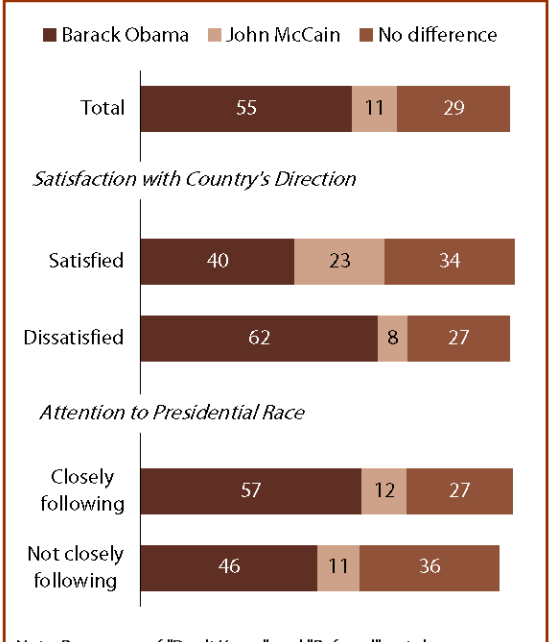
	Republican	Democrat	Independent
Total Population	16	51	23
Gender			
Female	18	55	19
Male	13	48	28
Age			
18-29	12	47	28
30-39	19	49	22
40-54	19	46	25
55+	15	63	17
Educational Attainment			
Less than high school	17	55	17
High school graduate	17	52	21
Some college	16	44	29
College graduate	15	57	23
Household Income			
Less than $30,000	15	52	24
$30,000-$49,999	9	53	21
$50,000-$74,999	16	51	25
$75,000 or more	25	45	26
Nativity			
Native born	18	50	23
Foreign born	12	53	24
Origin			
Mexican	18	50	22
Puerto Rican	11	61	24
Cuban	20	53	26
Other	12	52	24
Religion			
Catholic	13	55	21
Non-Catholic	24	45	22
No Religion	3	47	47
Church Attendance			
Weekly	20	52	20
Occasionally	15	51	24
Never	6	49	33
Closely Following Election			
Closely	16	53	23
Not closely	14	43	23
Satisfaction with Country's Direction			
Satisfied	27	46	20
Dissatisfied	12	54	25
Interview Language			
English	17	49	25
Spanish	14	58	19

Note: Responses of "Don't know" and "Refused" not shown.
Source: National Survey of Latinos, 2008

The Candidates, the Parties and Hispanic Concerns

A majority (55%) of Latino registered voters believe that Obama is better for Hispanics. In contrast, just 11% believe that McCain is better for Hispanics and 29% say there is no difference between the two candidates. Hispanics who are dissatisfied with the country's direction are more likely to believe that Obama is better for Latinos (62%) than are Hispanics who are satisfied with the country's direction (40%). Those who are following the presidential race closely are also more likely to believe that Obama is better for Latinos than are Hispanics who are not following the presidential race closely, 57% compared with 46%.

Figure 13
Which Candidate Is Better for Hispanics? By Satisfaction and Attention to Presidential Race
(registered Hispanic voters, %)



Note: Responses of "Don't Know" and "Refused" not shown.
Source: National Survey of Latinos, 2008

Within demographic categories, there are few large differences on which candidate is perceived as better for Latinos. However, men are more likely than women to say that Obama is better for Hispanics—60% compared with 50%.

Table 4
Which Candidate Is Better for Hispanics?
By Demographic Group
(registered Hispanic voters, %)

	BETTER FOR HISPANICS		
	Obama	McCain	No Difference
Total Population	55	11	29
Gender			
Female	50	12	32
Male	60	11	26
Age			
18-29	62	7	30
30-39	52	8	33
40-54	54	12	31
55+	52	15	26
Educational Attainment			
Less than high school	61	9	26
High school graduate	55	12	28
Some college	49	9	36
College graduate	60	13	27
Household Income			
Less than $30,000	58	9	28
$30,000-$49,999	63	6	31
$50,000-$74,999	61	11	25
$75,000 or more	47	19	33
Nativity			
Native born	52	14	30
Foreign born	61	6	28
Origin			
Mexican	55	10	31
Puerto Rican	56	9	27
Cuban	53	12	34
Other	55	14	27
Religion			
Catholic	57	8	30
Non-Catholic	49	17	31
No Religion	69	3	24
Church Attendance			
Weekly	53	16	27
Occasionally	56	8	31
Never	55	5	36
Party Affiliation (including leaners)			
Republican	21	37	37
Democrat	71	2	24
Independent	46	4	41
Closely Following Election			
Closely	57	12	27
Not closely	46	11	36
Satisfaction with Country's Direction			
Satisfied	40	23	34
Dissatisfied	62	8	27
Interview Language			
English	53	12	31
Spanish	60	10	25

Note: Responses of "Don't know" and "Refused" not shown.
Source: National Survey of Latinos, 2008

Most Hispanic registered voters also believe that Obama is better for immigrants (50%), while just 12% believe McCain is better and 32% who say there is no difference between the two candidates. As with which candidate is better for Latinos, there are few differences within demographic categories.

Table 5
Which Candidate Is Better for Immigrants?
By Demographic Group
(registered Hispanic voters, %)

	BETTER FOR IMMIGRANTS		
	Obama	McCain	No Difference
Total Population	50	12	32
Gender			
Female	49	10	33
Male	51	15	31
Age			
18-29	58	5	33
30-39	47	14	30
40-54	52	14	32
55+	43	14	35
Educational Attainment			
Less than high school	50	10	32
High school graduate	55	12	28
Some college	44	10	39
College graduate	55	18	26
Household Income			
Less than $30,000	57	8	30
$30,000-$49,999	54	5	39
$50,000-$74,999	47	11	38
$75,000 or more	40	27	31
Nativity			
Native born	47	15	32
Foreign born	56	6	32
Origin			
Mexican	52	11	33
Puerto Rican	50	12	27
Cuban	38	15	40
Other	52	13	32
Religion			
Catholic	51	10	33
Non-Catholic	46	18	32
No Religion	57	2	33
Church Attendance			
Weekly	47	17	31
Occasionally	50	9	36
Never	60	9	23
Party Affiliation (including leaners)			
Republican	23	35	35
Democrat	63	5	28
Independent	39	3	54
Closely Following Election			
Closely	51	14	30
Not closely	45	8	38
Satisfaction with Country's Direction			
Satisfied	42	22	32
Dissatisfied	54	9	31
Interview Language			
English	49	14	33
Spanish	54	8	30

Note: Responses of "Don't know" and "Refused" not shown.
Source: National Survey of Latinos, 2008

More than half (55%) of all Latino registered voters say that the Democratic Party has more concern for Hispanics, while just 6% say that of the Republican Party and 35% say there is no difference between the two parties in their concern for Hispanics. Catholics (59%) are more likely to say that the Democratic Party has more concern for Latinos than Latinos who identify with a non-Catholic religion (45%). Non-Catholics (42%) are more likely to say that there is no difference between the parties than are Catholics (32%).

Table 6
Which Party Is Better for Hispanics?
By Demographic Group
(registered Hispanic voters, %)

	BETTER FOR HISPANICS		
	Democratic	Republican	No Difference
Total Population	55	6	35
Gender			
Females	53	7	35
Male	57	6	34
Age			
18-29	49	6	40
30-39	55	3	40
40-54	53	8	35
55+	62	8	26
Educational Attainment			
Less than high school	57	10	30
High school graduate	51	6	37
Some college	54	3	39
College graduate	58	8	34
Household Income			
Less than $30,000	58	6	31
$30,000-$49,999	55	5	39
$50,000-$74,999	62	4	28
$75,000 or more	47	12	40
Nativity			
Native born	54	7	35
Foreign born	58	6	34
Origin			
Mexican	53	7	35
Puerto Rican	58	5	34
Cuban	47	8	45
Other	59	6	33
Religion			
Catholic	59	5	32
Non-Catholic	45	9	42
No Religion	60	7	33
Church Attendance			
Weekly	53	7	36
Occasionally	55	7	33
Never	51	2	46
Closely Following Election			
Closely	57	7	33
Not closely	47	6	41
Satisfaction with Country's Direction			
Satisfied	51	9	37
Dissatisfied	57	6	33
Interview Language			
English	55	6	35
Spanish	56	8	33

Note: Responses of "Don't know" and "Refused" not shown.
Source: National Survey of Latinos, 2008

Appendix 1: Survey Methodology

Results for this study are based on telephone interviews conducted by ICR/International Communications Research, an independent research company, among a nationally representative sample of 2,015 Latino respondents age 18 and older, from June 9 through July 13, 2008. Of those respondents, 711 were native born (including Puerto Rico) and 1,302 were foreign born (excluding Puerto Rico); 892 were registered voters. The margin of error for total respondents is plus or minus 2.8 percentage points at the 95% confidence level. The margin of error for native-born respondents is plus or minus 4.8 percentage points at the 95% confidence level. The margin of error for foreign-born respondents is plus or minus 3.4 percentage points at the 95% confidence level. The margin of error for registered voters is plus or minus 4.4 percentage points.

