



National & Florida
Survey of Hispanic Adults

Conducted By:

Opiniones Latinas/Latino Opinions

October 14, 2004

Presentation Outline

- Methodology
- Demographics of Latino Voters
- Political Opinions of Latino Voters
- Latino Voters' Opinions about Bush vs. Kerry
- Health Care Opinions of Latino Voters

Methodology

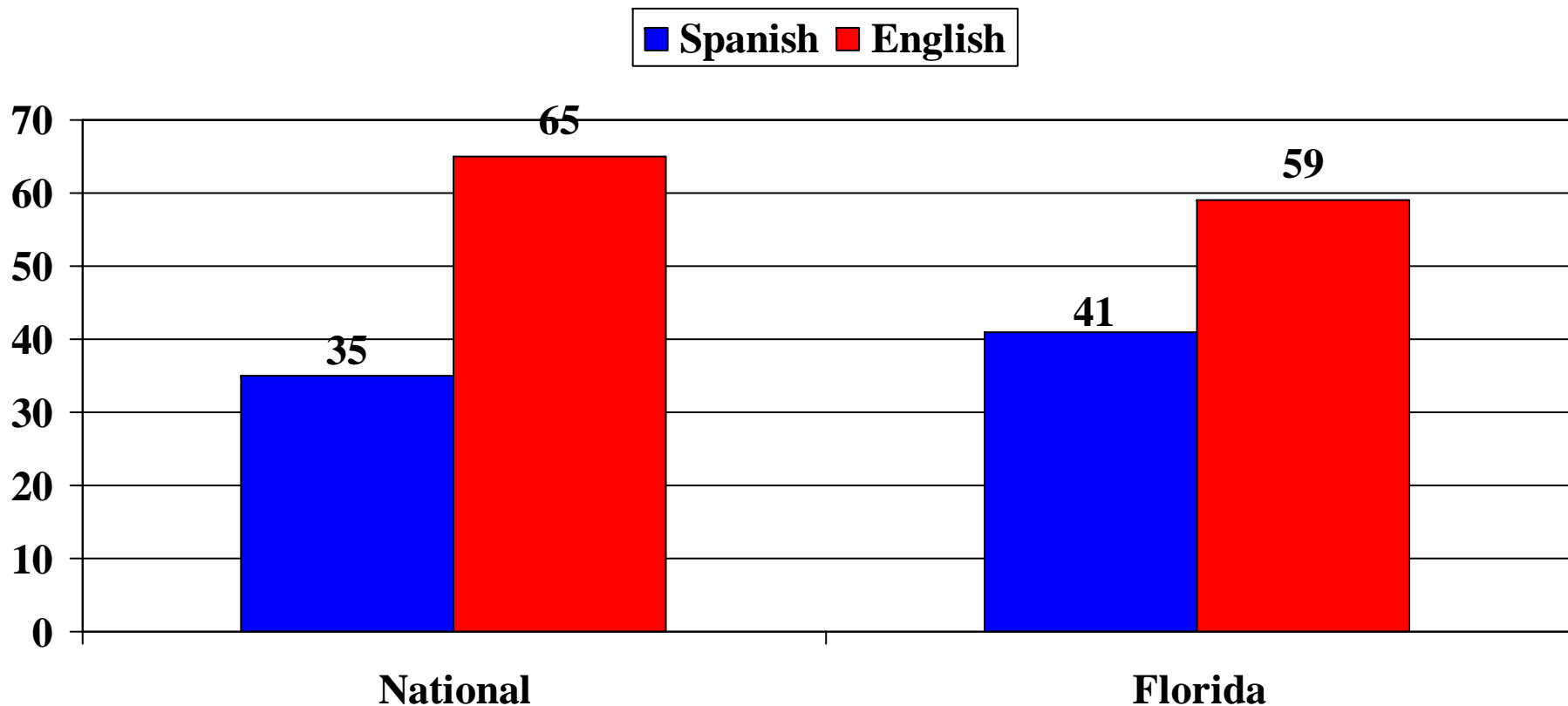
This national Hispanic survey was conducted by Latino Opinions between September 27 and October 3, 2004 among 1,000 Hispanic adults. An oversample of 123 Hispanic adults was conducted in Florida, which brings Florida's total sample to 200 adults.

All interviews were conducted by professional English and Spanish speaking interviewers via telephone. Respondents were given the option of conducting the survey in English or Spanish. Interview selection was at random within predetermined population units. These units were structured to statistically correlate with the nation's adult Hispanic population according to the 2000 U.S. Census.

