



**BUSINESS AND ECONOMICS
POLLING INITIATIVE**

College of Business
Florida Atlantic University

**Hispanic Attitudes on Economy, Terrorism, and Voting
Behavior**

August 2015

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Methodology

The August survey is the thirteenth in a series of survey's that gauges attitudes of Hispanic and Latino's in the United States. The data is collected using a mixed mode sample of online and telephone participants. The question design and analysis for the Index of Consumer Sentiment is adopted from the University of Michigan's which began in 1946, measuring consumer attitudes and expectations, and are used to evaluate economic trends and prospects (<http://www.sca.isr.umich.edu/reports.php>)

All respondents interviewed in this study were part of a fully representative sample using mixed mode random stratified probabilistic sampling method of N= 500 Hispanics over the age of 18, based on a series of screening questions. The margin of error for the sample is +/- 4.33% in 19 of 20 cases.

The survey was administered using an Automated Telephone Interviewing (ATI) system (n=256). The ATI system allows data to be entered directly into a computerized database through the numbers on interviewee's phone, providing a highly reliable system of data collection. The survey was also administered through USAMP, an online sample of Hispanics (n=244). There was a 4.9% response rate for the ATI calls.

The survey was presented in both English (n=344) and Spanish (n=156) versions.

The survey was conducted August 1-31, 2015.

The results presented in this report include univariate and bivariate analysis of the data. Frequency distributions for each item included on the questionnaire are shown in the tables. In all cases, cross-tabulation results are also shown. This type of bivariate analysis examines differences between sub-groups of the overall population.

In the cases where cross tabulation results are presented, a chi-square test, an independent t-test for means, or a Z-test for independent percentages is shown. A chi-square test is used in cases where comparisons are made for categorical variables. A t-test is used in cases where comparisons are made for measurement variables. A Z-test is used in cases where comparisons are made between independent population percentages.

The purpose of these statistical tests is to determine whether or not the observed difference between sub-groups in the sample is due to sampling error or whether it is due to a real difference in the population. When the results are statistically significant, it strongly suggests that the observed difference between sub-groups found in the sample is due to a real difference in the population, and not due to sampling error.

A chi-square significance level of .05 indicates significance at the 95 percent level. In other words, it is 95 percent likely that the results are due to a real difference between comparison groups. A chi-square significance level of .01 indicates significance at the 99 percent level.

The analysis wand report was conducted by Mr. Spencer Kimball.

Survey Parameters

United States

	Total	Percentage
Age http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&prodType=table		
18 to 34 years	15303687	0.421998
35 to 54 years	13844037	0.381748
55 years and over	7117112	0.196254
Total:	36264836	
Gender http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&prodType=table		
Male:	27409243	0.507706
Female:	26577169	0.492294
Total	53986412	
Region http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&prodType=table		
Northeast	7542347	0.139708
Midwest	4963976	0.091949
South	19728578	0.365436
West	21751511	0.402907
	53986412	
Income http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_5YR_B19001I&prodType=table		
Under \$25,000	3967276	0.289609
\$25,001-\$75,000	6438685	0.470021
Over \$75,001	3292766	0.24037
	13698727	
Edu http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_11_1YR_B15002I&prodType=table		
Less than 12th grade	10364277	0.36808
GED or High School	7625031	0.270797
Some college, no degree	4893579	0.173792
Associates/ Bachelor's degree	4110969	0.145998
Graduate or professional degree	1163844	0.041333
	28157700	

<http://www.sca.isr.umich.edu/fetchdoc.php?docid=29608>

	Hispanic population	% of Hispanic Population	Region
Connecticut	494,000	0.009513538	Northeast
Maine	15,000	0.000288873	Northeast
Massachusetts	650,000	0.012517814	Northeast
New Hampshire	37,000	0.000712552	Northeast

New Jersey	1,599,000	0.030793822	Northeast
New York	3,497,000	0.067345838	Northeast
Pennsylvania	750,000	0.014443631	Northeast
Rhode island	135,000	0.002599854	Northeast
Vermont	8,000	0.000154065	Northeast
Illinois	2,078,000	0.040018488	Midwest
Indiana	397,000	0.007645496	Midwest
Iowa	154,000	0.002965759	Midwest
Kansas	307,000	0.00591226	Midwest
Michigan	447,000	0.008608404	Midwest
Minnesota	257,000	0.004949351	Midwest
Missouri	214,000	0.004121249	Midwest
Nebraska	174,000	0.003350922	Midwest
North Dakota	15,000	0.000288873	Midwest
Ohio	362,000	0.006971459	Midwest
South Dakota	23,000	0.000442938	Midwest
Wisconsin	344,000	0.006624812	Midwest
Florida	4,354,000	0.083850094	South
Alabama	186,000	0.003582021	South
Arkansas	190,000	0.003659053	South
Delaware	76,000	0.001463621	South
District of Columbia	58,000	0.001116974	South
Georgia	880,000	0.016947194	South
Kentucky	132,000	0.002542079	South
Louisiana	197,000	0.00379386	South
Maryland	489,000	0.009417248	South
Mississippi	81,000	0.001559912	South
North Carolina	828,000	0.015945769	South
Oklahoma	347,000	0.006682587	South
South Carolina	241,000	0.00464122	South
Tennessee	296,000	0.00570042	South
Texas	9,794,000	0.188614567	South
Virginia	649,000	0.012498556	South
West Virginia	21,000	0.000404422	South
Alaska	42,000	0.000808843	West
Arizona	1,950,000	0.037553441	West
California	14,358,000	0.276508878	West
Colorado	1,071,000	0.020625506	West
Hawaii	126,000	0.00242653	West
Idaho	182,000	0.003504988	West
Montana	30,000	0.000577745	West

Nevada	738,000	0.014212533	West
New Mexico	972,000	0.018718946	West
Oregon	466,000	0.00897431	West
Utah	373,000	0.007183299	West
Washington	790,000	0.015213958	West

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	246	49.3	49.3	49.3
Male	253	50.7	50.7	100.0
Total	500	100.0	100.0	

Age Group

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-34	211	42.2	42.2	42.2
35-54	191	38.2	38.2	80.4
55+	98	19.6	19.6	100.0
Total	500	100.0	100.0	

