



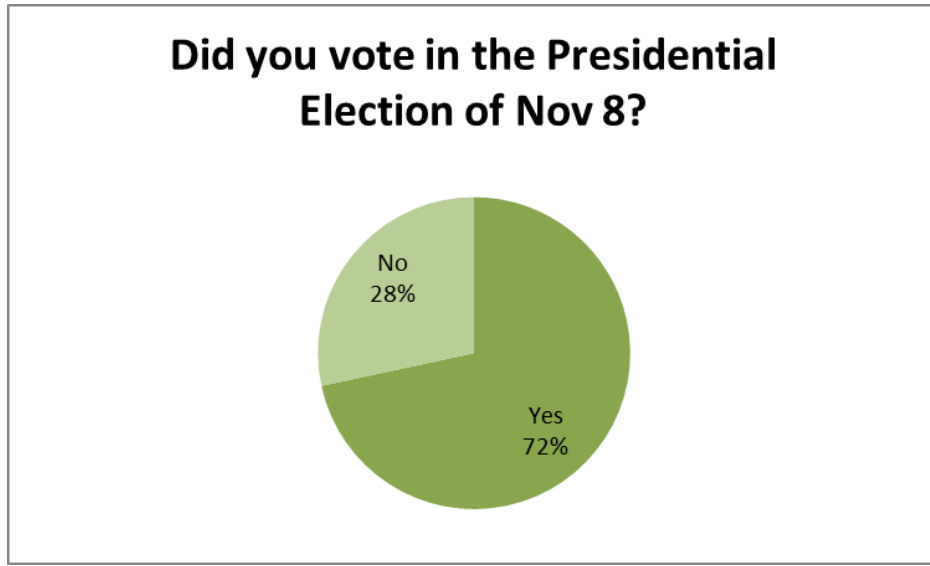
## **Hispanic Attitudes toward Presidential Election**

**November 2016**

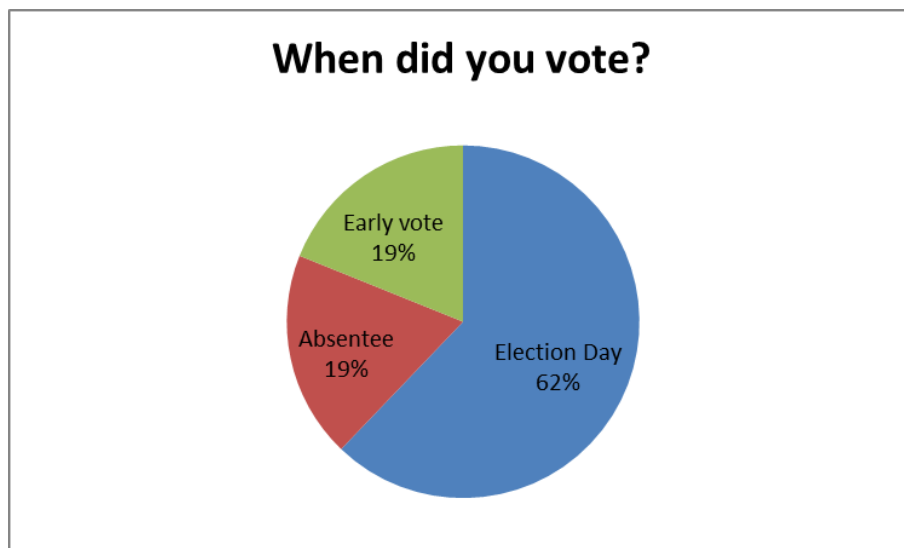
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## Presidential Election Results