For this survey, ICR maintained a staff of Spanish-speaking interviewers who, when contacting a household, were able to offer respondents the option of completing the survey in Spanish or in English. A total of 710 respondents were surveyed in English and 1,248 respondents were interviewed in Spanish (and another 57 equally in both languages). Any adult male or female of Latino origin or descent was eligible to complete the survey.

Because a growing number of Hispanic households in the U.S. are reachable only by cell phone, the study included interviews from both landline (n=1,254) and cell phone (n=761) sample frames. According to government statistics from the National Health Interview Survey (NHIS) during the last six months of 2007, 19.3% of Hispanic adults were reachable only by cell phone, a number that was four percentage points higher than it had been one year earlier. Adults who are cell-only are very different demographically from those reachable on a landline. In particular, they tend to be younger, less likely to be married or have children, or to own a home.

Both sample frames were stratified via a disproportionate stratified design. All telephone exchanges in the contiguous 48 states were divided into groups, or strata, based on their concentration of Latino households. For the landline frame, the sample was also run against InfoUSA and other listed databases, and then scrubbed against known Latino surnames. Any “hits” were subdivided into a ‘surname’ stratum, with all other sample being put into other ‘RDD’ strata. Overall, then the study employed 8 strata:

Strata ***(General Incidence of Reaching a Hispanic Household)***	**Landline**	**Cell Phone**
Surname	594	--
Very High	294	--
High	187	458
Medium	134	190
Low	45	113

It is important to note that the existence of a surname stratum does not mean this was a surname sample design. The sample is random digit dial (RDD), with the randomly-selected telephone numbers divided by whether they were found to be associated with or without a Latino surname. This was done simply to increase the number of strata and thereby increase the ability to meet ethnic targets and ease administration by allowing for more effective assignment of interviewers and labor hours.

A four-stage weighting design was used to ensure an accurate representation of the national Hispanic population. First, an adjustment was made for all people found to possess both a landline and a cell phone, as they were twice as likely to be sampled as were respondents who possessed only one phone type. The sample was then corrected for the disproportionality of the stratification scheme described earlier. Third, the sample was corrected to reflect the percentage that is cell-only, landline-only, or reachable by either a landline or a cell phone. NHIS and Pew Research Center data were used to project percentages that the Pew Research Center felt were appropriate for the 2007 population.

Finally, the data were put through a post-stratification sample balancing routine. The post-stratification weighting utilized national 2007 estimates from the Census Bureau's Current Population Survey, March Supplement, on gender, education, age, region, foreign/native born status, year of entry into the U.S. and Hispanic heritage.

Appendix 2: 2008 National Survey of Latinos Topline

The study was conducted for the Pew Hispanic Center via telephone by ICR, an independent research company. Interviews were conducted from June 9 through July 13, 2008, among a nationally representative sample of 2,015 Hispanic respondents ages 18 and older, 892 of whom reported being U.S. citizens and registered to vote. Of the total sample of 2,015, a total of 1,254 respondents were contacted via landline and 761 on their cell phones. We conducted interviews with 711 native-born Hispanics (Puerto Rico included) and 1,302 who were foreign born (Puerto Rico excluded). The margin of error for total Hispanic respondents is plus or minus 2.8 percentage points at the 95% confidence level. The margin of error for native born respondents is plus or minus 4.8 percentage points. The margin of error for foreign born respondents is plus or minus 3.4 percentage points. The margin of error for registered voters is 4.4 percentage points. More information about ICR can be obtained by visiting www.icrsurvey.com.

The topline results from Modules 2 – 5 are being withheld for future releases.

S-5. Record Gender

	Male	Female
Total	52	48
Native born	47	53
Foreign born	55	45
Registered	48	52
11/07*	52	48
07/06**	48	52
06/04***	51	49
03/04****	51	49
06/02*****	49	51

**PHC National Latino Survey 2007*
***PHC Immigration Latino Survey 2006*
****PHC/KFF Latino Survey on Politics*
*****PHC Hispanic Media Study*
******KFF/Pew Latino Survey 2002*

ETHNICITY SCREENING QUESTIONS

1. Are you, yourself of Hispanic or Latino origin or descent such as Mexican, Puerto Rican, Cuban, Dominican, Central or South American, Caribbean or some other Latin American background?

	Yes	No	Don't know	Refused
Total	100	--	--	--
Native born	100	--	--	--
Foreign born	100	--	--	--
Registered	100	--	--	--
11/07*	100	--	--	--
07/06**	100	--	NA	--
06/04***	100	--	NA	--
03/04****	100	--	NA	--
06/02*****	100	--	NA	--

2. Would you prefer to be interviewed in English or Spanish?

	English	Spanish
Total	50	50
Native born	86	14
Foreign born	25	75
Registered	73	27
11/07*	43	57
07/06**	42	58
06/04***	45	55
03/04****	49	51
06/02*****	43	57

3. The terms Hispanic and Latino are both used to describe people who are of Hispanic or Latino origin or descent. Do you happen to prefer one of these terms more than the other?

	Hispanic	Latino	No preference	Don't know	Refused
Total	36	21	43	1	*
Native born	32	19	48	1	*
Foreign born	38	22	40	*	*
Registered	35	19	45	1	*
11/07*	42	20	36	1	*
07/06**	23	11	66	--	--
06/04***	35	14	51	--	--
03/04****	34	16	51	--	--
06/02*****	34	13	53	--	--

4. Now I want to ask you about you and your family's heritage. Are you Mexican, Puerto Rican, Cuban, Dominican, Salvadoran or are you and your ancestors from another country?

	Total	Native born	Foreign born	Registered
Mexican	62	55	68	55
Puerto Rican	9	20	*	14
Cuban	4	3	5	5
Dominican	2	1	3	2
Salvadoran	3	1	4	2
Other Central American	7	4	9	5
Other South American	7	4	9	7
Caribbean	1	1	1	1
Other North American	2	4	*	3
Other European	2	4	1	4
Other	1	1	*	1
Don't know	1	2	*	2
Refused	*	*	*	--

	11/07 *	07/06 *	06/04 **	03/04 ***
Mexican	63	64	64	64
Puerto Rican	9	11	9	9
Cuban	4	10	4	4
Dominican	3	1	3	3
Salvadoran	3	1	2	4
Other Central American	6	1	6	5
Other South American	7	2	6	6
Jamaica	NA	NA	NA	1
Trinidad/Caribbean Islands	NA	NA	NA	1
Italy	NA	NA	NA	*
Africa	NA	NA	NA	--
USA	NA	NA	NA	1
Other North American	2	NA	NA	NA
Other European	2	NA	NA	NA
Other	1	5	3	4
Don't know	*	3	*	*
Refused	*	*	*	*

5. Were you born on the island of Puerto Rico, in the United States, or in another country?

	Puerto Rico	U.S.	Another country	Don't know	Refused
Total	4	38	59	*	*
Native born	9	91	--	--	--
Foreign born	--	--	100	--	--
Registered	5	61	34	--	--
11/07*	4	38	58	*	*
07/06**	2	43	55	NA	*
06/04***	5	38	57	NA	--
03/04****	3	39	58	NA	--
06/02*****	5	37	58	NA	--

Asked of total Hispanics born outside of the United States/don't know/refused; Total n = 1,304

5a. In what country were you born?