Ethnicity

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Mexian/Mex Amer/Chicano	333	66.7	66.7	66.7
Puerto Rican	30	6.1	6.1	72.7
Cuban	28	5.6	5.6	78.4
Other Spanish Origin	108	21.6	21.6	100.0
Total	500	100.0	100.0	

Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than HS	184	36.8	36.8	36.8
	HS or equivalent	135	27.1	27.1	63.9
	some college, no degree	87	17.4	17.4	81.3
	College degree	73	14.6	14.6	95.9
	Graduate degree or higher	20	4.1	4.1	100.0
	Total	500	100.0	100.0	

Party Affiliation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	79	15.9	15.9	15.9
	Democrat	234	46.8	46.8	62.7
	Another Party	79	15.8	15.8	78.5
	Not Registered	107	21.5	21.5	100.0
	Total	500	100.0	100.0	

Income Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under \$25,000	145	29.0	29.0	29.0
	\$25,001-\$75,000	235	47.0	47.0	76.0
	\$75,000+	120	24.0	24.0	100.0
	Total	500	100.0	100.0	

Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Northeast	70	14.0	14.0	14.0
	Midwest	46	9.2	9.2	23.2
	South	182	36.5	36.5	59.7
	West	201	40.3	40.3	100.0
	Total	500	100.0	100.0	

English Version August 2015 FAU BEPI Survey Instrument

- 0) What is your gender?
 Press 1 for Female
 Press 2 for Male

- 1) What is your age group?
 Press 1 for 17 and under (end survey)
 Press 2 for 18-34
 Press 3 for 35-54
 Press 4 for 55 and above

- 2) Are you of Hispanic, Latino or Spanish origin?
 Press 1 if you're not of Hispanic, Latino or Spanish origin (end survey)
 Press 2 for yes, Mexican, Mexican American, Chicano
 Press 3 for yes, Puerto Rican
 Press 4 for yes, Cuban
 Press 5 for yes another Hispanic, Latino or Spanish origin
 Press 6 to repeat the answer choices

- 3) We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse financially than you were a year ago?
 Press 1 for Better Off
 Press 2 for Worse Off

- 4) Now, looking ahead -- do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?
 Press 1 for Better Off
 Press 2 for Worse Off

- 5) Now turning to business conditions in the country as a whole -- do you think that during the next 12 months we'll have good times financially, or bad times, or what?
 Press 1 for Good times financially
 Press 2 for Bad times Financially

- 6) Looking ahead, which would you say is more likely -- that in the country as a whole we'll have continuous good times during the next five years or so, or that we will have periods of widespread unemployment or depression, or what?
Press 1 for Good times
Press 2 for Bad times
- 7) About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or bad time for people to buy major household items?
Press 1 for Good times to Buy
Press 2 for Bad time to buy
- 8) How do you feel about the possibility of a major terrorist attack in the United States?
Press 1 for Very worried
Press 2 for Somewhat worried
Press 3 for Not too worried
Press 4 for Not worried at all
- 9) In general, how well do you think the U.S. government is doing in reducing the threat of terrorism?
Press 1 Excellent
Press 2 for Good
Press 3 for Fair
Press 4 for Poor
- 10) Which of these phrases best describes how you see Islamic fundamentalism:
Press 1 for A critical threat
Press 2 for An important but not critical threat
Press 3 for Not an important threat at all
- 11) Thinking now about the situation with Iran - do you support or oppose the agreement that restricts that nation's nuclear activity over the next decade in exchange for lifting economic sanctions?
Press 1 for Support
Press 2 for Oppose
- 12) Looking ahead to next year's presidential election, how important is the issue of immigration in your decision of who you will vote for?
Press 1 for Very important
Press 2 for Somewhat important
Press 3 for Not important at all

- 13) Thinking about the upcoming presidential primaries and caucuses early next year, do you think you will vote/lean toward voting in your state's Democratic contest, Republican contest, or do you think you will skip the primary season and just vote next November?
- Press 1 for Vote in Democratic primary/caucus
 - Press 2 for Vote in Republican primary/caucus
 - Press 3 for Skip Primaries/caucuses. Vote in November
 - Press 4 for Undecided/not voting
- 14) If the Democratic Primary for President was held today, who would be your first choice to win the Democratic nomination? {RANDOMIZE LIST}
- Press 1 for Hillary Clinton
 - Press 2 for Bernie Sanders
 - Press 3 for Joe Biden
 - Press 4 for Jim Webb
 - Press 5 for Martin O'Malley
 - Press 6 for Lincoln Chafee
 - Press 7 for Other
- 15) If the Republican Primary for President of the United States were held today, who would be your first choice to win the Republican nomination? {RANDOMIZE LIST}
- Press 1 for Donald Trump
 - Press 2 for Jeb Bush
 - Press 3 for Scott Walker
 - Press 4 for Ted Cruz
 - Press 5 for Marco Rubio
 - Press 6 for Ben Carson
 - Press 7 for Rand Paul
 - Press 8 for Mike Huckabee
 - Press 9 for Chris Christie
 - Press 0 for Other
- 16) Are you currently registered as a Republican, Democrat, Independent, another party or are you not registered?
- Press 1 for Republican
 - Press 2 for Democrat
 - Press 3 for Independent/another party
 - Press 4 for Not registered
- 17) What is your educational level?
- Press 1 for less than high school
 - Press 2 for high school degree or equivalent
 - Press 3 for some college but no degree
 - Press 4 for a college degree
 - Press 5 for Graduate degree or higher