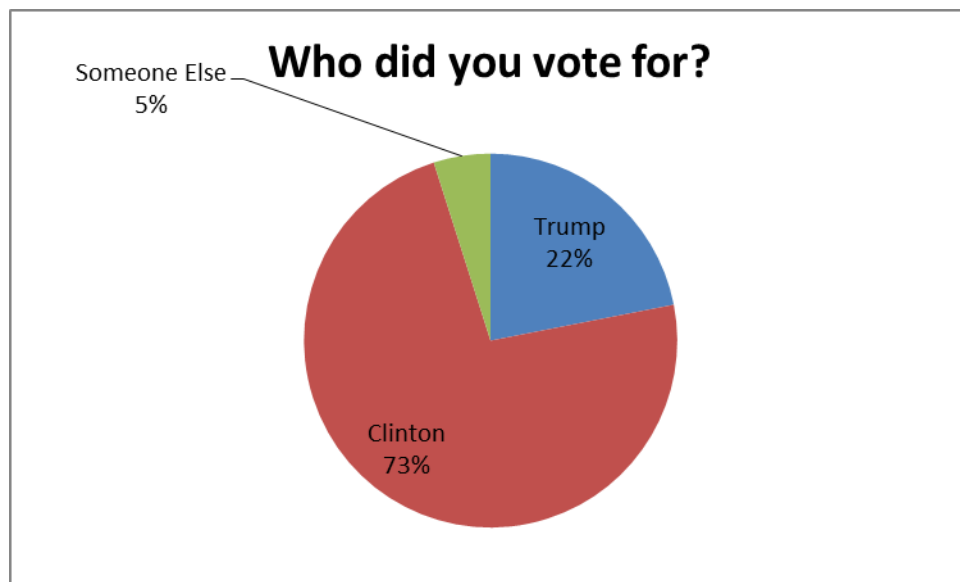


- Overall, the weighted sample of Hispanics had a high turnout rate of 72%.
- Republican (85%) and Democratic (81%) registered Hispanics were more likely to vote than Independents (61%).
- Those with further education attainment were also more likely to vote, with College degree or higher at 81%, those with some college at 67% and those with only a High School degree were at 62%. Interestingly, those without a High School degree voted at a 79%.

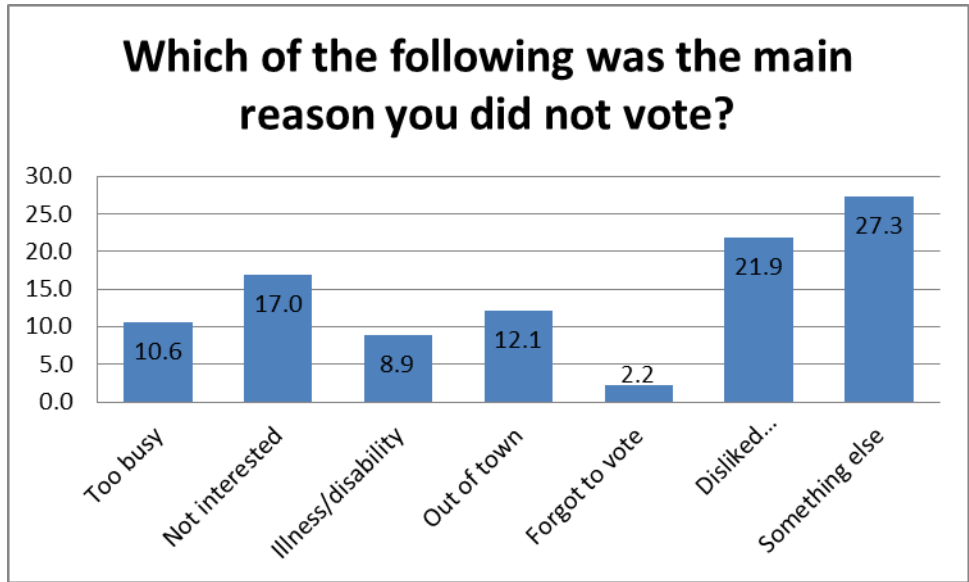


- Overall, 62% of Hispanics voted on Election Day, while 19% preferred early voting and 19% used absentee ballots.