	Total	11/07*	07/06**	06/02***
Argentina	1	1	1	1
Barbados	--	--	--	--
Belize	*	*	--	*
Bolivia	*	*	*	*
Brazil	1	1	1	*
Chile	*	*	*	*
Colombia	4	3	4	4
Costa Rica	*	*	1	*
Cuba	4	5	4	7
Dominican Republic	3	4	4	7
Ecuador	1	1	3	1
El Salvador	4	5	5	7
Falkland Islands	*	--	*	--
Guatemala	4	3	4	1
Guyana	*	*	*	*
Haiti	*	*	--	*
Honduras	2	3	1	1
Mexico	67	65	66	68
Nicaragua	1	1	1	1
Panama	1	*	*	*
Paraguay	--	*	*	--
Peru	1	2	2	1
Portugal	--	*	*	*
Puerto Rico	*	*	*	--
Spain	*	*	*	*
Suriname	--	--	--	--
Uruguay	*	*	*	*
Venezuela	*	1	1	*
French Guyana	*	--	--	--
Jamaica	1	1	--	*
Trinidad/Caribbean Islands	*	*	*	*
Italy	*	*	*	*
Africa	--	--	--	NA
Other	2	1	1	1
Don't know	1	*	*	--
Refused	*	*	*	--

Total Latinos

	Total	11/07*	07/06**
Argentina	*	*	1
Barbados	--	--	--
Belize	*	*	--
Bolivia	*	*	*
Brazil	*	*	*
Chile	*	*	*
Colombia	2	2	2
Costa Rica	*	*	*
Cuba	3	3	2
Dominican Republic	2	2	2
Ecuador	1	1	2
El Salvador	2	3	3
Falkland Islands	*	--	*
Guatemala	2	2	2
Guyana	*	*	*
Haiti	*	*	--
Honduras	1	2	1
Mexico	39	38	36
Nicaragua	*	*	*
Panama	*	*	*
Paraguay	--	*	*
Peru	1	1	1
Portugal	--	*	*
Puerto Rico	*	*	*
Spain	*	*	*
Suriname	--	--	--
Uruguay	*	*	*
Venezuela	*	*	1
French Guyana	*	--	--
Jamaica	*	1	--
Trinidad/Caribbean Islands	*	*	*
Italy	*	*	*
Africa	--	--	--
Other	1	1	*
Don't know	*	*	*
Refused	*	*	*
United States	38	38	43
Puerto Rico	4	4	2
Don't know	--	*	*
Refused	--	*	--

6. How many years have you lived in the (continental) United States?

Total Latinos born outside of the United States or who were born in Puerto Rico; Total n = 1,384; Native born = 82; Foreign born = 1,302

	Total	Native born	Foreign born	Registered	11/07*
Less than 1 year to 5 years	19	4	20	3	16
6-10 years	16	5	17	6	19
11-20 years	28	21	28	18	28
More than 20 years	36	68	34	71	36
Don't know	1	2	1	1	1
Refused	1	*	1	1	*

Total Latinos

	Total	Native born	Foreign born	Registered	11/07*
Less than 1 year to 5 years	12	*	20	1	10
6-10 years	10	*	17	2	12
11-20 years	17	2	28	7	17
More than 20 years	22	6	34	28	22
Don't know	*	*	1	*	*
Refused	*	*	1	*	*
Born in the U.S.	38	91	--	61	38
Don't know	*	--	--	--	*
Refused	*	--	--	--	*

	11/07*	07/06**
0-10 years	22	21
11-20 years	18	16
21-30 years	11	10
More than 30 years	11	8
Don't know	*	
Refused	*	
Born in the U.S.	38	43
Don't know	*	--
Refused	*	*

	0-12	13-24	25-36	37-49	50-97	Don't know	Refused
06/04**	44	30	15	7	2	*	1
03/04***	48	28	14	6	2	*	1
06/02****[a]	47	31	14	5	1	*	NA

[a] *This question was not asked of respondents born in Puerto Rico in 06/02.*

7. Was your mother born on the island of Puerto Rico, in the United States, or in another country?

	Puerto Rico	U.S.	Another country	Don't know	Refused
Total	7	23	70	*	*
Native born	16	51	32	*	--
Foreign born	*	3	97	--	--
Registered	12	36	52	*	--
11/07*	6	22	72	*	*

8. Was your father born on the island of Puerto Rico, in the United States, or in another country?

	Puerto Rico	U.S.	Another country	Don't know	Refused
Total	8	20	72	1	*
Native born	17	44	37	2	*
Foreign born	1	3	96	*	*
Registered	11	33	55	1	--
11/07*	6	20	74	1	*

(Asked of total Latinos born outside of the country; Total n =1,304; Foreign born n=1,302)

9. Are you a citizen of the United States?

	Yes	No	Don't know	Refused
Total	34	66	*	*
Foreign born	34	66	*	*
Registered	100	--	--	--
11/07*	36	62	1	1
07/06**	36	63	1	1
06/04***	26	72	2	*
03/04****	26	70	1	3
06/02*****	31	68	1	--

Q5/5a/9 Citizenship Combination Table

	U.S. Born/Citizen	Not a Citizen	Don't know	Refused
Total	61	39	*	*
Native born	100	--	--	--
Foreign born	34	66	*	*
Registered	100	--	--	--

Module 1 – POLITICS and POLITICAL QUESTIONS

WELL-BEING, SATISFACTION, AND OPTIMISM

10. Generally, how would you say things are these days in your life—would you say that you are very happy, pretty happy, or not too happy?

	HAPPY			Not too happy	Don't know	Refused
	NET	Very happy	Pretty happy			
Total	74	38	36	25	1	*
Native born	86	39	46	14	*	*
Foreign born	66	37	29	32	1	1
Registered	82	44	38	17	1	*

11. All in all, are you satisfied or dissatisfied with the way things are going in this country today?

	Satisfied	Dissatisfied	Don't know	Refused
Total	25	70	4	*
Native born	28	68	3	*
Foreign born	23	72	4	1
Registered	27	70	3	*

12. Compared with 1 year ago, do you think the situation of (HISPANICS/LATINOS) in this country today is better, worse, or about the same?

	Better	Worse	The same	Don't know	Refused
Total	13	50	35	2	*
Native born	17	30	49	3	*
Foreign born	10	63	25	1	*
Registered	18	38	42	2	*
11/07*	26	33	38	3	*

PRESIDENTIAL CAMPAIGN

13. How closely are you following the 2008 presidential race? (READ LIST)

	CLOSELY			NOT CLOSELY			Don't know	Refused
	NET	Very	Somewhat	NET	Not too	Not at all		
Total	62	26	36	37	22	15	1	*
Native born	71	32	39	29	17	11	*	*
Foreign born	55	22	33	43	25	18	1	*
Registered	78	41	37	22	15	7	*	*
11/07*	47	15	32	51	26	25	2	*
06/04***[a]	62	23	39	36	20	16	1	*

[a] *Question wording in 2004 was "How closely are you following the 2004 presidential race?"*

(Asked of total Latinos who are citizens of the United States; Total n = 1,147; Native born n = 711; Foreign born n = 435)

14. These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register. Are you NOW registered to vote in your precinct or election district or haven't you been able to register so far?

	Yes, registered	No, not registered	Not a citizen (vol.)	Don't know	Refused
Total	77	22	--	1	*
Native born	76	23	--	1	*
Foreign born	79	20	--	*	--
Registered	100	--	--	--	--

Q5/5a/9/14. Citizenship Combination Table

	U.S. Born/Citizen					
	NET	Yes, registered to vote	No, not registered to vote	Not a citizen	Don't know	Refused
Total	61	47	13	39	*	*
Native born	100	76	23	--	--	--
Foreign born	34	27	7	66	*	*
Registered	100	100	--	--	--	--

(Asked of total Latinos who are a citizen of the United States; Total n = 1,147; Native born n = 711; Foreign born n = 435)

15. Now suppose the 2008 presidential election were being held TODAY. If you had to choose between (READ)—who would you vote for?

	Barack Obama, the Democrat	John McCain, the Republican	Neither	Other candidate	Don't know	Refused
Total	60	21	9	1	7	2
Native born	59	24	7	1	7	2
Foreign born	61	15	12	1	8	3
Registered	61	21	8	1	7	3

5/5a/9/15. Combo Table

	Total	Native born	Foreign born	Registered
U.S. born/citizen	61	100	34	100
Would vote for Barack Obama, the Democrat	36	59	21	61
Would vote for John McCain, the Republican	13	24	5	21
Wouldn't vote for either	5	7	4	8
Would vote for another candidate	1	1	*	1
Not a citizen	39	--	66	--
Don't know	*	--	*	--
Refused	*	--	*	--

(Asked of total Latino citizens who wouldn't vote for either candidate; Total n = 233; Native born n = 128; Foreign born n = 105)

16. As of TODAY, do you LEAN more to (READ NAMES IN SAME ORDER AS Q15)?

	Barack Obama, the Democrat	John McCain, the Republican	Neither	Other candidate	Don't know	Refused
Total	26	11	36	1	19	7
Native born	27	11	30	2	22	7
Foreign born	23	10	44	--	16	7
Registered	30	11	31	2	17	9

5/5a/9/15/16. Combo Table

	Total	Nativeborn	Foreignborn	Registered
U.S. born/citizen	61	100	34	100
Would vote for/lean to Barack Obama, the Democrat	39	64	22	66
Would vote for/lean John McCain, the Republican	14	26	6	23
Wouldn't vote for either	4	5	3	5
Would vote for another candidate	1	1	*	1
Not a citizen	39	--	66	--
Don't know	*	--	*	--
Refused	*	--	*	--

16a. If Barack Obama chooses Hillary Clinton as his vice-presidential running mate, would that make you more likely to vote for Barack Obama, less likely to vote for Barack Obama, or would it make no difference in determining your vote for president.