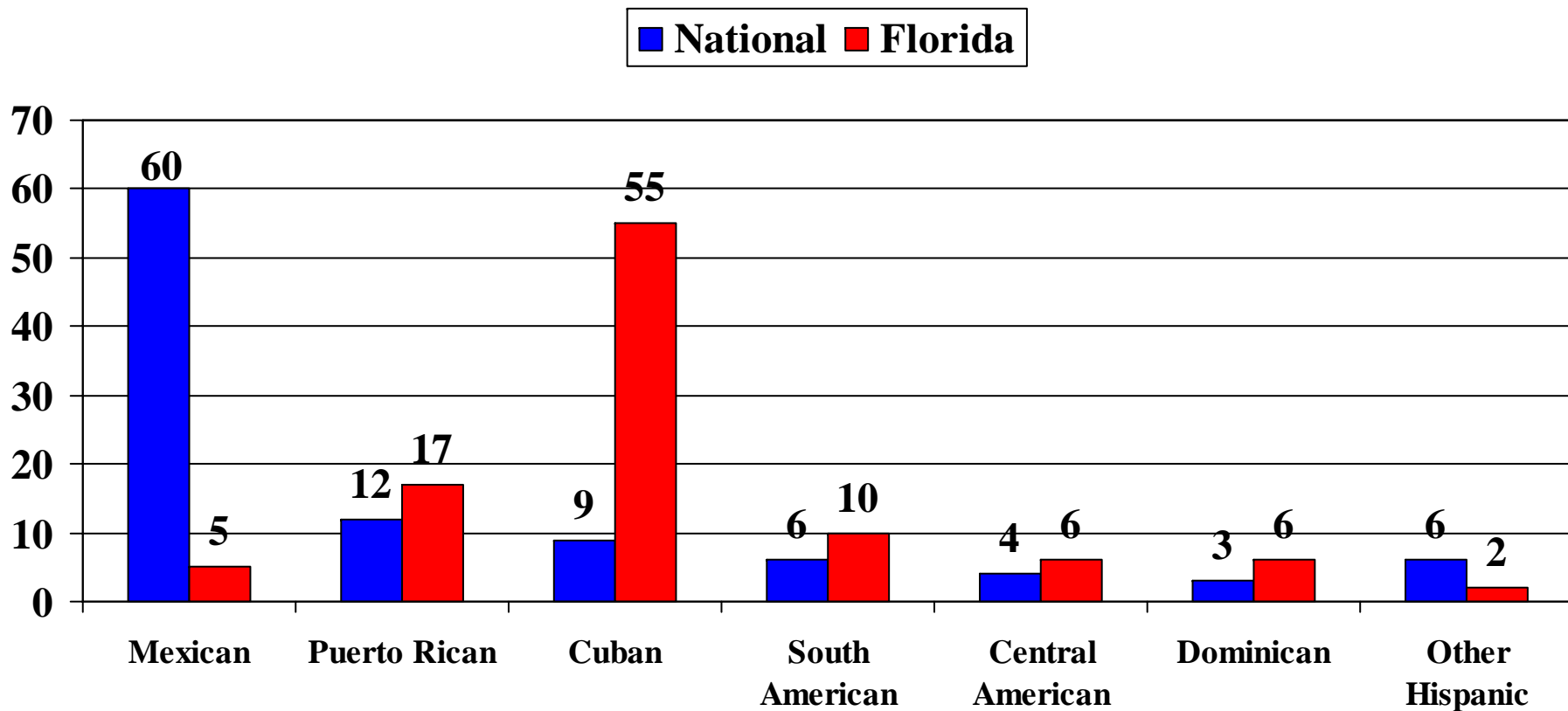
The accuracy of this national survey of 1,000 Hispanic adults is within +/- 3.1% at a 95% confidence interval. (Nationally, the accuracy of the 594 registered Hispanic voters is +/- 4.0% at a 95% confidence interval.) The accuracy of the 200 Hispanic adults in Florida is +/- 6.9% at a 95% confidence interval. (In Florida, the accuracy of the 164 registered Hispanic voters is +/- 7.7%)

Demographics of Latino Voters

In what language would you prefer to conduct this interview, in English or in Spanish?
(Registered Voters Oct. 2004)



What is your national ancestry? (National Registered Voters Oct. 2004)



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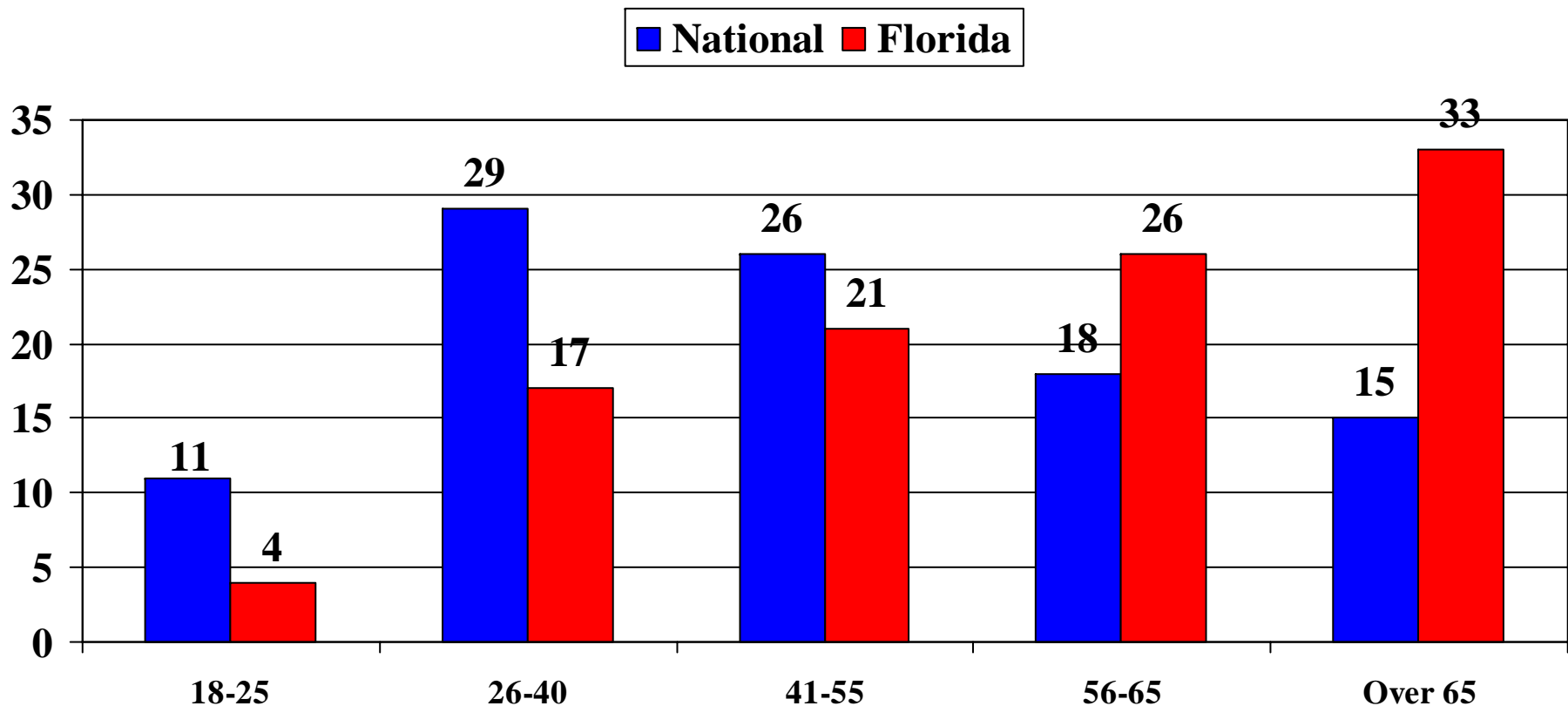
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What is your age?