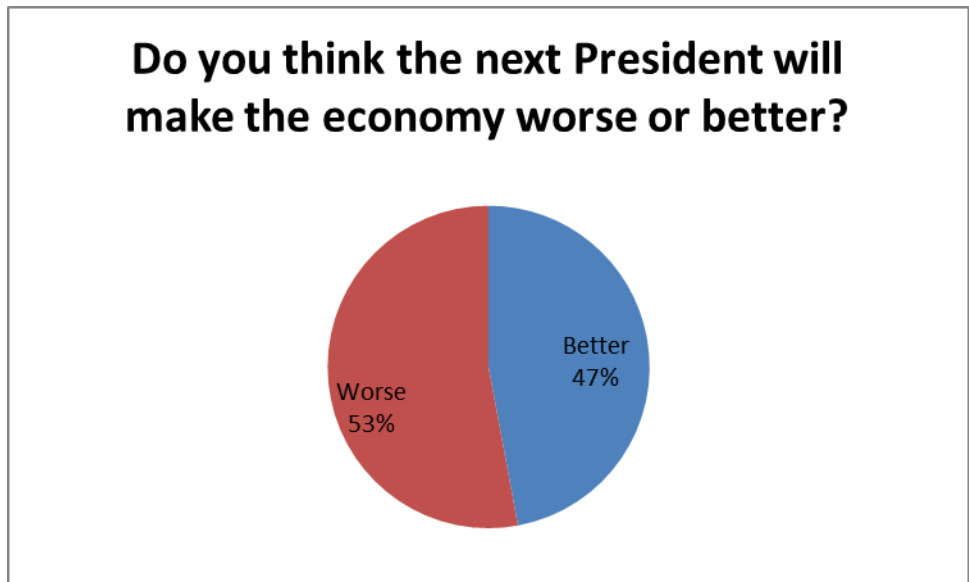
- Females were more likely to vote on Election Day (68% to 57%) while Males were more likely to vote early (23% to 15%).
- Those earning under \$25,000 had a significant different voting pattern than those earning above this amount with 28% voting on Election Day compared with 73% of higher income earners, comparatively those earning under \$25,000 were also more likely to vote early 36% compared to the higher income earners at 13%.
- There was no significant difference among age, ethnicity, party affiliation, educational attainment and region.



- Overall, 73% of Hispanics voted for Clinton, 22% voted for Trump and 5% voted for someone else.
- Males were slightly more likely to vote for Trump (28% to 15%), while Females were more likely to vote for Clinton (81% to 66%).
- Likewise those who took the survey in Spanish were more likely to vote for Clinton 81% compared to 61% who took it in English.
- Younger Hispanics were more likely to vote for Trump 26% compared with those 35-54 year old at 20% and those over 55 at 18%.
- Lower income earners were more likely to vote for Clinton at 80% while higher income earners were slightly less supportive at 70%.
- Clinton's strongest region of support with in the West at 88%, followed by the Northeast at 67%, the South at 61% and the Midwest at 59%.