	More likely	Less likely	No difference	Don't know	Refused
Total	47	10	37	5	1
Native born	36	14	46	3	*
Foreign born	55	7	30	6	1
Registered	42	14	42	2	*

17. Now I'm going to read you a list of issues that might be discussed during this year's presidential campaign. For each item I name, please tell me how important this issue is to you personally. Is the issue of (INSERT ITEM) extremely important, very important, somewhat important, or not too important?

a. Education

	EXTREMELY/VERY IMPORTANT						
	NET	Extremely important	Very important	Somewhat important	Not too important	Don't know	Refused
Total	94	45	48	5	1	*	*
Native born	92	49	43	7	1	--	--
Foreign born	95	43	52	3	1	*	*
Registered	93	47	46	6	1	--	--
11/07*	95	52	43	3	1	*	*
06/04***	94	45	49	5	1	*	*

b. Jobs

	EXTREMELY/VERY IMPORTANT						
	NET	Extremely important	Very important	Somewhat important	Not too important	Don't know	Refused
Total	93	41	52	5	2	*	*
Native born	89	45	45	8	2	*	--
Foreign born	95	38	57	3	1	*	*
Registered	91	41	50	7	2	*	--
11/07* [a]	91	43	48	7	2	1	*
06/04*** [a]	94	43	51	5	1	*	*

[a] *In 2007 and 2005 item was "Economy and Jobs"*

c. The cost of living

	EXTREMELY/VERY IMPORTANT						
	NET	Extremely important	Very important	Somewhat important	Not too important	Don't know	Refused
Total	93	43	50	5	2	*	*
Native born	90	45	46	8	2	--	--
Foreign born	94	41	53	3	2	1	*
Registered	92	44	47	7	1	*	--

d. Crime

	EXTREMELY/VERY IMPORTANT						
	NET	Extremely important	Very important	Somewhat important	Not too important	Don't know	Refused
Total	81	33	48	10	8	1	*
Native born	80	38	42	15	5	*	--
Foreign born	82	30	52	7	10	1	1
Registered	82	38	44	12	5	*	--
11/07*	84	39	45	9	5	1	*
06/04***	84	36	48	10	5	1	*

e. Health care

	EXTREMELY/VERY IMPORTANT						
	NET	Extremely important	Very important	Somewhat important	Not too important	Don't know	Refused
Total	93	42	51	5	2	*	*
Native born	88	43	45	9	3	--	--
Foreign born	97	41	56	2	1	*	*
Registered	90	42	48	8	2	*	--
11/07*	91	45	46	7	2	*	*
06/04***[a]	90	40	50	8	2	*	*

[a] *In 2004 item was "Health Care and Medicare"*

f. The war in Iraq

	EXTREMELY/VERY IMPORTANT						
	NET	Extremely important	Very important	Somewhat important	Not too important	Don't know	Refused
Total	61	31	31	12	24	2	1
Native born	75	39	36	14	10	1	*
Foreign born	52	25	27	10	34	3	1
Registered	75	40	35	10	14	1	*
11/07*	62	30	31	12	22	4	1
06/2004***	69	32	37	13	17	3	*

g. Immigration

	EXTREMELY/VERY IMPORTANT						
	NET	Extremely important	Very important	Somewhat important	Not too important	Don't know	Refused
Total	80	34	46	13	6	1	*
Native born	69	29	40	22	7	1	*
Foreign born	87	37	50	7	5	1	*
Registered	75	30	45	17	6	1	*
11/07*	84	38	46	10	4	1	*
06/04***	73	28	45	19	6	2	*

18. Which candidate do you think will do a better job of dealing with (INSERT ITEM)?

a. Education

	Barack Obama	John McCain	Neither	Both would do the same job	Don't know	Refused
Total	66	16	4	3	11	*
Native born	63	22	3	3	10	*
Foreign born	68	12	4	3	12	1
Registered	66	18	3	2	10	*

b. Jobs

	Barack Obama	John McCain	Neither	Both would do the same job	Don't know	Refused
Total	67	16	4	2	11	1
Native born	62	22	4	1	11	*

Foreign born	70	11	4	3	11	1
Registered	65	19	3	1	11	1

c. The cost of living

	Barack Obama	John McCain	Neither	Both would do the same job	Don't know	Refused
Total	66	15	5	3	11	1
Native born	64	20	4	3	9	*
Foreign born	67	11	5	3	13	1
Registered	64	19	4	3	9	1

d. Crime

	Barack Obama	John McCain	Neither	Both would do the same job	Don't know	Refused
Total	55	22	6	4	13	1
Native born	47	30	7	3	11	1
Foreign born	60	16	5	5	14	1
Registered	50	26	6	5	12	1

e. Health care

	Barack Obama	John McCain	Neither	Both would do the same job	Don't know	Refused
Total	65	16	4	2	12	1
Native born	63	21	3	2	10	*
Foreign born	67	12	5	3	13	1
Registered	64	19	4	2	10	1

f. The war in Iraq

	Barack Obama	John McCain	Neither	Both would do the same job	Don't know	Refused
Total	60	21	5	2	12	1
Native born	56	30	4	1	9	*
Foreign born	62	15	6	2	14	1
Registered	58	27	4	1	9	1

g. Immigration

	Barack Obama	John McCain	Neither	Both would do the same job	Don't know	Refused
Total	62	16	7	3	11	1
Native born	55	24	7	3	10	1
Foreign born	67	10	7	3	12	1
Registered	59	19	6	3	11	1

19. In the past year, have you (INSERT ITEM), or not?

a. Contributed money to a candidate running for public office

	Yes	No	Don't know	Refused
Total	9	91	*	*
Native born	13	87	--	--

Foreign born	6	94	*	*
Registered	15	85	--	*

b. Attended a political or campaign-related meeting

	Yes	No	Don't know	Refused
Total	10	89	*	*
Native born	13	86	*	--
Foreign born	8	91	*	*
Registered	15	85	--	*

c. Used the Internet to find information about a political candidate

	Yes	No	Don't know	Refused
Total	31	68	*	*
Native born	49	51	*	--
Foreign born	19	80	1	*
Registered	46	54	*	*

(Asked of Latinos who contributed money to a candidate running for political office; Total n = 185; Native born n = 104; Foreign born n = 81)

20. Did you contribute using the Internet, or not?

	Yes	No	Don't know	Refused
Total	46	54	--	--
Native born	49	51	--	--
Foreign born	41	59	--	--
Registered	50	50	--	--

Q19a/20 Combination Table

	Total	Native born	Foreign born	Registered
Contributed money to a candidate running for public office	9	13	6	15
Contributed using the Internet	4	6	2	7
Did not contribute using the Internet	5	6	4	7
Did not contribute money to a candidate running for public office	91	87	94	85
Don't know	*	--	*	--
Refused	*	--	*	*

(Asked of total Latinos who are citizens; Total n = 1,147; Native born n = 711; Foreign born n = 435)

20a. Do you, yourself, plan to vote in the election this November?