National mean Age: 47

Florida mean Age: 56

(Registered Voters Oct. 2004)



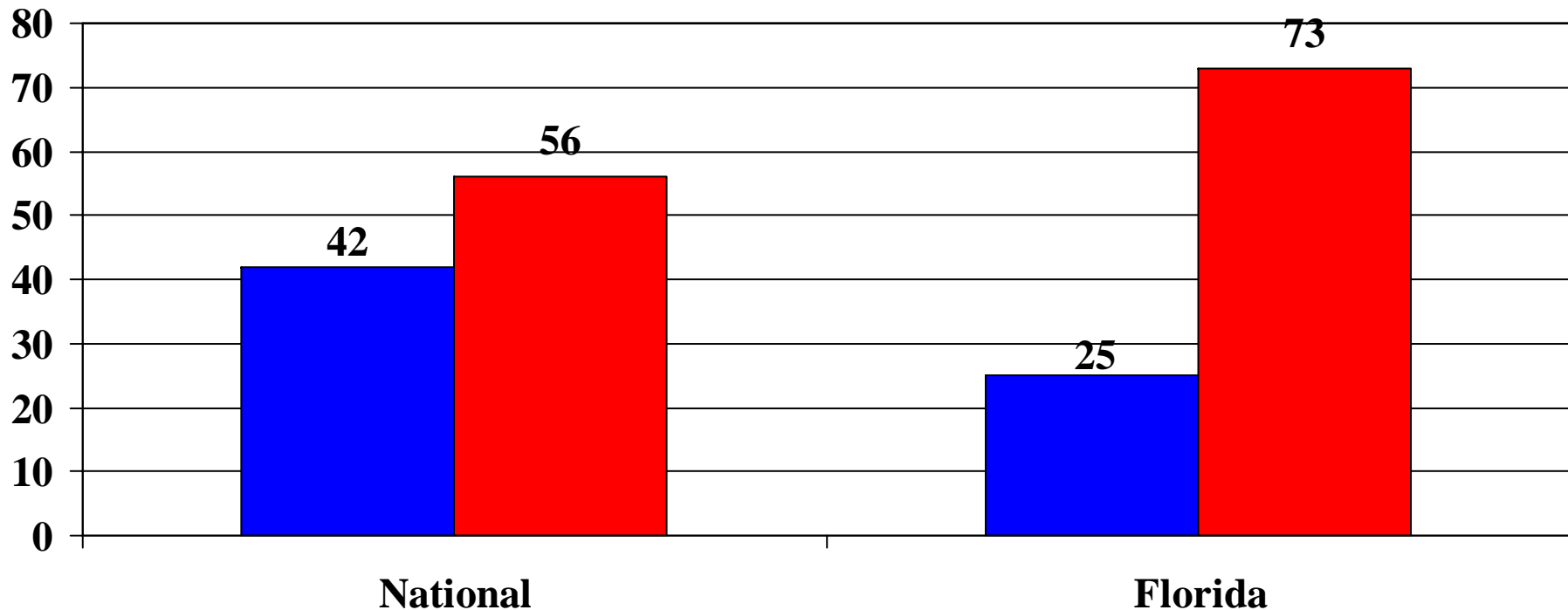
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Do any children under the age of 18 reside in this household?

(Registered Voters Oct. 2004)

■ Yes ■ No



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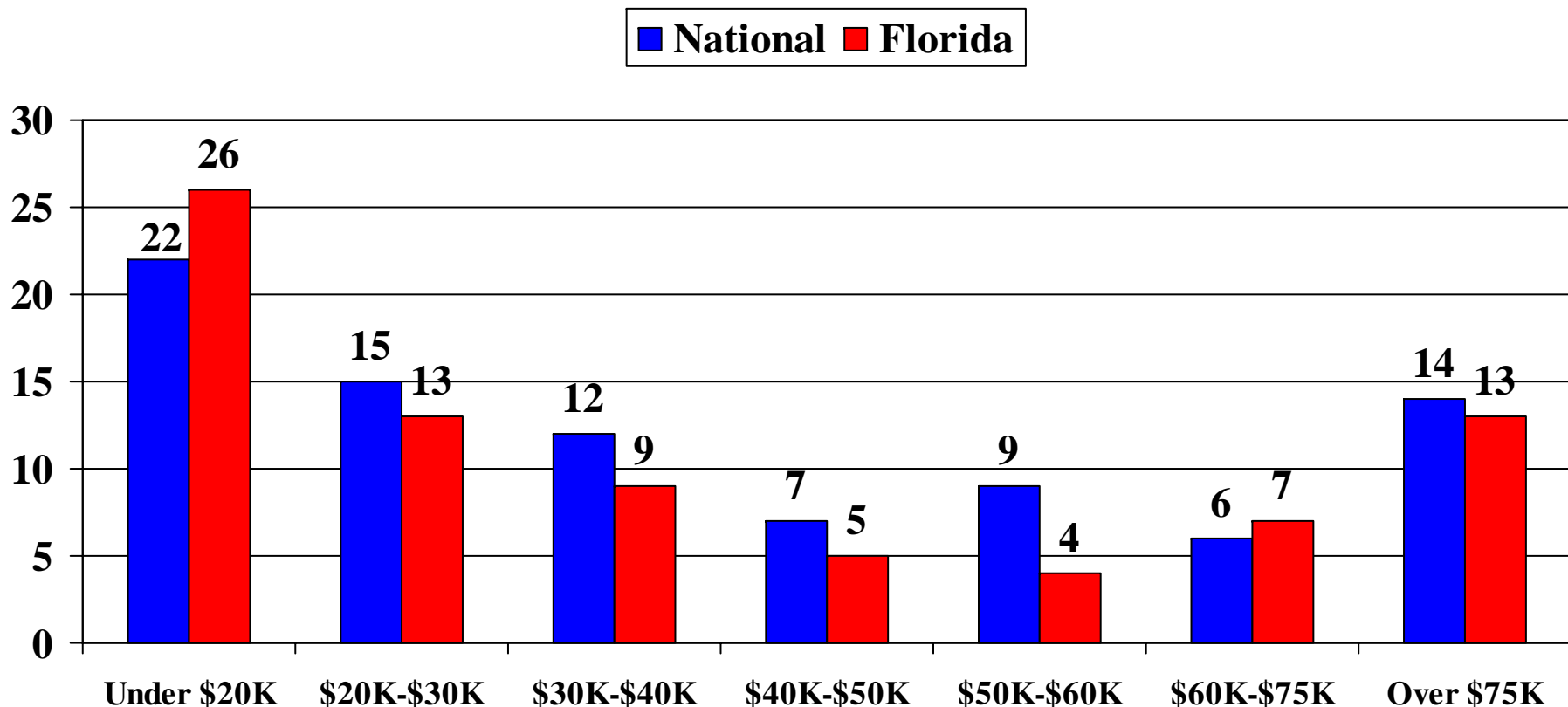
The Latino Coalition
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What is estimated annual household income?