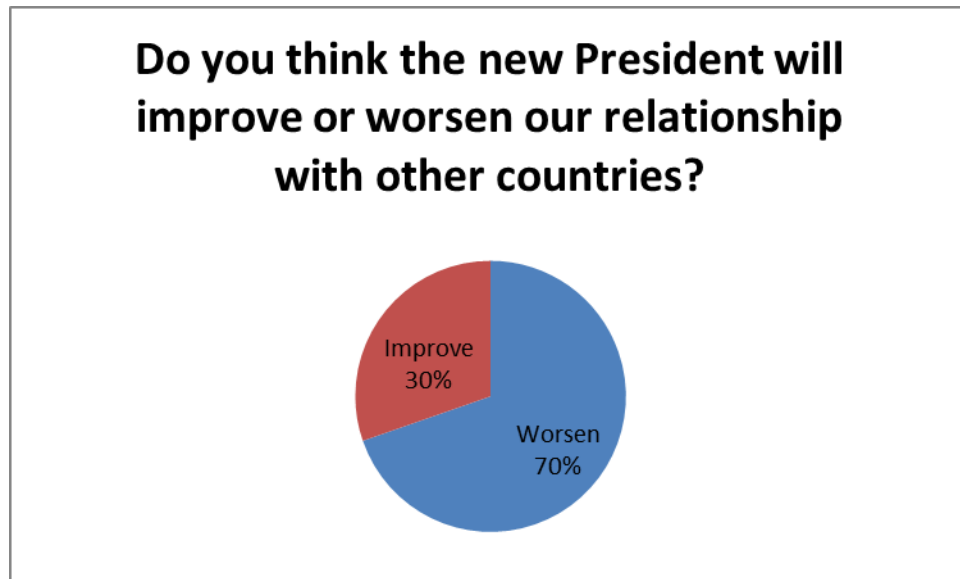


- Of the 28% of Hispanics that did not vote in the Presidential Election, 27% of them indicate that the main reason was something else, followed by 21.9% indicating that they disliked the candidates.
- Males top issues for not voting were 1) they were out of town (22%) and 2) not interested (20%); while females top reasons were 1) something else (35%) and 2) disliked the candidates (26%).
- Younger voters did not vote because they disliked the candidates (29%) while older Hispanics did not vote because they were not interested (22%)



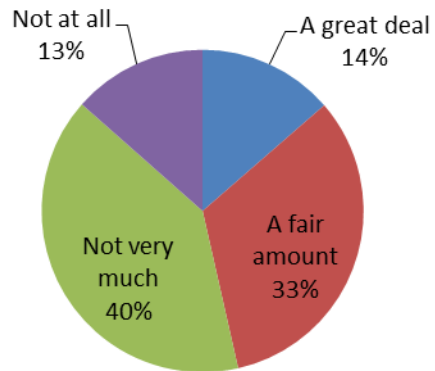
- Overall, 47% of Hispanics think the next President will make the economy better while 53% think the next President is going to make the economy worse.

- The majority of households with incomes under \$75,000 think the next President will make the economy worse (59%) while the majority of those earning above \$75,000 think he will make the economy better (67%).
- The Northeast (27%) is most pessimistic about the next Presidents and the economy.



- Overall, only 30% of Hispanics think the next President will improve our relationship with other countries while 70% think the next President will worsen our relationship with other countries.
- Females were more likely to see things worsen (80% (worse) to 20% (improve)) than males (59% (worsen) to 41% (improve)).
- In the Midwest, 49% said things would improve versus 51% who said things would worsen while in the West, sentiment was significantly different with 21% saying things would improve while 79% said worsen.

## How much trust in the federal government do you have?



- Overall, Hispanics are split on the level of trust toward the federal government with 47% saying a fair amount/great deal and 53% saying not very much or not at all.

## Survey Instrument

What is your gender?

Press 1 for Female

Press 2 for Male

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

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

Do you think the Economy in the country today is better or worse than a year ago?

Press one for better

Press two for worse

Did you vote in the Presidential Election of Nov 8?

Press 1 for Yes-

Press 2 for No

How did you vote?

Press 1 if you voted on Election Day

Press 2 if you voted by absentee ballot

Press 3 if you voted during the early voting period

Who did you vote for?

Press 1 for Donald Trump

Press 2 for Hillary Clinton

Press 3 for Someone else

Which of the following was the main reason you did not vote?

Press 1 for Too busy

Press 2 for Not interested

Press 3 for Illness/disability

Press 4 for Out of town

Press 5 for Forgot to vote

Press 6 for Disliked candidates/issues

Press 7 for Something Else

Do think the next President will make the economy worse or better?

Press 1 Better

Press 2 Worse



Do you think the new President will improve or worsen our relationship with other countries?

Press 1 if you think relations will worsen

Press 2 if you think relations will improve

How much trust in the federal government do you have?