18) What is your income level

Press 1 for under \$25,000

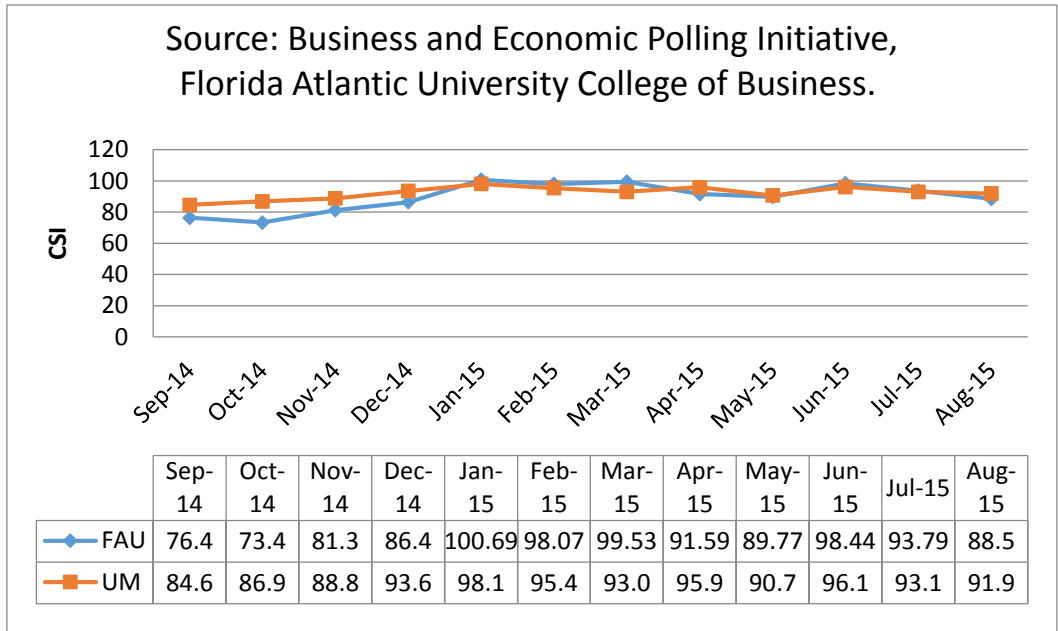
Press 2 for \$25,001-\$75,000

Press 3 over \$75,000

19) State (converted to region based on Michigan Index Geography)

Executive Summary

The Consumer Sentiment Index (CSI) fell 2.4 points behind the University of Michigan Consumer Index with a



88.5 score. Both Indexes saw a drop for the second straight month after posting quarterly highs in June with a 98.4 and 96.1 respective score.

This month's gap of 2.4 points is the largest gap since March where the difference was 6.5 points higher in the Hispanic Survey.

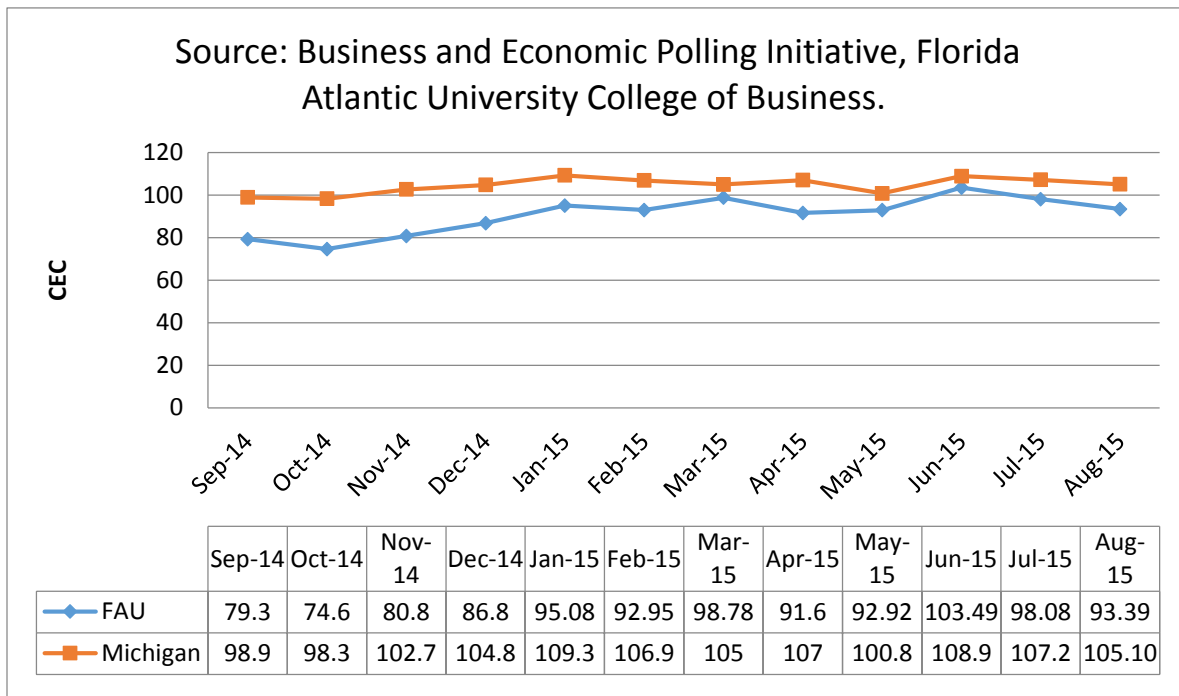
There was a significant difference in age with those 18-34 having a 94.3 score and then increasing to 97.8 for those 35-54, however a significant drop occurred with those 55+ having a score of 57.9.

Males scored higher than females (94.6 to 82.2) and those earning over \$75,000 scored significantly higher (101.7) than the average.

	CSI
under \$25,000	77.40
\$25,001-\$75,000	88.60

\$75,000+	101.74
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There was a significant regional difference with respondents in the midwest scoring a 62 while those in the south scored a 86.2, followed by the west at 93.4 and the northeast scored highest at 98.



The Current Economic Conditions (CEC) dropped nearly 5 points for the second straight month after reaching an all-time high of 103.49 in June. This index continues to lag behind the Michigan CEC as it has since its inception, the current different is 11.7 points. The CEC for males has stayed constant over the last three months posting a 100.46 in August, a 101.27 in July and a 101.79 in June. Females who were in a significantly better economic condition in May over males at a +14 (99.5) have seen a reversal dropping 8 points since July from 94.8 to 86.13.