National Mean Income: \$40,800

Florida Mean Income: \$37,780

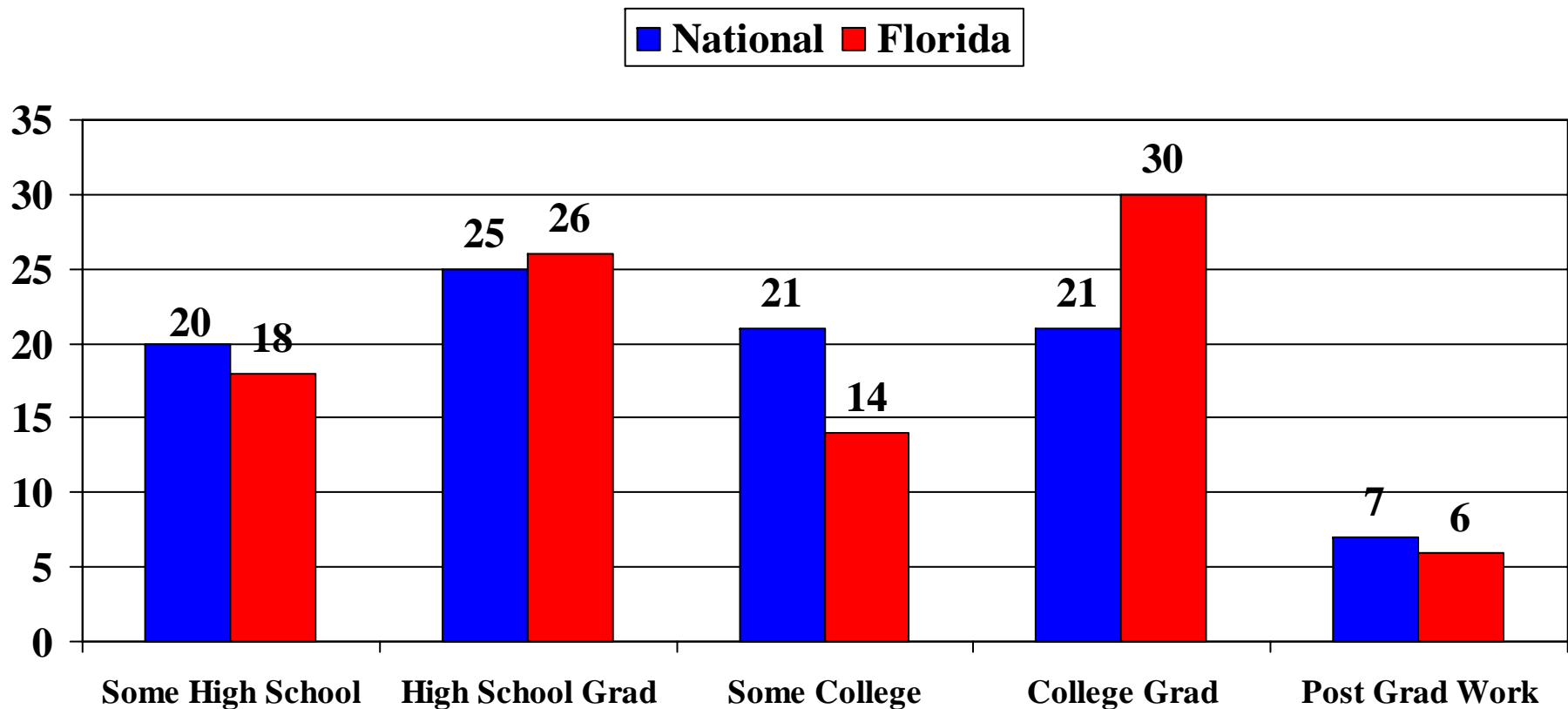
(Registered Voters Oct. 2004)



