

Florida Atlantic University
Business Economic Polling Initiative
Hispanic Attitudes

October 22, 2014

The Special October Survey is the third in a new series 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.

All respondents interviewed in this study were part of a fully representative sample using mixed mode random stratified probabilistic sampling method of N= 803 Hispanics over the age of 18, based on a series of screening questions. The margin of error for the sample is +/- 3.4% in 19 of 20 cases.

The survey was administered using an Automated Telephone Interviewing (ATI) system (n=613). 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=190). There was a 6.2% response rate for the ATI calls.

The survey was presented in both English (n=651) and Spanish (n=152) versions.

The survey was conducted between October 1-20, 2014.

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. When a t-test or a Z-test is shown, lower- and upper-case letters indicate significance at the 90 and 95 percent levels respectively.

Survey Parameters

<https://www.census.gov/hhes/socdemo/education/data/cps/2013/tables.html>

Gender

Female	0.499675517
Male	0.500324483

Region

Midwest	0.091900012
Northeast	0.138369988
South	0.362419597
West	0.407310403

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

<http://www.gallup.com/poll/165752/voter-registration-lags-among-hispanics-asians.aspx>

<http://www.hispanicvoters2012.com/#Demographics>

	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

English Version October 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 55-74
Press 5 for 75 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) 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 College degree
Press 5 for Graduate degree or higher
- 4) With which party do you identify? Democrat, Republican, or as an Independent or with another party?

Press 1 for Democrat
Press 2 for Republican
Press 3 for independent
Press 4 for identifying with another party.
- 6) 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
- 7) 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

- 8) 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

- 9) 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

- 10) 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

- 11) Do you approve or disapprove of the way Barack Obama is handling his job as President?

Press 1 for strongly approve

Press 2 for approve

Press 3 for Undecided/Neutral

Press 4 for disapprove

Press 5 for strongly disapprove

- 12) If the elections for U.S. Congress were being held TODAY, would you vote for the Republican Party's candidate OR the Democratic Party's candidate for Congress in your district?

Press 1 for Democratic

Press 2 for Republican

Press 3 for Undecided

- 13) Thinking ahead to November, do you yourself plan to vote in the Congressional election this November, or not?

Press 1 for Yes

Press 2 for No

Press 3 for Undecided

- 14) Do you think that what happens generally to other Latinos/Hispanics in this country affects what happens in your life?

Press 1 for Yes

Press 2 for No

Press 3 for Undecided

15) How often do you use social networking websites such as Facebook or Twitter?

Press 1 for Several times daily

Press 2 for Once a day

Press 3 for 1-2 times/week

Press 4 for 1-2 times/month

Press 5 for Less than once a month -

Press 6 for Never

16) In the past twelve months, has a political party or candidate contacted you about a campaign?

Press 1 for Yes

Press 2 for No

Press 3 for Don't Know

17) As you think about the elections for Congress this November, which of the following issues is most important to you? Immigration, the Economy, Health Care, Terrorism, Foreign Policy or Income Inequality?

Press 1 for Immigration

Press 2 for the Economy

Press 3 for Health Care

Press 4 for Terrorism

Press 5 for Foreign Policy

Press 6 for Income Inequality

Press 7 for other

Press 8 to repeat your answer choices

18) Were you born in the United States or some other country? (United States, Some other country, don't know)

Press 1 for the United States

Press 2 for Some Other Country

Press 3 for Don't Know

19) What is your income level

Press 1 for under \$25,000

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

Press 3 over \$75,000

20) In what state do you live?

Octubre 2014

0) ¿Cuál es su sexo?

Presione 1 por "Femenino"

Presione 2 por "Masculino"

1) ¿Dentro de que grupo de edad se encuentra Ud.?

Presione 1 por "17 o menor (se acaba la encuesta para Ud.)"

Presione 2 por "18-34"

Presione 3 por "35-54"

Presione 4 por "55-74"

Presione 5 por "75 o mayor"

2) Más específicamente, en cuál grupo étnico se sitúa Ud.?

Presione 1 por "Mexicano"

Presione 2 por "Mexicano-Americano"

Presione 3 por "Chicano"

Presione 4 por "Puertorriqueño"

Presione 5 por "Cubano"

Presione 6 por "Otro origen Hispano, Latino o español."

3) ¿Cuál es su nivel de educación?

Presione 1 por "Inferior a la escuela secundaria."