	Yes	No	Don't know	Refused
Total	84	12	4	1
Native born	83	13	4	*
Foreign born	85	11	4	1
Registered	94	3	3	--

20b. Please tell me what one word best describes your impression of [CANDIDATE]. Tell me just the one best word that describes him. [OPEN ENDED]

a John McCain

	Total	Native born	Foreignborn	Registered
Alright	*	*	*	*
Bad	2	1	3	2
Best (man/qualities/candidate)	*	*	*	*
Black	*	--	*	--
Bush (George W.)	3	3	2	4
Better (man/qualities/candidate)	*	1	*	1
Capable	--	--	--	--
Change	*	--	*	--
Charismatic	*	--	*	--
Confidence	*	--	*	*
Conservative	1	2	1	2
Democrat	*	*	--	*
Determined	*	1	*	1
Different	*	*	*	*
Dislike	1	*	1	*
Educated	*	*	*	*
Energetic	*	--	*	--
Enthusiastic	*	--	*	*
Excellent	*	*	*	--
Experienced	3	4	2	4
Fair	1	1	*	*
Fake	*	*	*	*
Fighter	*	*	*	--
Future	--	--	--	--
Good (man/qualities/candidate)	6	3	8	4
Great (man/qualities/candidate)	*	1	*	1
Helpful	*	*	*	*
Hero	*	1	*	1
Honest	1	*	1	1
Hope	--	--	--	--
Human	--	--	--	--
Humble	--	--	--	--

Immigration (not specified if candidate is for or against)	*	--	*	--
Important	*	*	*	*
Inexperience	*	*	--	*
Intelligent	1	*	1	*
Interesting	*	--	*	--
Knowledgeable	*	1	*	1
Leader	*	*	*	*
Liar	*	*	1	*
Liberal	--	--	--	--
Military	*	*	*	1
Minority	--	--	--	--
Money	*	*	*	*
New	--	--	--	--
Nice	*	*	*	--
Not good	1	*	1	1
Okay	1	1	*	1
Old	6	9	3	9
Positive	*	--	*	--
Pro-Hispanic/Latinos	*	--	*	--
Pro-immigration	*	--	*	--
Racist	2	1	2	1
Regular	1	--	1	*
Republican	1	3	1	2
Responsible	*	*	*	*
Same	1	1	1	2
Serious	*	*	*	*
Simple	*	*	*	*
Sincere	*	--	*	--
Smart	*	1	*	*
Speaker (good speaker)	--	--	--	--
Strict	*	*	1	*
Strong	1	*	1	1
Traditional	*	*	*	*
Trustworthy	*	*	*	*
Untrustworthy	*	*	1	*
Veteran	*	1	*	1
War	1	1	*	1
Weak	*	1	*	1
White	*	*	*	*
Young	*	*	--	--
Other	28	34	24	32
None	3	2	3	2
Don't Know	27	20	31	19
Refused	2	1	2	1

b. Barack Obama

	Total	Native Born	ForeignBorn	Registered
Alright	*	*	--	*
Bad	*	*	*	*
Best (man/qualities/candidate)	1	1	1	1
Black	*	*	*	--
Bush (George W.)	*	--	*	*
Better (man/qualities/candidate)	2	1	2	1
Capable	*	*	*	*
Change	6	9	5	10
Charismatic	1	1	1	1
Confidence	*	1	*	1
Conservative	--	--	--	--
Democrat	1	1	*	1
Determined	1	2	--	1
Different	1	2	1	2
Dislike	*	1	*	1
Educated	*	*	*	*
Energetic	*	*	*	1
Enthusiastic	*	1	*	1
Excellent	1	1	2	1
Experienced	*	*	--	*
Fair	1	1	*	1
Fake	*	1	*	1
Fighter	1	*	1	--
Future	1	1	*	1
Good (man/qualities/candidate)	12	6	16	6
Great (man/qualities/candidate)	*	1	*	1
Helpful	1	1	1	1
Hero	--	--	--	--
Honest	2	2	3	2
Hope	1	2	1	2
Human	*	--	1	--
Humble	*	*	1	*
Immigration (not specified if candidate is for or against)	1	--	1	*
Important	*	*	*	*
Inexperience	2	3	1	3
Intelligent	4	3	4	4
Interesting	*	*	1	*
Knowledgeable	*	*	*	*
Leader	1	1	1	1
Liar	1	1	*	1
Liberal	1	1	*	1
Military	--	--	--	--
Minority	*	*	*	*
Money	--	--	--	--
New	1	1	*	1
Nice	1	1	*	1

Not good	*	1	*	*
Okay	1	1	*	1
Old	--	--	--	--
Positive	*	*	1	1
Pro-Hispanic/Latinos	1	*	2	1
Pro-immigration	*	--	*	--
Racist	*	--	*	*
Regular	*	--	*	*
Republican	--	--	--	--
Responsible	*	*	1	*
Same	--	--	--	--
Serious	*	*	*	--
Simple	*	*	*	*
Sincere	*	*	*	*
Smart	1	2	*	*
Speaker (good speaker)	*	*	*	*
Strict	*	--	*	--
Strong	1	1	*	1
Traditional	*	--	*	--
Trustworthy	1	*	1	*
Untrustworthy	*	1	*	*
Veteran	--	--	--	--
War	*	--	*	--
Weak	*	*	--	*
White	--	--	--	--
Young	2	2	2	2
Other	25	31	20	30
None	1	1	2	1
Don't Know	17	12	21	13
Refused	1	*	1	*

21. In politics today, do you consider yourself a Republican, a Democrat, an Independent, or something else?

	Republican	Democrat	Independent	Something else	Don't know	Refused
Total	12	40	30	8	8	2
Native born	17	46	24	9	3	1
Foreign born	8	36	34	8	11	2
Registered	16	51	23	6	3	1
11/07*	12	31	36	9	10	2
07/06**	14	31	25	9	14	7
06/04***	14	35	26	12	12	2
03/04****	15	32	31	11	8	3
06/02*****	16	35	28	10	11	NA

(Asked of total Latinos who do not consider themselves a Republican or Democrat; Total n = 946; Native born n = 259; Foreign born n = 687)

22. Do you consider yourself closer to the Republican Party or the Democratic Party?

	Republican	Democrat	Neither	Other	Don't know	Refused
Total	20	43	22	1	12	2
Native born	25	46	21	*	4	3
Foreign born	18	42	23	1	15	2
Registered	30	42	18	2	6	3
11/07*	12	27	47	2	10	2
07/06**	19	32	36	1	12	*
06/04***	23	35	27	6	8	1
03/04****	31	36	20	--	11	1
06/02*****	24	34	36	*	6	NA

Q21/22. Leaned Party Combination Table

	Leaned Republican	Leaned Democrat	Independent	Something else	Don't know	Refused
Total	22	61	8	4	5	1
Native born	26	63	5	4	1	1
Foreign born	18	59	11	3	7	1
Registered	26	65	5	2	2	1
11/07*	19	46	20	5	9	2
07/06**	19	39	12	9	14	7
06/04***	22	48	10	6	12	2
03/04****	28	47	9	5	8	3
06/02*****	22	44	12	10	11	2

(Asked of total Latinos registered to vote; Total n = 892; Native born n = 549; Foreign born n = 343)

23. A lot of people have been telling us they didn't get a chance to vote in the presidential primaries or caucuses this year. How about you … did things come up that kept you from voting or did you happen to vote?

	Yes, voted	No, did note vote	Not applicable – home state has not had a primary	Don't know/don't remember	Refused
Total	56	43	*	1	*
Native born	55	44	*	1	--
Foreign born	58	41	--	--	*
Registered	56	43	*	1	*

Q5/5a/9/14/23. Combination Table

	Total	Native born	Foreign born	Registered
U.S. born/citizen	61	100	34	100
Yes, registered to vote	47	76	27	100
Yes, voted in the presidential primary/caucus	26	42	16	56
No, did not vote in presidential primary/caucus	20	34	11	43
Home state has not yet had a primary	*	*	--	*
No, not registered to vote	13	23	7	--
Not a citizen	39	--	66	--
Don't know	*	--	*	--
Refused	*	--	*	--

(Asked of total Latinos who are registered to vote and have voted in a primary or caucus this year; Total n = 528; Native born n = 323; Foreign born n = 205)

24. Did you vote in a DEMOCRATIC primary or caucus or a REPUBLICAN primary or caucus?

	Democratic primary or caucus	Republican primary or caucus	Other primary or caucus	Don't know	Refused
Total	72	21	2	3	2
Native born	71	23	2	3	1
Foreign born	73	18	1	2	5
Registered	72	21	2	3	2

Q5/5a/9/14/23/24. Combination Table

	Total	Native born	Foreign born	Registered
U.S. born/citizen	61	100	34	100
Yes, registered to vote	47	76	27	100
Yes, voted in the presidential primary/caucus	26	42	16	56
Voted in the Democratic primary/caucus	19	30	12	40
Voted in the Republican primary/caucus	6	9	3	12
Voted in another primary/caucus	*	1	*	1
No, did not vote in presidential primary/caucus	20	34	11	43
Home state has not yet had a primary	*	*	--	*
No, not registered to vote	13	23	7	--
Not a citizen	39	--	66	--
Don't know	*	--	*	--
Refused	*	--	*	--