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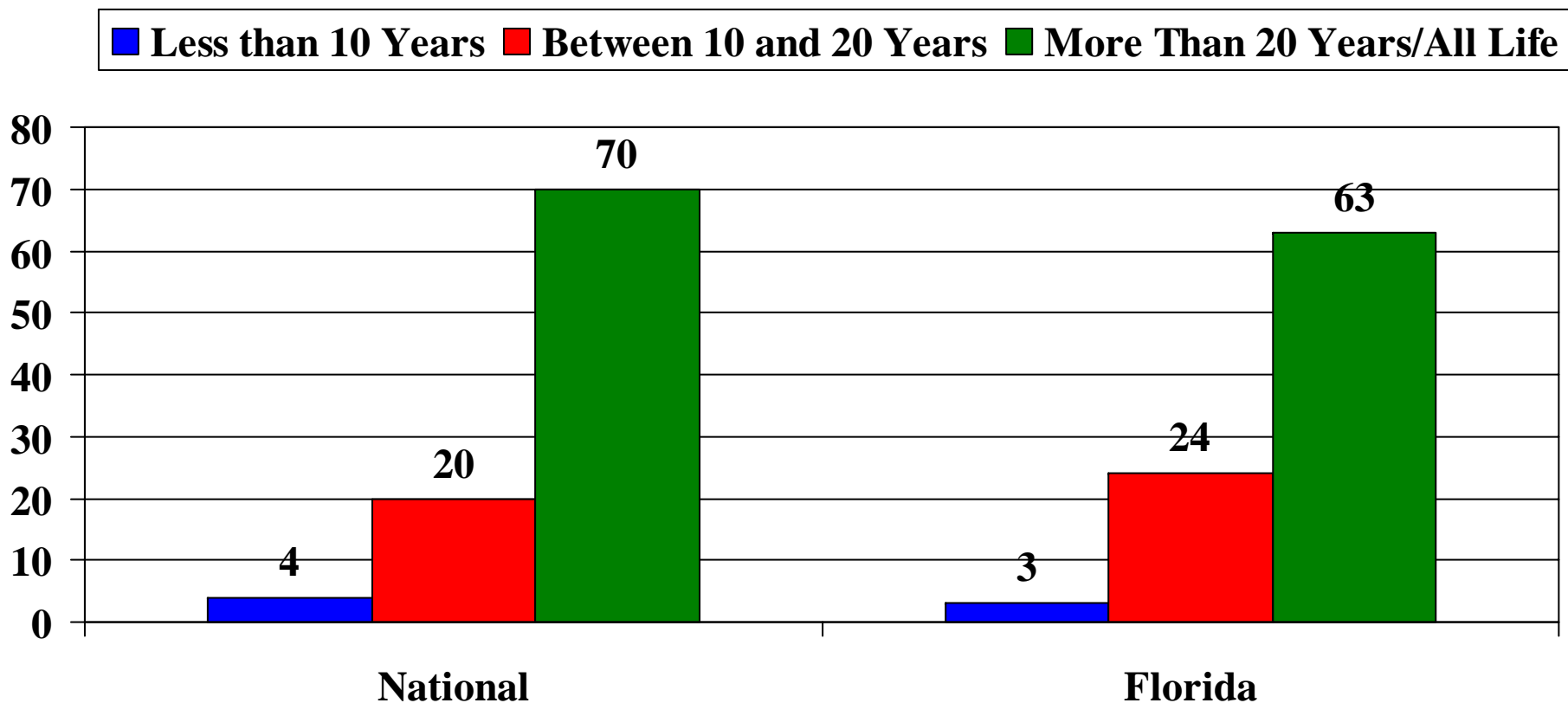
What the last grade of formal education you have completed? (Registered Voters Oct. 2004)



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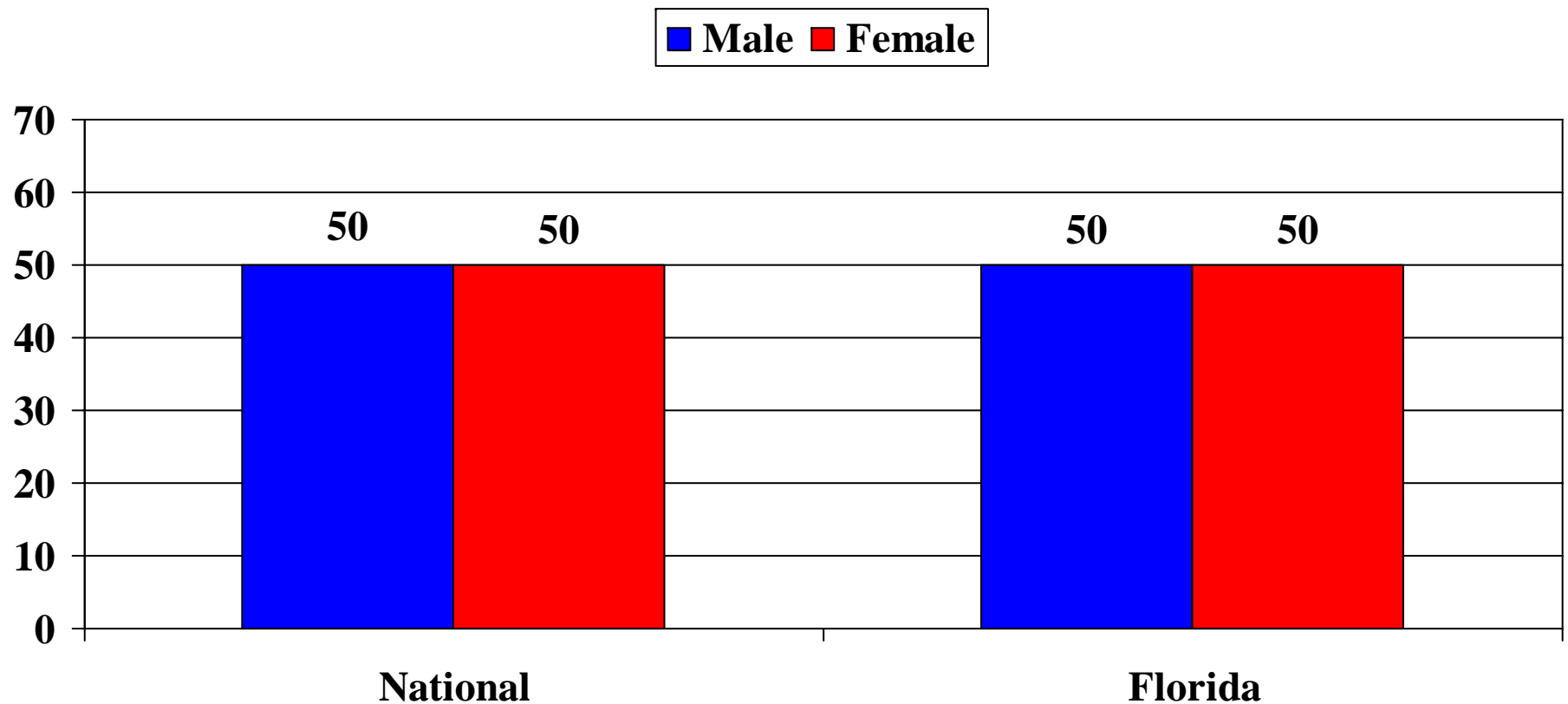
How long have you lived in the United States? (Registered Voters Oct. 2004)



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Gender (Registered Voters Oct. 2004)