Press 1 for a great deal

Press 2 for a fair amount

Press 3 for not very much

Press 4 for none at all

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/Graduate degree

What is your income level

Press 1 for under \$25,000

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

Press 3 over \$75,000

## **Methodology**

The November survey is the twenty-seventh 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=127). 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 Survey Sampling International (SSI) a Worldwide Leader in Survey Sampling and Data Collection Solutions, across every mode, for 36 Years. An online sample consisted of (n=373) Hispanics. There was a 4.6% response rate for the ATI calls.

The survey was presented in both English (n=233) and Spanish (n=267) versions.

The survey was conducted November 1-30, 2016.

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

Hispanic/Latino's, United States, 18+

Total

Percentage

Age	<a href="http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_B01001I&amp;prodType=table">http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_B01001I&amp;prodType=table</a>	
18 to 34 years	15,080,185	0.424693
35 to 54 years	13,605,329	0.383158
55 years and over	6,822,923	0.192149
Gender	<a href="http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_B01001I&amp;prodType=table">http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_B01001I&amp;prodType=table</a>	
Male	17,917,947	0.504611
Female:	17,590,490	0.495389
Region	<a href="http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_B01001I&amp;prodType=table">http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_B01001I&amp;prodType=table</a>	
Northeast	5,181,117	0.145912
Midwest	3,073,012	0.086543
South	13,033,187	0.367045
West	14,221,121	0.4005
Income	<a href="http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_B19001I&amp;prodType=table">http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_B19001I&amp;prodType=table</a>	
Under \$25,000	4016453	0.285929
\$25,001-\$75,000	6580271	0.468446
Over \$75,001	3450303	0.245625
Edu	<a href="http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_C15002I&amp;prodType=table">http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_C15002I&amp;prodType=table</a>	
Less than 12th grade	10436617	0.358917
GED or High School	7796598	0.268126
Some college, Associates	6806741	0.234085
Bachelor's degree/ Graduate	4038148	0.138872

## Demographic Results (Frequency Tables)

### Mode

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Telephone	127	25.4	25.4	25.4
	Online	373	74.6	74.6	100.0
	Total	500	100.0	100.0	

### Language

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	233	46.6	46.6	46.6
	Spanish	267	53.4	53.4	100.0
	Total	500	100.0	100.0	

### Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	247	49.5	49.5	49.5
	Male	252	50.5	50.5	100.0
	Total	500	100.0	100.0	

### Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-34	212	42.5	42.5	42.5
	35-54	191	38.3	38.3	80.8
	55+	96	19.2	19.2	100.0
	Total	500	100.0	100.0	

**Ethnicity**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mexian/Mex Amer/Chicano	283	56.5	56.5	56.5
	Puerto Rican	90	18.0	18.0	74.5
	Cuban	23	4.5	4.5	79.1
	Other Spanish Origin	105	20.9	20.9	100.0
	Total	500	100.0	100.0	

**Party Affiliation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	129	25.8	25.8	25.8
	Democrat	245	49.0	49.0	74.8
	Another Party	36	7.3	7.3	82.1
	Not Registered	90	17.9	17.9	100.0
	Total	500	100.0	100.0	

**Education Level**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than HS	180	36.0	36.0	36.0
	HS or equivalent	135	27.0	27.0	63.0
	some college, no degree	115	23.0	23.0	86.0
	College degree	70	14.0	14.0	100.0
	Total	500	100.0	100.0	

**Income Level**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under \$25,000	143	28.6	28.6	28.6
	\$25,001-\$75,000	234	46.8	46.8	75.4
	\$75,000+	123	24.6	24.6	100.0
	Total	500	100.0	100.0	

**Region**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Northeast	73	14.6	14.6	14.6
	Midwest	43	8.7	8.7	23.3
	South	183	36.7	36.7	59.9
	West	200	40.1	40.1	100.0
	Total	500	100.0	100.0	