(Asked of total Latinos who are registered to vote and have voted in a primary or caucus this year; Total n = 528; Native born n = 323; Foreign born n = 205)

25. Was this primary/caucus the FIRST time that you have voted in a U.S. election, or have you voted before?

	First time	Have voted before	Don't know	Refused
Total	16	82	1	*
Native born	13	86	1	--
Foreign born	23	76	1	1
Registered	16	82	1	*

Q5/5a/9/14/23/25. Combination Table

	Total	Native born	Foreign born	Registered
U.S. born/citizen	61	100	34	100
Yes, registered to vote	47	76	27	100
Yes, voted in the presidential primary/caucus	26	42	16	56
First time	4	5	4	9
Have voted before	22	36	12	46
No, did not vote in presidential primary/caucus	20	34	11	43
Home state has not yet had a primary	*	*	--	*
No, not registered to vote	13	23	7	--
Not a citizen	39	--	66	--
Don't know	*	--	*	--
Refused	*	--	*	--

(Asked of total Latinos who are registered to vote and have voted in a Democratic primary or caucus this year; Total n = 393; Native born n = 240; Foreign born n = 153)

26. In this year's Democratic caucus or primary election, which candidate did you vote for?

	Total	Native born	Foreign born	Registered
Joe Biden	*	--	*	*
Hillary Clinton	49	48	52	49
Chris Dodd	*	*	--	*
John Edwards	1	1	*	1
Dennis Kucinich	*	--	*	*
Barack Obama	41	44	35	41
Bill Richardson	*	*	--	*
Other	1	1	2	1
Don't know	6	4	9	6
Refused	2	2	1	2

Q5/5a/9/14/23/24/26. Combination Table

	Total	Native born	Foreign born	Registered
U.S. born/citizen	61	100	34	100
Yes, registered to vote	47	76	27	100
Yes, voted in the presidential primary/caucus	26	42	16	56
Voted in the Democratic primary/caucus	19	30	12	40
For Joe Biden	*	--	*	*
For Hillary Clinton	9	14	6	20
For Chris Dodd	*	*	--	*
For John Edwards	*	*	*	*
For Dennis Kucinich	*	--	*	*
For Barack Obama	8	13	4	16
For Bill Richardson	*	*	--	*
For someone else	*	*	*	1
Voted in the Republican primary/caucus	6	9	3	12
Voted in another primary/caucus	*	1	*	1
No, did not vote in presidential primary/caucus	20	34	11	43
Home state has not yet had a primary	*	*	--	*
No, not registered to vote	13	23	7	--
Not a citizen	39	--	66	--
Don't know	*	--	*	--
Refused	*	--	*	--

(Asked of total Latinos who are registered to vote and have voted in a Republican primary or caucus this year; Total n = 101; Native born n = 67; Foreign born n = 34)

27. In this year's Republican caucus or primary election, which candidate did you vote for?

	Total	Native born	Foreign born	Registered
Sam Brownback	--	--	--	--
Newt Gingrich	--	--	--	--
Rudy Giuliani	3	3	2	3
Mike Huckabee	11	15	2	11
John McCain	53	52	57	53
Ron Paul	6	8	--	6
Mitt Romney	5	4	7	5
Tom Tancredo	--	--	--	--
Fred Thompson	--	--	--	--
Other	7	8	4	7
Don't know	13	9	24	13
Refused	2	2	4	2

Q5/5a/9/14/23/24/27. Combination Table

	Total	Native born	Foreign born	Registered
U.S. born/citizen	61	100	34	100
Yes, registered to vote	47	76	27	100
Yes, voted in the presidential primary/caucus	26	42	16	56
Voted in the Republican primary/caucus	6	9	3	12
For Sam Brownback	--	--	--	--
For Newt Gingrich	--	--	--	--
For Rudy Giuliani	*	*	*	*
For Mike Huckabee	1	1	*	1
For John McCain	3	5	2	6
For Ron Paul	*	1	--	1
For Mitt Romney	*	*	*	1
For Tom Tancredo	--	--	--	--
For Fred Thompson	--	--	--	--
For someone else	*	1	*	1
Voted in the Democratic primary/caucus	19	30	12	40
Voted in another primary/caucus	*	1	*	1
No, did not vote in presidential primary/caucus	20	34	11	43
Home state has not yet had a primary	*	*	--	*
No, not registered to vote	13	23	7	--
Not a citizen	39	--	66	--
Don't know	*	--	*	--
Refused	*	--	*	--

(Asked of total Latinos who are registered to vote and have voted in another primary or caucus this year; Total n = 8; Native born n = 5; Foreign born n = 3)

27a. In this year's caucus or primary election, which candidate did you vote for?

	Total	Native born	Foreign born	Registered
Joe Biden	--	--	--	--
Hillary Clinton	5	--	21	5
Chris Dodd	--	--	--	--
John Edwards	--	--	--	--
Dennis Kucinich	--	--	--	--
Barack Obama	--	--	--	--
Bill Richardson	--	--	--	--
Sam Brownback	--	--	--	--
Newt Gingrich	--	--	--	--
Rudy Giuliani	--	--	--	--
Mike Huckabee	--	--	--	--
John McCain	--	--	--	--
Ron Paul	--	--	--	--
Mitt Romney	--	--	--	--
Tom Tancredo	--	--	--	--
Fred Thompson	--	--	--	--
Other	4	6	--	4
Don't know	68	64	79	68
Refused	23	30	--	23

Q5/5a/9/14/23/24/27a. Combination Table

	Total	Native born	Foreign born	Registered
U.S. born/citizen	61	100	34	100
Yes, registered to vote	47	76	27	100
Yes, voted in the presidential primary/caucus	26	42	16	56
Voted in another primary/caucus	*	1	*	1
For Joe Biden	--	--	--	--
For Hillary Clinton	*	--	*	*
For Chris Dodd	--	--	--	--
For John Edwards	--	--	--	--
For Dennis Kucinich	--	--	--	--
For Barack Obama	--	--	--	--
For Bill Richardson	--	--	--	--
For Sam Brownback	--	--	--	--
For Newt Gingrich	--	--	--	--
For Rudy Giuliani	--	--	--	--
For Mike Huckabee	--	--	--	--
For John McCain	--	--	--	--
For Ron Paul	--	--	--	--
For Mitt Romney	--	--	--	--
For Tom Tancredo	--	--	--	--
For Fred Thompson	--	--	--	--
For someone else	*	*	--	*
Voted in the Democratic primary/caucus	19	30	12	40
Voted in the Republican primary/caucus	6	9	3	12
No, did not vote in presidential primary/caucus	20	34	11	43
Home state has not yet had a primary	*	*	--	*
No, not registered to vote	13	23	7	--
Not a citizen	39	--	66	--
Don't know	*	--	*	--
Refused	*	--	*	--

26/27/27a. Combo Table

	Total	Native born	Foreign born	Registered
U.S. born/citizen	61	100	34	100
Yes, registered to vote	47	76	27	100
Yes, voted in the presidential primary/caucus	26	42	16	56
For Joe Biden	*	--	*	*
For Hillary Clinton	9	14	6	20
For Chris Dodd	*	*	--	*
For John Edwards	*	*	*	*
For Dennis Kucinich	*	--	*	*
For Barack Obama	8	13	4	16
For Bill Richardson	*	*	--	*
For Sam Brownback	--	--	--	--
For Newt Gingrich	--	--	--	--
For Rudy Giuliani	*	*	*	*
For Mike Huckabee	1	1	*	1
For John McCain	3	5	2	6
For Ron Paul	*	1	--	1
For Mitt Romney	*	*	*	1
For Tom Tancredo	--	--	--	--
For Fred Thompson	--	--	--	--
For someone else	1	1	*	1
No, did not vote in presidential primary/caucus	20	34	11	43
Home state has not yet had a primary	*	*	--	*
Don't know/don't remember/refused if voted in presidential primary/caucus	*	1	*	1
No, not registered to vote	13	23	7	--
Not a citizen	39	--	66	--
Don't know	*	--	*	--
Refused	*	--	*	--