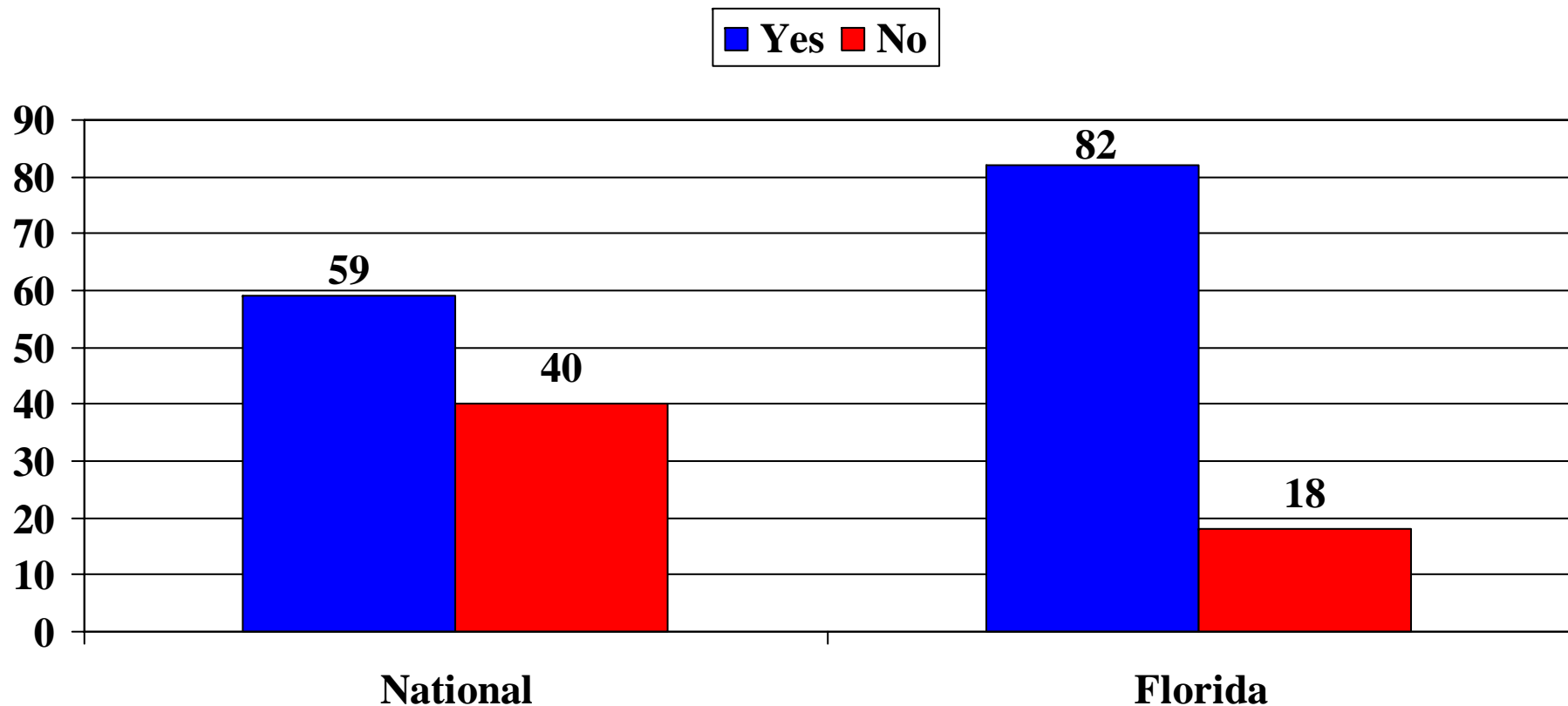


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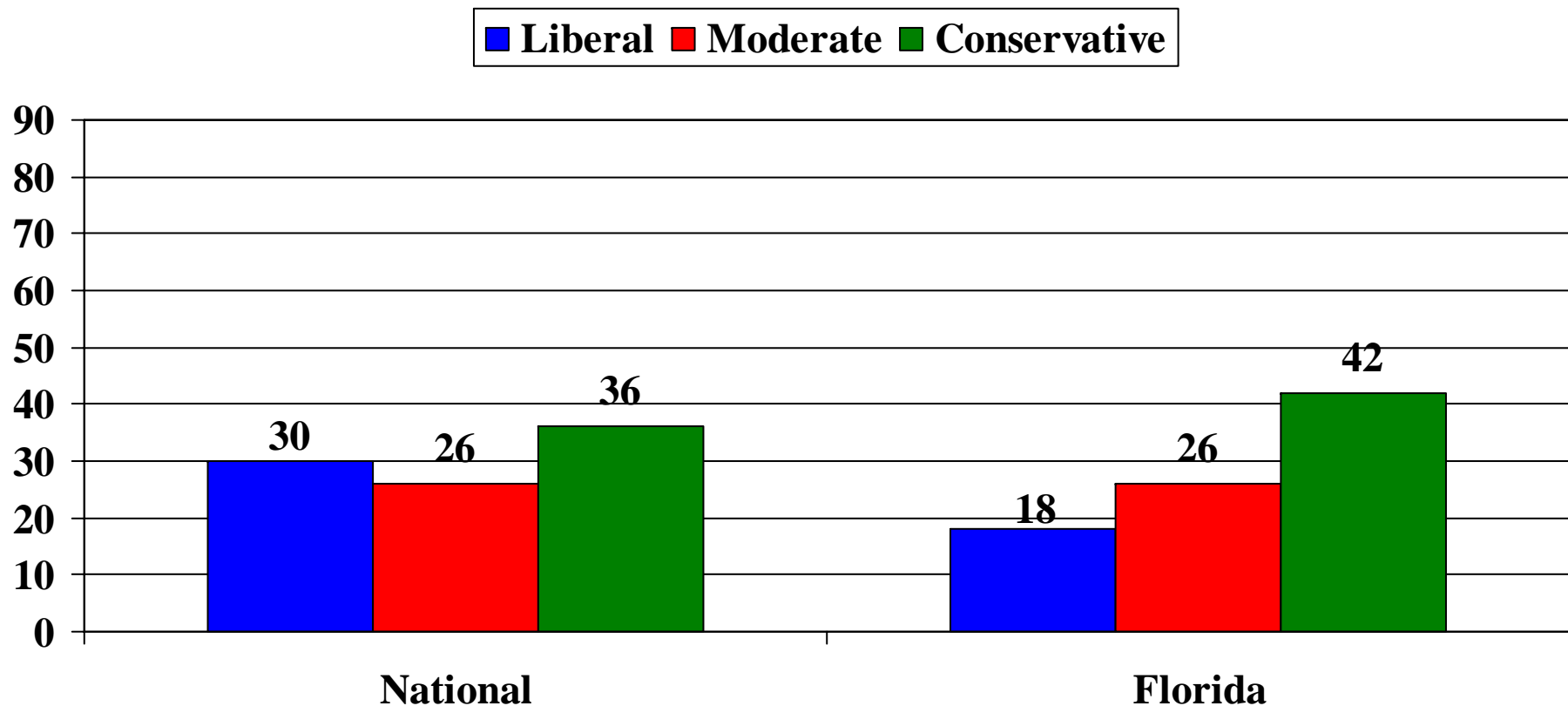
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Political Opinions of Latino Voters