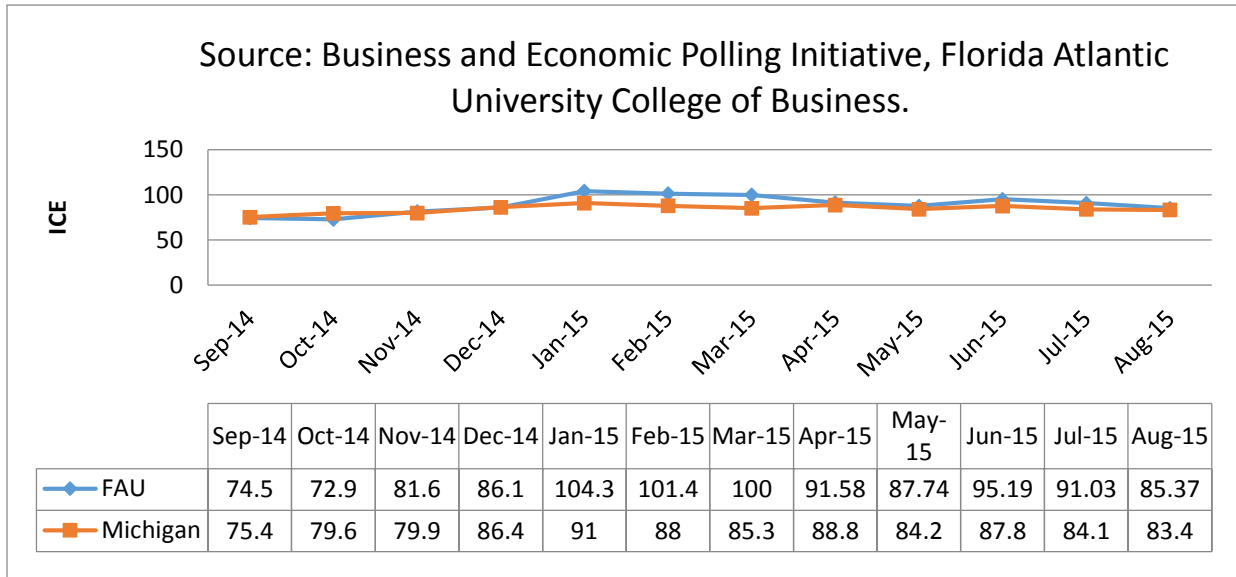
Younger age demographics continues to report stronger CEC for the last three months scoring a 101.69 for those 18-34, then dropping to 97.05 for those 35-54 and a significant drop of 29 points for those over 55 (68.4).

Those with only a high school degree held they July gains (95.2) with a score of 95.78 in August. Those with a graduate degree gave gained for the second straight month going from 96.9 in July to 102.61 in August. Those with a college degree reported saw a bounce back from 105 to 120.05 after having a 45 point increase between May and June from 85.6 to 131.17. Those with less than a high school degree dropped 18 points from a high in July of 99.9 to 81.99.

Similar to the last four months those earning under \$25,000 report the lowest CEC. Hispanic respondents in the Midwest saw a drop of nearly 31 points from July at 100.54 to 68.89 which is on top of the 15 point drop between June's score of from 115.13. The West gained back 4 points since July (93.59 to 97.57) after losing 10 points from their June score of 103.48. The south lost 9 points from July (102.11 to 93.35) and the Northeast held constant for the third straight month with 97.58 (96.99 in June and 98.87 in July).

There was a positive relationship between income level and CEC with those earning under \$25,000 scoring a 78.55, the middle income group scored a 90.92 and those earning over

\$75,000 scored a 116.17.



The Index of Consumer Expectations (ICE) continues to outpace the national average set by Michigan by 2 points (85.4 to 83.4). The ICE has performed higher with Hispanics than the Michigan National index since January.

Males continued to outscore females, this month by about 11 points (90.88 to 79.69). Age was also a significant variable with those over 55 scoring a 51.12 and those 18-34 scored a 89.62 with those 35-54 scoring highest at 51.12.

Throughout all indexes it appears that the August stock market drops have affected the oldest demographic the most, which may have been caused by risky investments in stocks instead of bonds. It also appears that women and the highest educated were the most affected by the market.

Index of Consumer Sentiment

	Q1	Q 2	Q3	Q4	Q5	ICS
August 2014	90	102	80	72	104	68.3
September 2014	98	124	92	82	106	76.4
October 2014	92	114	87	90	100	73.4
November 2014	94	124	106	98	114	81.3
December 2014	102	124	116	106	122	86.4
January 2015	125	160	130	131	121	100.69
February 2015	116	154	130	124	124	98.07
March 2015	131	153	126	124	125	99.53
April 2015	125	144	120	105	112	91.59
May 2015	116	142	118	93	125	89.77
June 2015	129	140	128	116	139	98.44
July 2015	124	144	109	113	130	93.79
August 2015	122	132	102	109	119	88.50

The Consumer Sentiment Index (CSI) scored 20 points higher than 1 year ago with an 88.5 compared to a 68.3 but is 12 points below its all-time high in January of 100.69.

Getting Along Financially these Days

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Better Off	306	61.2	61.2	61.2
Worse Off	194	38.8	38.8	100.0
Total	500	100.0	100.0	

A year from Now...

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Better Off	330	66.0	66.0	66.0
Worse Off	170	34.0	34.0	100.0
Total	500	100.0	100.0	

Business in the country...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good times financially	255	51.0	51.0	51.0
	Bad times financially	245	49.0	49.0	100.0
	Total	500	100.0	100.0	

Country as a whole...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Times	273	54.5	54.5	54.5
	Bad Times	227	45.5	45.5	100.0
	Total	500	100.0	100.0	

Big items for home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Times to buy	298	59.5	59.5	59.5
	Bad time to buy	202	40.5	40.5	100.0
	Total	500	100.0	100.0	

Cross Tabs

		Q1	Q2	Q3	Q4	Q5	
Mode	Telephone	99	98	73	86	98	69.19
	Online	147	168	132	133	142	108.83
	Total	122	132	102	109	119	88.50
		Q1	Q2	Q3	Q4	Q5	
Language	English	118	120	89	91	118	81.44
	Spanish	131	157	131	148	122	104.07
	Total	122	132	102	109	119	88.50