POLITICS AND HISPANICS

28. Now I'd like your views on some people. As I read some names, please tell me if you have a favorable or unfavorable opinion of each person. (First, INSERT NAME) would you say your overall opinion of (INSERT NAME) is very favorable, mostly favorable, mostly UNfavorable, or very UNfavorable?
How about (NEXT NAME)? [IF NECESSARY: would you say your overall opinion of (NEXT NAME) is very favorable, mostly favorable, mostly UNfavorable, or very UNfavorable?]

a. John McCain

	FAVORABLE			UNFAVORABLE			Never	Can't	
	NET	Very	Mostly	NET	Mostly	Very	heard of	rate	Refused
Total	45	20	26	43	22	22	2	8	1
Native born	47	16	31	46	25	21	1	5	*
Foreign born	44	22	22	41	19	22	3	11	1
Registered	44	16	28	47	25	23	1	7	1

b. Hillary Clinton

	FAVORABLE			UNFAVORABLE			Never	Can't	
	NET	Very	Mostly	NET	Mostly	Very	heard of	rate	Refused
Total	77	48	29	18	9	8	1	4	1
Native born	72	40	32	27	14	13	*	1	*
Foreign born	81	54	27	11	6	5	1	6	1
Registered	73	43	30	24	14	10	*	2	*

c. Barack Obama

	FAVORABLE			UNFAVORABLE			Never	Can't	
	NET	Very	Mostly	NET	Mostly	Very	heard of	rate	Refused
Total	80	49	31	13	7	6	1	5	1
Native born	74	42	32	22	12	9	1	3	*
Foreign born	83	54	30	8	4	4	1	7	1
Registered	76	43	33	17	9	9	1	5	1

d. George W. Bush

	FAVORABLE			UNFAVORABLE			Never	Can't	
	NET	Very	Mostly	NET	Mostly	Very	heard of	rate	Refused
Total	30	13	16	64	21	44	1	4	1
Native born	26	8	17	72	22	50	1	2	1
Foreign born	33	17	16	59	19	40	1	6	1
Registered	27	9	18	69	20	49	*	3	1

e. Bill Richardson

	FAVORABLE			UNFAVORABLE			Never	Can't	
	NET	Very	Mostly	NET	Mostly	Very	heard of	rate	Refused
Total	32	16	16	26	14	12	30	12	1
Native born	26	9	16	33	21	12	31	10	*
Foreign born	36	20	16	21	8	12	29	13	1
Registered	32	12	20	29	17	11	28	10	1

f. Arnold Schwarzenegger

	FAVORABLE			UNFAVORABLE			Never heard of	Can't rate	Refused
	NET	Very	Mostly	NET	Mostly	Very			
Total	37	14	23	50	24	26	4	9	1
Native born	46	14	32	43	24	19	3	8	*
Foreign born	30	14	16	54	24	31	5	10	1
Registered	43	13	29	44	23	20	5	8	1

29. Which party do you think has more concern for (HISPANICS/LATINOS) – (READ LIST), or is there no difference?

	Democratic Party	Republican Party	No difference	Don't know	Refused
Total	49	7	37	5	1
Native born	51	8	36	5	*
Foreign born	48	7	38	6	1
Registered	55	6	35	4	*
11/07*	34	8	43	14	1
07/06**	37	9	37	15	2
06/04***	35	9	47	9	1
06/02*****	35	9	46	10	1

30. Which candidate do you think is better for (HISPANICS/LATINOS) – (INSERT NAMES), or is there no difference?

	Barack Obama	John McCain	No difference	Don't Know	Refused
Total	57	10	28	4	1
Native born	51	14	31	3	*
Foreign born	61	7	26	5	1
Registered	55	11	29	4	*

31. Which candidate do you think is better for IMMIGRANTS – (INSERT NAMES), or is there no difference?

	Barack Obama	John McCain	No difference	Don't Know	Refused
Total	52	10	32	5	1
Native born	46	15	34	5	*
Foreign born	57	7	31	5	1
Registered	50	12	32	5	*

32. For (HISPANIC/LATINO) voters, do you think BARACK OBAMA's [PRONOUNCED: bur-ROK oh-BAH-muh] being black will help him, hurt him, or won't it make a difference to (HISPANIC/LATINO) VOTERS in the general election this November?

	Will help him	Will hurt him	Won't make a difference	Don't Know	Refused
Total	32	9	52	5	1
Native born	35	10	50	4	*
Foreign born	30	9	54	6	1
Registered	32	11	53	4	*

33. And with you, will BARACK OBAMA's [PRONOUNCED: bur-ROK oh-BAH-muh] being black help him, hurt him, or won't it make a difference in deciding YOUR vote in the general election this November?

	Will help him	Will hurt him	Won't make a difference in deciding MY vote	Don't Know	Refused
Total	22	6	67	4	1
Native born	18	5	74	2	*
Foreign born	24	6	62	5	1
Registered	19	6	72	3	*

34. For (HISPANIC/LATINO) voters, do you think JOHN McCAIN's being white will help him, hurt him or won't it make a difference to (HISPANIC/LATINO) VOTERS in the general election this November?

	Will help him	Will hurt him	Won't make a difference	Don't Know	Refused
Total	14	21	58	8	1
Native born	11	24	59	6	*
Foreign born	15	18	56	9	1
Registered	12	24	58	6	*

35. And with you, will John McCain's being white help him, hurt him, or won't it make a difference in deciding YOUR vote in the general election this November?

	Will help him	Will hurt him	Won't make a difference in deciding MY vote	Don't Know	Refused
Total	10	10	75	4	1
Native born	7	8	83	2	*
Foreign born	13	11	69	6	1
Registered	7	8	82	2	*

Module 6: DEMOGRAPHICS

60. Are you currently married, do you have a partner, are you widowed, divorced, or separated, or have you never been married?

	Married/Have Partner								
	NET	Married	Have a partner	Widowed	Divorced	Separated	Never been married	Don't know	Refused
Total	59	49	9	4	6	6	22	*	3
Native born	50	41	9	4	7	5	30	--	3
Foreign born	65	55	10	4	6	6	16	*	4
Registered	58	50	8	5	8	5	21	*	3
11/07*	58	49	9	4	8	6	22	1	3
07/06**	NA	48	9	5	7	5	21	NA	5
06/04***	NA	47	11	5	8	6	23	NA	1
03/04****	64	54	10	2	7	4	22	NA	1
06/02*****	NA	53	9	4	8	5	20	NA	NA

61. Are you the parent or guardian of any children under 18 now living in your household?

	Yes	No	Don't know	Refused
Total	48	49	*	3
Native born	40	57	*	3
Foreign born	53	44	--	3
Registered	42	55	*	2
11/07*	49	48	*	2

62. What is your age?

	18-29	30-39	40-54	55+	Don't know	Refused
Total	30	23	26	16	*	4
Native born	37	18	23	17	*	4
Foreign born	25	26	28	16	*	4
Registered	25	18	29	24	*	4
11/07*	30	24	25	16	*	4
07/06**	26	26	19	17	--	12
06/04***	33	25	24	16	--	2
03/04****	33	25	26	14	--	2
06/02*****	32	26	25	17	--	--

63. What is the last grade or class that you completed in school?

	Total	Native born	Foreign born	Registered	11/07*
Less than High School (NET)	38	20	51	24	39
None, or grade 1-8	19	6	28	11	20
High school incomplete (grades 9-11)	19	14	23	12	19
High School Graduate (NET)	31	33	29	30	30
High school graduate	25	28	24	26	27
GED	2	2	2	2	2
Business, technical or vocational school after high school	3	2	3	2	2
Some College + (NET)	27	44	15	43	28
Some college, no 4-year degree	17	28	9	26	17
College graduate	8	12	5	13	9
Postgraduate training or professional schooling after college	3	4	1	4	2
Refused	4	3	5	3	3

	07/06**	06/04***	03/04****	06/02*****
High School or Less (NET)	69	72	68	74
None, or grade 1-8	20	20	20	19
High school incomplete (grades 9-11)	18	21	21	24
HS grad	25	24	25	26
GED	2	2	2	2
Some College (NET)	NA	NA	NA	NA
Business, technical, or vocational school after high school	5	4	3	3
Some college, no 4-year degree	14	17	17	16
College + (NET)	10	10	10	9
College graduate	8	7	7	7
Postgraduate training or professional schooling after college	2	3	2	2
Refused	6	2	2	NA

64. Are you now employed full-time, or part-time, or are you not employed?

	EMPLOYED			Not employed	Don't know	Refused
	NET	Full-time	Part-time			
Total	65	52	13	31	*	3
Native born	63	52	10	35	--	3
Foreign born	67	51	15	29	*	3
Registered	65	56	9	32	*	3
11/07*	63	50	13	34	*	3