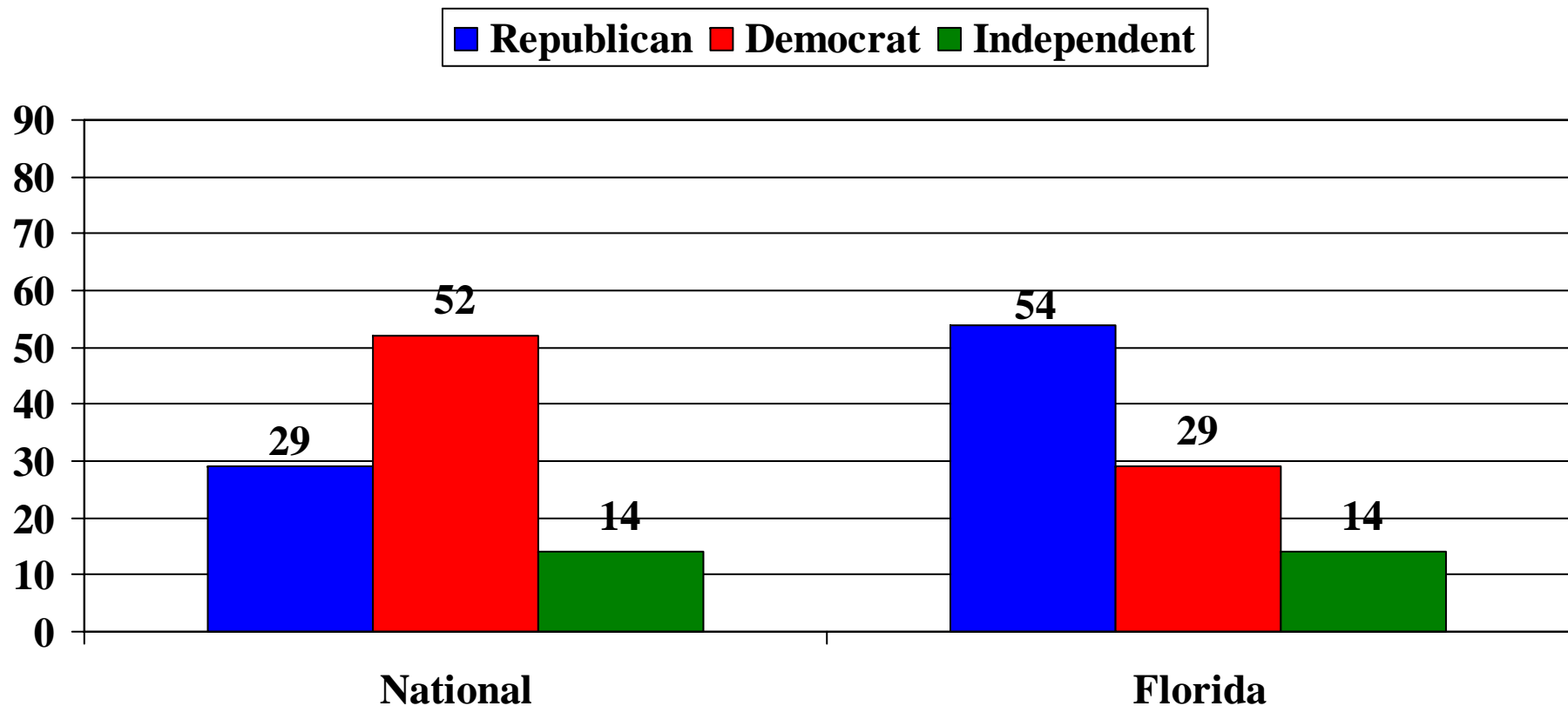
Are you registered to vote? If you are not registered, just say so.
(Adults Oct. 2004)



If you were to label yourself, would you say you are a liberal, a moderate or a conservative in your political beliefs?
(Registered Voters Oct. 2004)