Presione 2 por "Graduado de la escuela secundaria, o equivalente"

Presione 3 por "Algunos cursos de universidad (College) pero no graduado"

Presione 4 por "Graduado de carrera"

Presione 5 por "Título de postgrado, o superior"

4) ¿Está Ud. actualmente registrado como Demócrata, Republicano, Independiente, en otro partido, o no está registrado?

Presione 1 por "Republicano"

Presione 2 por “Demócrata”

Presione 3 por “Otro partido”

Presione 4 por “No estoy registrado”

- 5) Estamos interesados en saber acerca de la situación financiera actual de la gente; ¿Estima Ud. que Ud., y los miembros de su familia, están mejor o peor desde el punto de vista financiero que hace un año?

Presione 1 por “Mejor”.

Presione 2 por “Peor”.

- 6) Ahora, mirando hacia el futuro – ¿Piensa Ud. que dentro de un año Ud. y su familia estarán mejor desde el punto de vista financiero, peor, o más o menos igual que ahora?

Presione 1 por “Mejor”

Presione 2 por “Peor”

Presione 3 por “Más o menos igual que ahora”

- 7) Ahora, hablando en general de la situación empresarial en el país - ¿Piensa Ud. que en los próximos 12 meses tendremos una situación de prosperidad financiera, o de adversidad?

Presione 1 por “Situación de Prosperidad financiera”

Presione 2 por “Situación de Adversidad financiera”

- 8) Mirando hacia el futuro, ¿Cuál diría Ud. que es más probable que ocurra: que en el país, en general, tengamos un período positivo durante los próximos cinco años, o que tengamos períodos negativos de aumento del desempleo?

Presione 1 por “Período positivo”

Presione 2 por “Período negativo”

- 9) En lo que respecta a las cosas que la gente compra para sus hogares, por ejemplo, muebles, un refrigerador, una cocina, un televisor y otras cosas de esta naturaleza, y hablando de un modo general, ¿Piensa Ud. que ahora es un buen momento o un mal momento para que la gente compre este tipo de objetos para la casa?

Presione 1 por “Buen momento”

Presione 2 por “Mal momento”

10) ¿ Ud. aprueba o desaprueba, el modo en que Barack Obama desempeña su trabajo como Presidente?

Presione 1 si Ud. definitivamente aprueba el trabajo que desempeña el Presidente.

Presione 2 si Ud. aprueba el trabajo que desempeña el Presidente.

Presione 3 si Ud. si no tiene opinión alguna o si se mantiene neutral.

Presione 4 si Ud. desaprueba el trabajo que desempeña el Presidente.

Presione 5 si Ud. definitivamente desaprueba el trabajo que desempeña el Presidente.

11) Si las elecciones para el Congreso de Estados Unidos se llevaran a cabo hoy, ¿votaría Ud. por el candidato del Partido Republicano o por el candidato del Partido Demócrata en su distrito?

Presione 1 si votaría por el candidato Demócrata.

Presione 2 si votaría por el candidato Republicano.

Presione 3 si no sabe por quién votar.

12) Anticipando las elecciones de noviembre, ¿Piensa Ud. votar o no en la elección para el Congreso este próximo noviembre?

Presione 1 por SI

Presione 2 por NO

Presione 3 por “ No estoy decidido/a en este momento.”

13) ¿Considera Ud. que lo que generalmente les sucede a otros Latinos/Hispanos en este país le afecta también a Ud. en su vida personal?

Presione 1 por SI

Presione 2 por NO

Presione 3 si es un tema sobre el cual no tiene opinión formada.

14) ¿Con qué frecuencia usa Ud. las redes sociales como Facebook o Twiter?

Presione 1 por Varias veces al día.

Presione 2 por Una vez al día.

Presione 3 por Una o dos veces a la semana.

Presione 4 por Una o dos veces al mes.

Presione 5 por Menos de una vez al mes.

Presione 6 por NUNCA.

15) ¿Durante los últimos doce meses, algún partido politico o candidato le ha contacto a

Ud. con respecto a alguna campaña política?

Presione 1 por SI

Presione 2 por NO

Presione 3 por No sabe.

16) Con miras a las próximas elecciones de noviembre para el Congreso, ¿Cuál de los siguientes temas considera Ud. más importante: la inmigración, la economía, el cuidado de la salud, el terrorismo, la política exterior, o la desigualdad en los ingresos?