		Q1	Q2	Q3	Q4	Q5	
Gender	Female	111	127	88	105	111	82.21
	Male	133	137	116	113	127	94.62
	Total	122	132	102	109	119	88.50
		Q1	Q2	Q3	Q4	Q5	
Age Group	18-34	135	141	105	114	128	94.34
	35-54	131	147	122	127	120	97.77
	55+	79	82	56	63	97	57.87
	Total	122	132	102	109	119	88.50
		Q1	Q2	Q3	Q4	Q5	
Ethnicity	Not Hispanic/Latino						
	Mexian/Mex Amer/Chicano	128	132	96	101	126	88.22
	Puerto Rican	81	105	50	91	82	62.44
	Cuban	65	105	146	144	90	83.44
	Other Spanish Origin	133	148	125	128	114	98.00
	Total	122	132	102	109	119	88.50
		Q1	Q2	Q3	Q4	Q5	
Education Level	Less than HS	107	111	91	107	104	78.94
	HS or equivalent	130	135	105	105	118	89.75
	some college, no degree	112	135	92	103	119	84.90
	College degree	156	173	137	132	156	113.65
	Graduate degree or higher	136	142	97	102	129	91.92
	Total	122	132	102	109	119	88.50
		Q1	Q2	Q3	Q4	Q5	
Party Affiliation	Republican	112	128	91	86	102	78.90
	Democrat	122	141	117	120	123	94.18
	Another Party	133	115	59	78	114	75.99
	Not Registered	124	128	109	124	126	92.43
	Total	122	132	102	109	119	88.50
		Q1	Q2	Q3	Q4	Q5	
Income Level	under \$25,000	96	118	89	100	106	77.40
	\$25,001-\$75,000	121	141	104	106	114	88.60
	\$75,000+	158	132	114	126	144	101.74
	Total	122	132	102	109	119	88.50

		Q1	Q2	Q3	Q4	Q5	
Region	Northeast	131	151	116	130	121	98.01
	Midwest	65	96	78	54	112	62.00
	South	126	130	93	105	115	86.17
	West	129	136	111	118	123	93.37

Index of Current Economic Conditions (CEC)

	Q1	Q5	CEC
August 2014	90	104	75.4
September 2014	98	106	79.3
October 2014	92	100	74.6
November 2014	94	114	80.8
December 2014	102	122	86.8
January 2015	125	121	95.08
February 2015	116	124	92.95
March 2015	131	125	98.78
April 2015	125	112	91.60
May 2015	116	125	92.92
June 2015	129	139	103.49
July 2015	124	130	98.08
August 2015	122	119	93.37

The Current Economic Conditions (CEC) dropped another 5 points in August but is up 18 points since last August.

Crosstab

		Q1	Q5	
Mode	Telephone	99	98	76.39
	Online	147	142	111.28
	Total	122	119	93.39
		Q1	Q5	
Language	English	118	118	91.41
	Spanish	131	122	97.76
	Total	122	119	93.39

		Q1	Q5	
Gender	Female	111	111	86.13
	Male	133	127	100.46
	Total	122	119	93.39
		Q1	Q5	
Age Group	18-34	135	128	101.69
	35-54	131	120	97.05
	55+	79	97	68.40
	Total	122	119	93.39
		Q1	Q5	
Ethnicity	Not Hispanic/Latino			
	Mexian/Mex Amer/Chicano	128	126	98.10
	Puerto Rican	81	82	63.87
	Cuban	65	90	60.66
	Other Spanish Origin	133	114	95.65
	Total	122	119	93.39
		Q1	Q5	
Education Level	Less than HS	107	104	81.99
	HS or equivalent	130	118	95.78
	some college, no degree	112	119	89.24
	College degree	156	156	120.05
	Graduate degree or higher	136	129	102.61
	Total	122	119	93.39
		Q1	Q5	
Party Affiliation	Republican	112	102	82.99
	Democrat	122	123	94.75
	Another Party	133	114	95.67
	Not Registered	124	126	96.43
	Total	122	119	93.39
		Q1	Q5	
Income Level	under \$25,000	96	106	78.55
	\$25,001-\$75,000	121	114	90.92
	\$75,000+	158	144	116.17
	Total	122	119	93.39

		Q1	Q5	
Region	Northeast	131	121	97.58
	Midwest	65	112	68.89
	South	126	115	93.35
	West	129	123	97.57
	Total	122	119	93.39

Index of Consumer Expectation

	Q 2	Q3	Q4	ICE
August 2014	102	80	72	63.7
September 2014	124	92	82	74.5
October 2014	114	87	90	72.9
November 2014	124	106	98	81.6
December 2014	124	116	106	86.1
January 2015	160	130	131	104.3
February 2015	154	130	124	101.4
March 2015	153	126	124	100.0
April 2015	144	120	105	91.58
May 2015	142	118	93	87.74
June 2015	140	128	116	95.19
July 2015	144	109	113	91.03
August 2015	132	102	109	85.37

The Index of Consumer Expectations (ICE) saw its third consecutive down month by dropping six points since July and a total of 10 points since August scoring an 85.37. The ICE is up 21.7 points since last August.

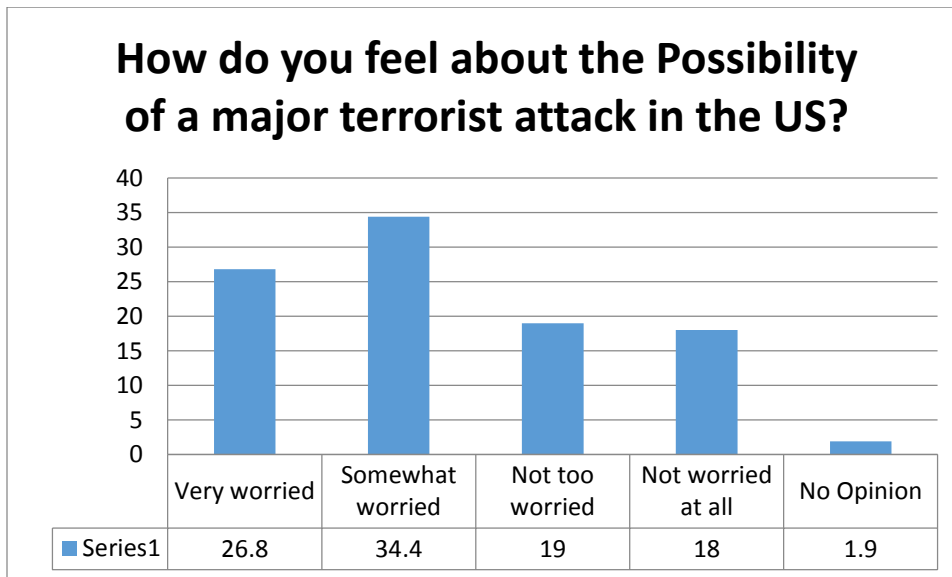
Crosstabs

		Q2	Q3	Q4	
Mode	Telephone	98	73	86	64.56
	Online	168	132	133	107.26
	Total	132	102	109	85.37