(Asked of total Latinos who are employed full or part time; Total n = 1,270; Native born n = 432; Foreign born n = 837)

65. In your current job, what kind of work do you do?

	Total	Native born	Foreign born	Registered	11/07*
Professional Worker	17	27	11	25	19
Manager	7	10	5	9	5
Clerical or Office Worker	10	16	5	16	10
Salesperson	5	7	4	6	5
Service Worker	21	16	25	14	21
Skilled Tradesperson	11	7	13	8	12
Semi-skilled Worker	9	4	12	4	7
Laborer	14	7	19	9	17
Own business/self-employed	*	*	1	1	--
Other	2	3	2	3	1
Don't know	2	2	1	2	1
Refused	2	1	2	1	2

66. Thinking about the past year, what was your total household income from all sources, before taxes? Just stop me when I get to the right category:

	Total	Native born	Foreign born	Registered
<$30K (NET)	50	39	58	36
Less than $10,000	15	10	19	7
$10,000 to under $20,000	17	13	20	12
$20,000 to under $30,000	18	16	19	17
$30K+ (NET)	32	44	24	46
$30,000 to under $40,000	11	11	10	12
$40,000 to under $50,000	5	6	5	7
$50,000 to under $75,000	7	11	4	12
$75,000 to under $100,000	5	9	2	8
$100,000 to under $150,000	3	5	2	5
$150,000 or more	1	2	1	2
Don't know	8	8	8	8
Refused	10	10	9	9

LANDLINE/CELL QUESTION BATTERY

67. Including yourself, how many adults ages 18 and older are currently living in your household?

	1	2	3	4	5+	Don't know	Refused
Total	20	44	18	8	5	--	5
Native born	24	46	16	6	4	--	4
Foreign born	18	42	19	10	7	--	5
Registered	25	44	18	6	4	--	3
11/07*	21	48	15	7	4	--	5

(Asked of total Latinos who were contacted on their landline telephone; Total n = 1,254; Native born n = 408; Foreign born n = 845)

68. Do you have a working cellular telephone?

	Yes	No	Don't know	Refused
Total	63	34	*	4
Native born	71	24	*	5
Foreign born	57	40	--	3
Registered	74	23	*	3
11/07*	50	46	*	4

Total Latinos

	Yes	No	Don't know	Refused
Total	78	20	*	2
Native born	84	13	*	3
Foreign born	73	25	--	2
Registered	83	15	*	2
11/07*	65	32	*	3

(Asked of total Latinos who were contacted on their cellular phone; Total n = 761; Native born n = 303; Foreign born n = 457)

71. Is there at least one telephone inside your home that is currently working and is not a cellular phone?

	Yes	No	Don't know	Refused
Total	50	47	*	3
Native born	55	43	--	2
Foreign born	46	50	*	4
Registered	62	36	*	2
11/07*	56	39	*	4

Total Latinos

	Yes	No	Don't know	Refused
Total	80	19	*	1
Native born	80	19	--	1
Foreign born	79	19	*	1
Registered	86	13	*	1
11/07*	87	11	*	1

(Asked of total Latinos who have at least one working landline telephone in their home; Total n = 1,622; Native born n = 569; Foreign born n = 1,052)

73. Do you use that landline telephone to make and receive calls, or is it only used for other purposes such as connecting to the Internet, connecting to a fax machine or for business purposes?

	Used to make and receive calls	Only used for fax machines, etc	Don't know	Refused
Total	85	8	1	5
Native born	82	11	1	6
Foreign born	88	6	1	4
Registered	85	9	*	5

(Asked of total Latinos who have both a cellular telephone and a landline telephone in their house; Total n = 1,006; Native born n = 409; Foreign born n = 597)

74. And thinking of all the telephone calls that all the adults in your household receive, are all or almost all calls received on cell phones, some received on cell phones and some on regular phones, or are very few or none received on cell phones?

	All or almost all calls	Some	Very few or none	Don't know	Refused
Total	46	33	17	1	3
Native born	50	31	13	1	5
Foreign born	42	35	21	1	2
Registered	46	34	15	1	4
11/07*	36	38	23	1	2

75. What is your religion—Catholic, Protestant or Evangelical Christian, or something else?

	Catholic	Protestant or Evangelical Christian	Other religion	No religion	Don't know	Refused
Total	61	18	10	6	1	5
Native born	50	24	15	5	1	5
Foreign born	69	13	6	6	*	5
Registered	56	21	12	6	1	5

76. Aside from weddings and funerals, how often do you attend religious services—more than once a week, once a week, once or twice a month, a few times a year, seldom, or never?

	----------EVER----------								
	NET	More than once a week	Once a week	Once or twice a month	A few times a year	Seldom	Never	Don't know	Refused
Total	85	13	26	18	17	11	10	*	5
Native born	84	10	24	16	20	13	11	--	5
Foreign born	86	15	28	20	14	9	9	*	4
Registered	84	13	25	18	18	10	11	*	5

77. Have you lived at your current address for the past year?

	Yes (nonmover)	No (mover)	Don't know	Refused
Total	82	13	*	5
Native born	81	14	--	5
Foreign born	84	12	*	4
Registered	87	9	--	4

(Asked of total Latinos who are movers; Total n = 218; Native born n = 83; Foreign born n = 135)

78. What was the main reason for moving?

	Total	Native born	Foreign born	Registered
Family reasons	24	27	21	37
Economic reasons	33	18	45	16
Attitudes toward (Hispanics/Latinos) in the community	1	1	*	2
Didn't like home/area (home too small/too far from stores, landlord/neighbor problems, crime, etc.)	17	19	15	9
Personal life events (military deployment/discharge, going away/coming home from school, marriage, retirement, turned 18, etc.)	10	18	4	20
No choice (lease was up, asked to leave, etc.)	4	1	7	4
Some other reason	4	6	2	5
Don't know	3	4	2	5
Reason	4	6	3	2

Q77/78 Combination Table

	Total	Native born	Foreignborn	Registered
Have lived at current address for past year	82	81	84	87
Have not lived at current address for past year	13	14	12	9
Moved because of family reasons	3	4	3	4
Moved because of economic reasons	4	3	6	2
Moved because of attitudes toward (Hispanics/Latinos) in the community	*	*	*	*
Didn't like home/area (home too small/too far from stores, landlord/neighbor problems, crime, etc.)	2	3	2	1
Personal life events (military deployment/discharge, going away/coming home from school, marriage, retirement, turned 18, etc.)	1	3	1	2
No choice (lease was up, asked to leave, etc)	1	*	1	*
Moved because of some other reason	1	1	*	1
Don't know	*	--	*	--
Reason	5	5	4	4

(Asked of Latinos who are non-citizens; Total n = 868)

79. Earlier on you said you are not a citizen of the U.S. Do you have a green card or have you been approved for one?

	Yes	No	Don't know	Refused
Total	47	45	1	6
11/07*	48	44	1	7

(Asked of Total Latinos who are not legal permanent residents; Total n = 433)

80. Do you have a valid picture identification document issued by any U.S. government office?

	Yes	No	Don't know	Refused
Total	45	43	*	12

81. LANGUAGE OF INTERVIEW

	SPANISH				ENGLISH		
	NET	All Spanish	Mostly Spanish	Both Spanish and English equally	NET	Mostly English	All English
Total	55	54	1	2	42	4	38
Native born	17	16	1	3	80	7	73
Foreign born	83	81	2	1	16	2	14
Registered	31	29	1	3	66	6	60
11/07*	59	57	2	2	39	4	36
07/06**	65	64	1	1	35	2	33
06/04***	57	56	1	*	43	2	41
06/02*****	57	56	2	1	41	2	39

REGION

	Northeast	North Central	South	West
Total	15	8	37	41
Native born	17	10	34	38
Foreign born	13	6	38	43
Registered	16	9	37	38
11/07*	15	8	37	41
07/2006*	14	8	36	42
06/2004**	15	9	36	41
03/2004***	15	8	36	41
06/2002****	15	7	36	42

METRO STATUS

Total Latino (Landline only n=1,254)

	Urban	Suburban	Rural
Total	41	49	10
Native born	41	47	12
Foreign born	41	50	9
Registered	42	48	10
11/07*	48	43	9
07/2006*	54	38	7
06/2004**	50	41	9
06/2002****	48	43	9