Presione 1 por la Inmigración.

Presione 2 por la Economía.

Presione 3 por el Cuidado de la Salud.

Presione 4 por el Terrorismo.

Presione 5 por la Política Exterior.

Presione 6 por la Desigualdad en los ingresos.

Presione 7 por otro tema que no está en la lista.

Presione 8 para repetir la lista de opciones.

17) ¿Nació Ud. en los Estados Unidos o en algún otro país? (En los Estados Unidos, en otro país, o no sé)

Presione 1 por Estados Unidos

Presione 2 por Otro país.

Presione 3 por No sabe.

18) Cual es su nivel de ingresos?

Oprima 1 para menos de \$25,000

Oprima 2 para entre \$25,001 y \$75,000

Oprima 3 para mas de \$75,000

Topline results are below. Full results, including crosstabs, can be found [here](#).

Demographics

Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-34	92	11.4	11.4	11.4
	35-54	362	45.1	45.1	56.5
	55+	349	43.5	43.5	100.0
	Total	803	100.0	100.0	

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mexian/Mex Amer/Chicano	535	66.7	66.7	66.7
	Puerto Rican	61	7.6	7.6	74.3
	Cuban	32	4.0	4.0	78.3
	Other Spanish Origin	174	21.7	21.7	100.0
	Total	803	100.0	100.0	

Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than HS	120	15.0	15.0	15.0
	HS or equivalent	201	25.0	25.0	40.0
	some college, no degree	201	25.0	25.0	65.0
	College degree	201	25.0	25.0	90.0
	Graduate degree or higher	80	10.0	10.0	100.0
	Total	803	100.0	100.0	

Party Affiliation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	159	19.8	19.8	19.8
	Democrat	392	48.8	48.8	68.6
	Another Party	139	17.4	17.4	86.0
	Not Registered	113	14.0	14.0	100.0
	Total	803	100.0	100.0	

Country of Origin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	US	535	66.6	66.6	66.6
	Other Country	230	28.6	28.6	95.2
	Don't Know	38	4.8	4.8	100.0
	Total	803	100.0	100.0	

Income Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under \$25,000	246	30.6	30.6	30.6
	\$25,001-\$75,000	308	38.3	38.3	69.0
	\$75,000+	194	24.2	24.2	93.2
	Refused	55	6.8	6.8	100.0
	Total	803	100.0	100.0	

Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Northeast	112	14.0	14.0	14.0
	Mid-West	72	9.0	9.0	23.0
	South	289	36.0	36.0	59.0
	West	329	41.0	41.0	100.0
	Total	803	100.0	100.0	

Results

Political Issues

Obama Rating

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Approve	161	20.1	20.1	20.1
	Approve	168	20.9	20.9	41.0
	Neutral	150	18.7	18.7	59.7
	Dissapprove	146	18.1	18.1	77.9
	Strongly Dissapprove	178	22.1	22.1	100.0
	Total	803	100.0	100.0	

Generic Ballot Test

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	402	50.0	50.0	50.0
	Republican	222	27.6	27.6	77.6
	Undecided	180	22.4	22.4	100.0
	Total	803	100.0	100.0	

Voting Intention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	602	75.0	75.0	75.0
	No	100	12.5	12.5	87.4
	Undecided	101	12.6	12.6	100.0
	Total	803	100.0	100.0	

Contact by Campaign?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	322	40.1	40.1	40.1
	No	343	42.7	42.7	82.8
	Don't know	138	17.2	17.2	100.0
	Total	803	100.0	100.0	

Issue

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Immigration	129	16.0	16.0	16.0
	Economy	302	37.6	37.6	53.6
	Healthcare	156	19.5	19.5	73.1
	Terrorism	58	7.3	7.3	80.3
	Foreign Policy	25	3.1	3.1	83.5
	Income Inequality	61	7.6	7.6	91.1
	Other	72	8.9	8.9	100.0
	Total	803	100.0	100.0	

- President Obama Approval
 - Hispanics with a college degree had the highest disapproval rate of President Obama at 42% with 31% approval.
 - Democrats have a 54% approval rate for the President with 67% of Republicans disapproving.
 - Independent voters and those registered to another party have a 55% disapproval rating and a 27% approval rating.
 - Approval for President Obama increased with income level: those making under \$25,000 were at 38%, \$25,001-\$75,000 at 40% and those over \$75,000 were at 45%.