		Q2	Q3	Q4	
Language	English	120	89	91	75.04
	Spanish	157	131	148	108.12
	Total	132	102	109	85.37
		Q2	Q3	Q4	
Gender	Female	127	88	105	79.69
	Male	137	116	113	90.88
	Total	132	102	109	85.37
		Q2	Q3	Q4	
Age Group	18-34	141	105	114	89.62
	35-54	147	122	127	98.24
	55+	82	56	63	51.12
	Total	132	102	109	85.37
		Q2	Q3	Q4	
Ethnicity	Not Hispanic/Latino				
	Mexian/Mex Amer/Chicano	132	96	101	81.87
	Puerto Rican	105	50	91	61.53
	Cuban	105	146	144	98.07
	Other Spanish Origin	148	125	128	99.51
	Total	132	102	109	85.37
		Q2	Q3	Q4	
Education Level	Less than HS	111	91	107	76.97
	HS or equivalent	135	105	105	85.87
	some college, no degree	135	92	103	82.12
	College degree	173	137	132	109.54
	Graduate degree or higher	142	97	102	85.06
	Total	132	102	109	85.37
		Q2	Q3	Q4	
Party Affiliation	Republican	128	91	86	76.27
	Democrat	141	117	120	93.81
	Another Party	115	59	78	63.35
	Not Registered	128	109	124	89.86
	Total	132	102	109	85.37
		Q2	Q3	Q4	
Income Level	under \$25,000	118	89	100	76.66
	\$25,001-\$75,000	141	104	106	87.11
	\$75,000+	132	114	126	92.48
	Total	132	102	109	85.37

		Q2	Q3	Q4	
Region	Northeast	151	116	130	98.29
	Midwest	96	78	54	57.57
	South	130	93	105	81.56
	West	136	111	118	90.67
	Total	132	102	109	85.37

Terrorism and Voting Behavior



How do you feel about the possibility of a major terrorist attack in the US?

Gender: Overall, women seem to be more concerned about the possibility of a major terrorist attack on the US with 32.9% saying they were “very worried” and 38.4% saying they were “somewhat worried”. While 20.9% of males saying they were “very worried” and 30.5% in “somewhat worried” .

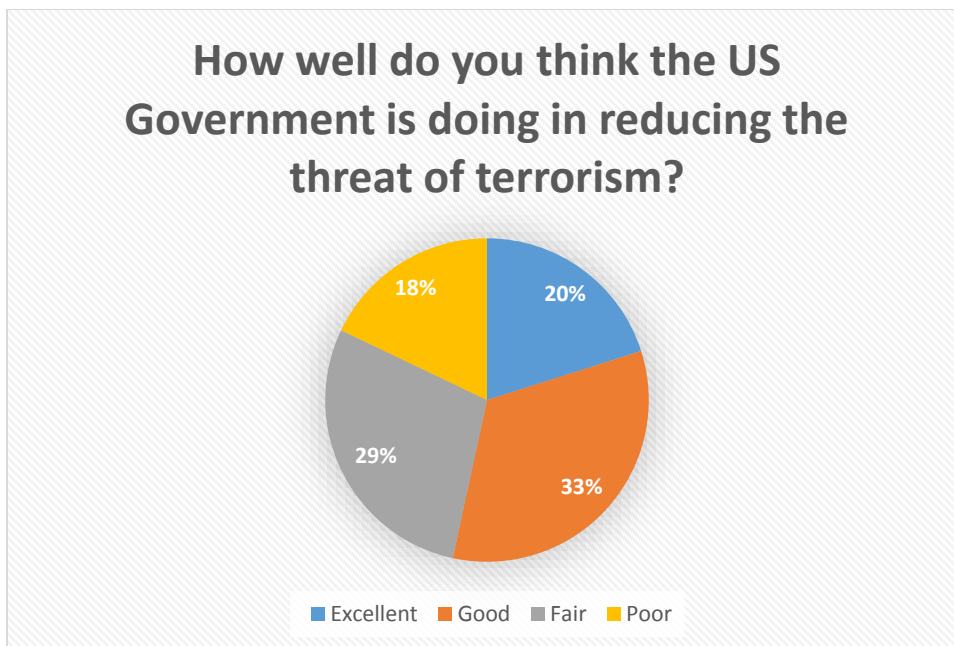
Age: The 18-34 age range appears most worried about an attack with 70% saying they were either “very” or “somewhat worried”. The 35-54 year olds were pretty evenly split with 52% being either “very” or “somewhat worried”. For those individuals 55 and over 60% said they were either “very” or “somewhat worried” (32.3%).

Education: Interestingly, 28% of those with less than a High School degree were not worried at all about an attack and 21% of those with a post graduate degree were all not at all worried. However 71% of those with a college degree were most worried.

Party Affiliation: Independents are most worried at 75%, followed by 66% of Republicans and 58% of Democrats.

Income: Those in the highest income bracket of \$75,000 or more were significantly different than the other income levels with 39% “very worried” and 33% not worried at all. The average of the other two income brackets was 23% and 13% respectively.

Location: Those who lived in the “Midwest” had 41% who were “very worried” (40.9%) while 23% and 20% in the Northeast and West were “very worried”.

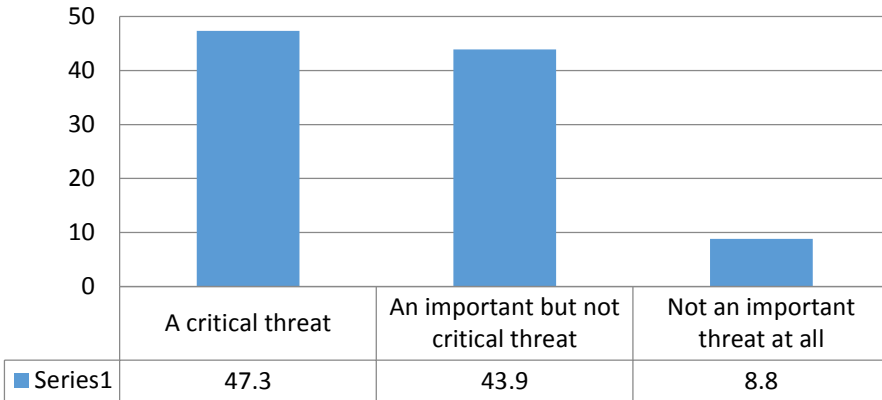


Gender: Males were more likely to think the Government was doing a better job at reducing terrorism than women 58% to 49%.

Age Group: Those over 55 were significantly more pessimistic about the Government reducing terrorism with 67% rating them as Fair or Poor compared to 43% of 18-34 year olds and 40% of 35-54 year olds.

Party Affiliation: Democrats rated the Government highest at 65% followed by non-registered voters at 53%, Republicans were at 38% and Independents were lowest at 37%.

Which one of these phrases best describes how you see Islamic Fundamentalism?



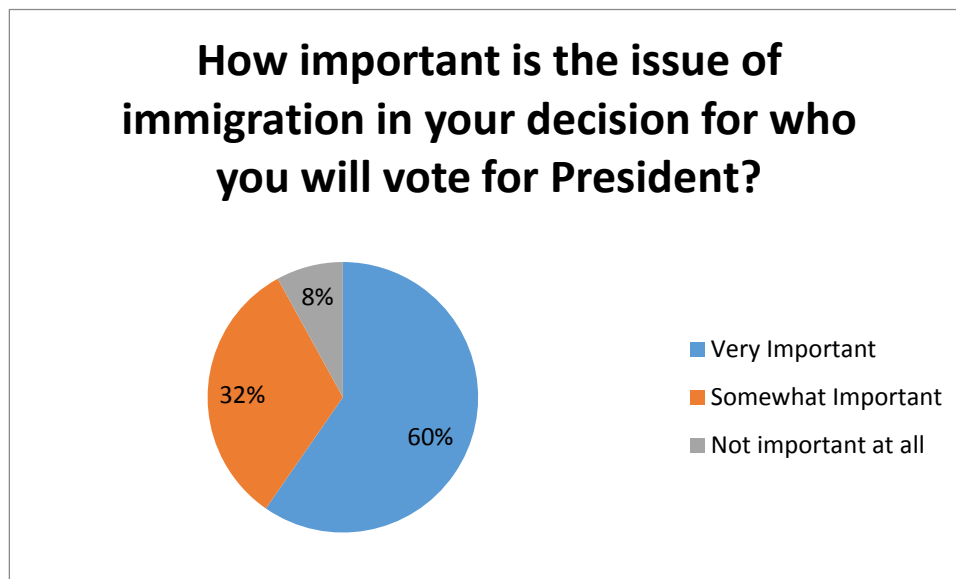
DO YOU SUPPORT OR OPPOSE THE AGREEMENT THAT RESTRICTS IRAN'S NUCLEAR ACTIVITY IN EXCHANGE FOR LIFTING ECONOMIC SANCTIONS



Party Affiliation: Independents have the strongest support for the deal at 58% compared to 53% of Democrats and 39% of Republicans.

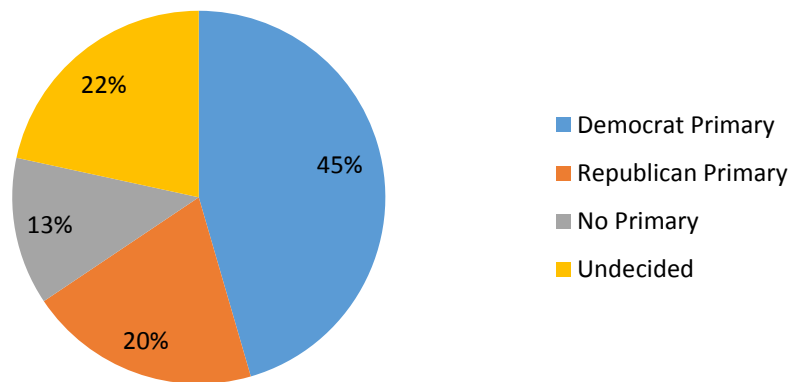
Income: Those earning under \$25,000 oppose the deal 60% to 40%, while middle wage earners are split 49%-51% and highest wage earners of \$75,000 or more are in strong support at 70% to 30%.

Regional: The strongest support is in the West (58%) and Midwest (57%) followed closely by the Northeast (55%). The only opposition is in the south with 41% support and 59% opposing.



Party Affiliation: Independents said this issue was most important at 68% followed by Republicans at 65% and Democrats at 58%. Those not registered were at 52%.

Which Primary will you vote in?