- Generic Ballot Test
 - Those who took the survey in Spanish were more likely to vote Democrat than Republican (57% to 17%) than those who took the survey in English (48% to 30%)
 - It appears that Democrat leaning increases with age as the difference in voting preference was 16% for 18-34 year olds, 20% for 35-54 age cohort and 27% for those over 55.

- Only those that Strongly disagreed would be more willing to vote Republican (59% to 15% for Democrats)
- Those who said they plan to vote were more likely to vote Democrat 57% to 31% for Republican.
- Those who find that what happens to other Latino's affect their lives are significantly more likely to vote Democrat than Republican (60% to 21%)
 - Those who did not find what happens to other Latino's to affect their life were splitting their vote between Democrats (42%) and Republicans (39%)
- Top issue for Democrat voters were Immigration (57% to 24%)| Healthcare (59% to 20%), Income Inequality (59% to 19%) and the Economy (47% to 32%)
 - Top issues for those voting Republican was Terrorism (45% to 35%) and Foreign Policy (47% to 35%).
- The Northeast (60% to 21%) and the West (52% to 26%) were the strong Democrat voting preferences.
 - Midwest (49% to 29%) and the South (45% to 32%) were not as strong Democrat voting preferences.
- Voting Intention
 - Older Hispanics were more likely to vote; 52% of 18-34, 73% of 35-54, and 83% of 55+
 - Income level increase voting intention; \$25,000 or less 67%, \$25,001-\$75,000 is 74%, \$75,000+ 88%
- Contact by a campaign
 - Those who answered the poll via landline were more likely to get contacted by a campaign (45% to 25%)
 - Those who answered via online were less likely to get contacted by a campaign (71% to 34%)
 - Those who answered the survey in English were more likely to get contacted by a campaign (43% to 27%)
 - Those who answered Spanish were less likely to get contacted by a campaign (59% to 39%)
 - Older Hispanics were more likely to get contacted by a campaign; 18-34 28%, 35-54 36%, 55+ 48%.
 - Hispanics with a Graduate degree or higher were significantly more likely to get contacted by a campaign 62% to 28%.
 - Income level increase getting contacted by a campaign; \$25,000 or less 29%, \$25,001-\$75,000 is 42%, \$75,000+ 54%
- Immigration
 - Those who answered the survey in Spanish had Immigration as the top issue (31%)
 - Those who answered in English had the Economy as the top issue (40%)
 - Those who are not registered were split with the top at 26% for both Immigration and the Economy
 - Those born outside the US care more about immigration (27%) than those who were born in the US (13%)

- Healthcare was the second most important issue in the Northeast (31%)

Social Media Use

Use of Facebook/Twitter

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Several times daily	241	30.0	30.0	30.0
Once a day	132	16.4	16.4	46.5
1-2 times/week	95	11.8	11.8	58.3
1-2 times/month	49	6.1	6.1	64.4
Less than 1 per month	66	8.2	8.2	72.6
Never	220	27.4	27.4	100.0
Total	803	100.0	100.0	

- Those who answered the survey via online used social sites more frequently with 64% using it several times a day versus the telephone respondent where 20% went on the sites several times a day
- Those who answered the survey in Spanish used social sites more frequently with 47% using it several times a day versus the English respondent where 26% went on the sites several times a day
- 40% of those over 55+ never use social sites

Social Issues

What happens to other Latino's affect your life?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	370	46.1	46.1	46.1
No	264	32.9	32.9	78.9
Undecided	169	21.1	21.1	100.0
Total	803	100.0	100.0	

- Those who answer via online felt more connected to what happens to other Latino's 66% to 24% compared to those who answer via telephone (40% to 36%)

- Those who answered in Spanish felt more connected to what happens to other Latino's 60% to 23% compared to those who answered in English (43% to 35%)
- Those between 35-54 felt more connected (56% to 26%) than other age cohorts (18-34 were 41% to 34%; 55+ was 37% to 40%)
- Republicans felt less connected (38% to 42%) than Democrats (49% to 30%) and Independents (47% to 33%)
 - Those not registered were more connected with what happens with other Latino's 46% to 32%.
- Those voting Democrat (55% to 28%) and Undecided (40% to 29%) felt what happens to other Latino's affect their life
 - Those voting Republican did not feel this affect (35% to 46%)
- Those more likely to vote felt what happens to other Latino's affect their life (50% to 32%)