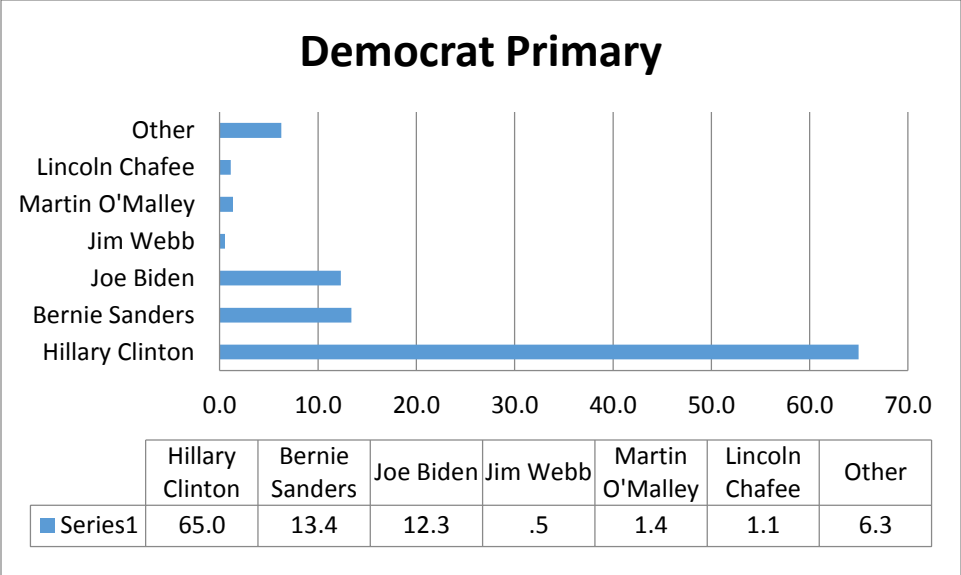


Gender: Males were significantly more likely to vote than females with 43% saying they would not be voting in the primary compared to 26% of males.

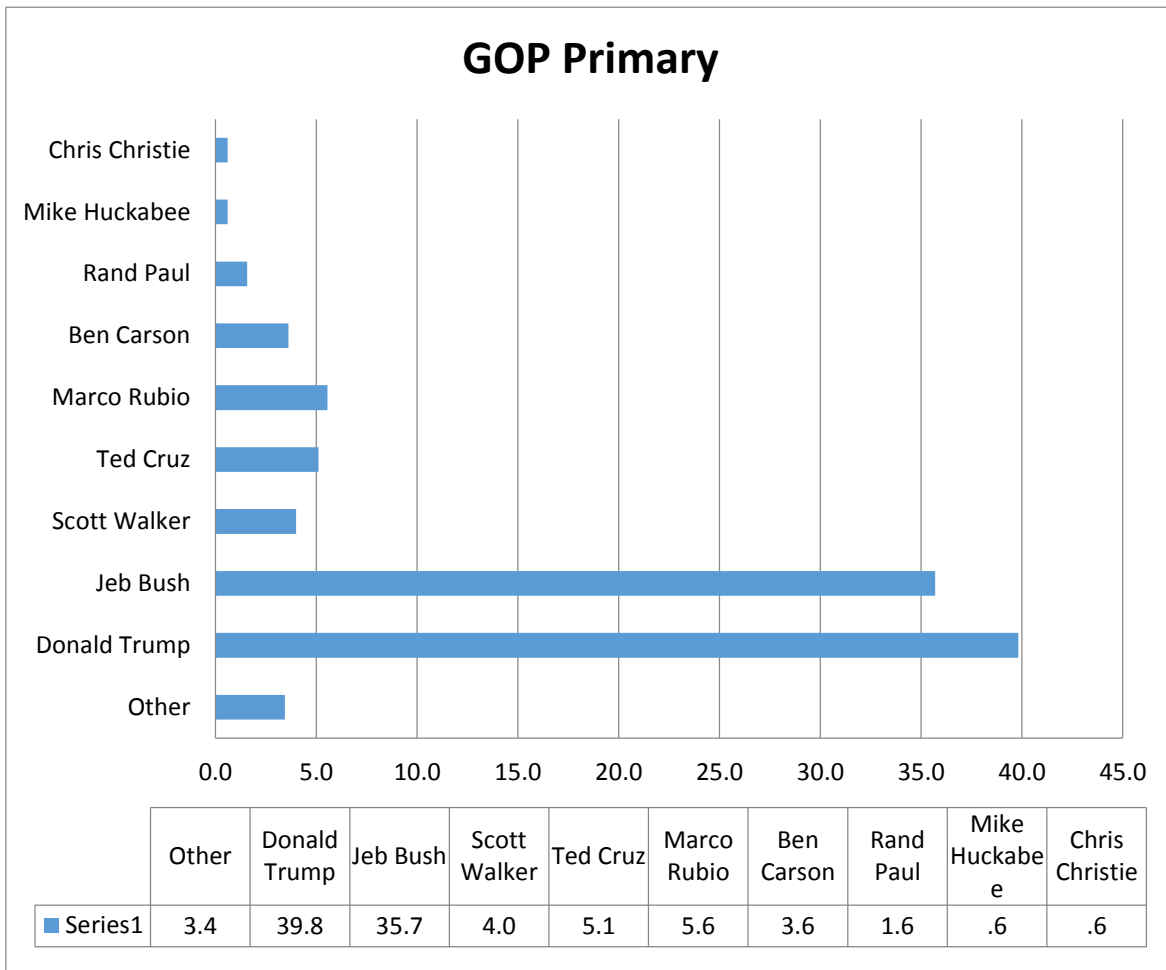
Age: As expected younger Hispanics 18-34 were much less likely to vote (47%) compared to 25% of those 35-54 and 26% of those over 55.

Education: Those with higher educational attainment were more likely to vote in a primary. 49% of those with less than a HS degree said they would vote, 60% of those with an HS would vote, 69% of those with a College degree were voting and 85% of those with a post graduate degree were going to vote.

Income: Those with higher incomes were more likely to vote starting with 83% of high earners (\$75,000+), 71% of mid-level earners with only 43% of lowest earners (under \$25,000).



- This subset had n=227 and a MOE of 6.5%
- Females (60%) and Males (69%) were both breaking for Clinton
- Sanders strongest region is in the Midwest but is losing to Clinton 49% to 34%



- This subset had n=101 and a MOE of 9.8%
 - Females voted for Trump over Bush 41% to 32% while males were split at 39% each.
 - Rubio’s support is from those over 55 with 20% of the vote, but Trump leads this age group with 29% with Bush at 15%, Ted Cruz is at 10%.
 - The other age groups are statistical dead heats between Trump and Bush
 - Highest income earners are supporting Trump with 68% of the vote to 9% for Bush.
 - Bush leads low income earners (less than \$25,000) 37% to 18% and with mid-level earners 49% to 31%.
 - Trump holds leads over Bush in the Northeast (59% to 29%), Midwest (57% to 26%) and South (44% to 27%).
 - Bush leads trump in the West 56% to 23%.