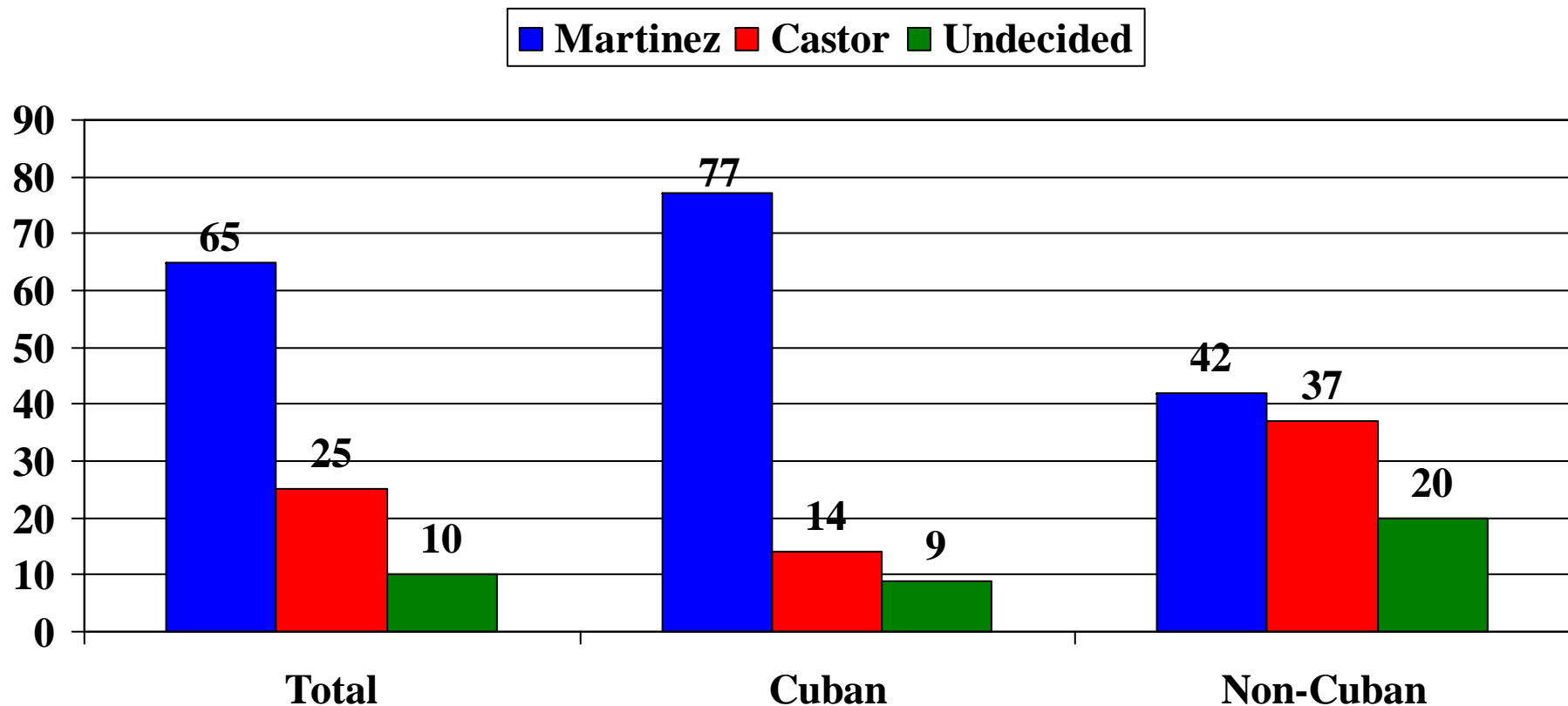
With which political party do you identify most?
(Registered Voters Oct. 2004)



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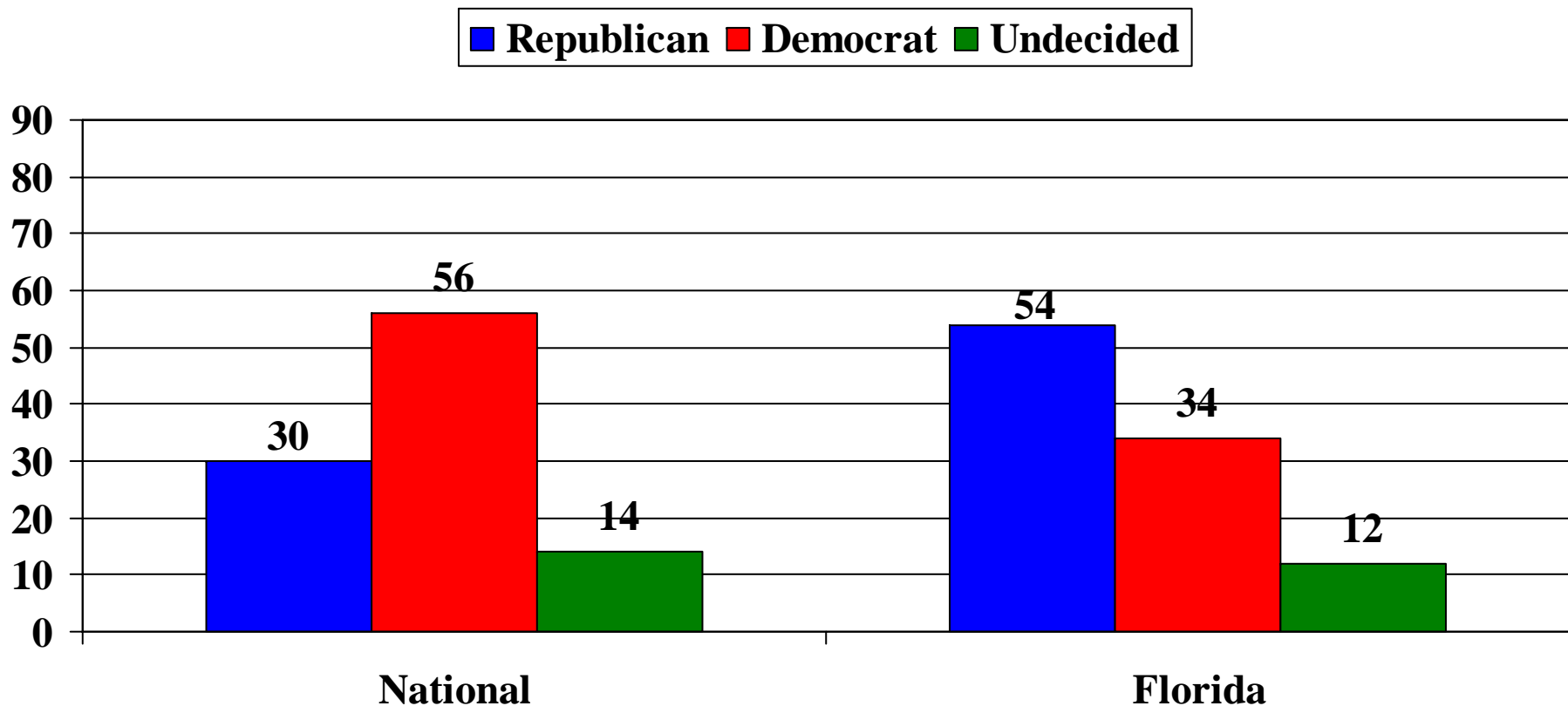
If the election for **United States Senate** were held today and the candidates were Mel Martinez, the Republican candidate, and Betty Castor, the Democrat candidate, for whom would you vote?
(Registered Voters In Florida - Oct. 2004)



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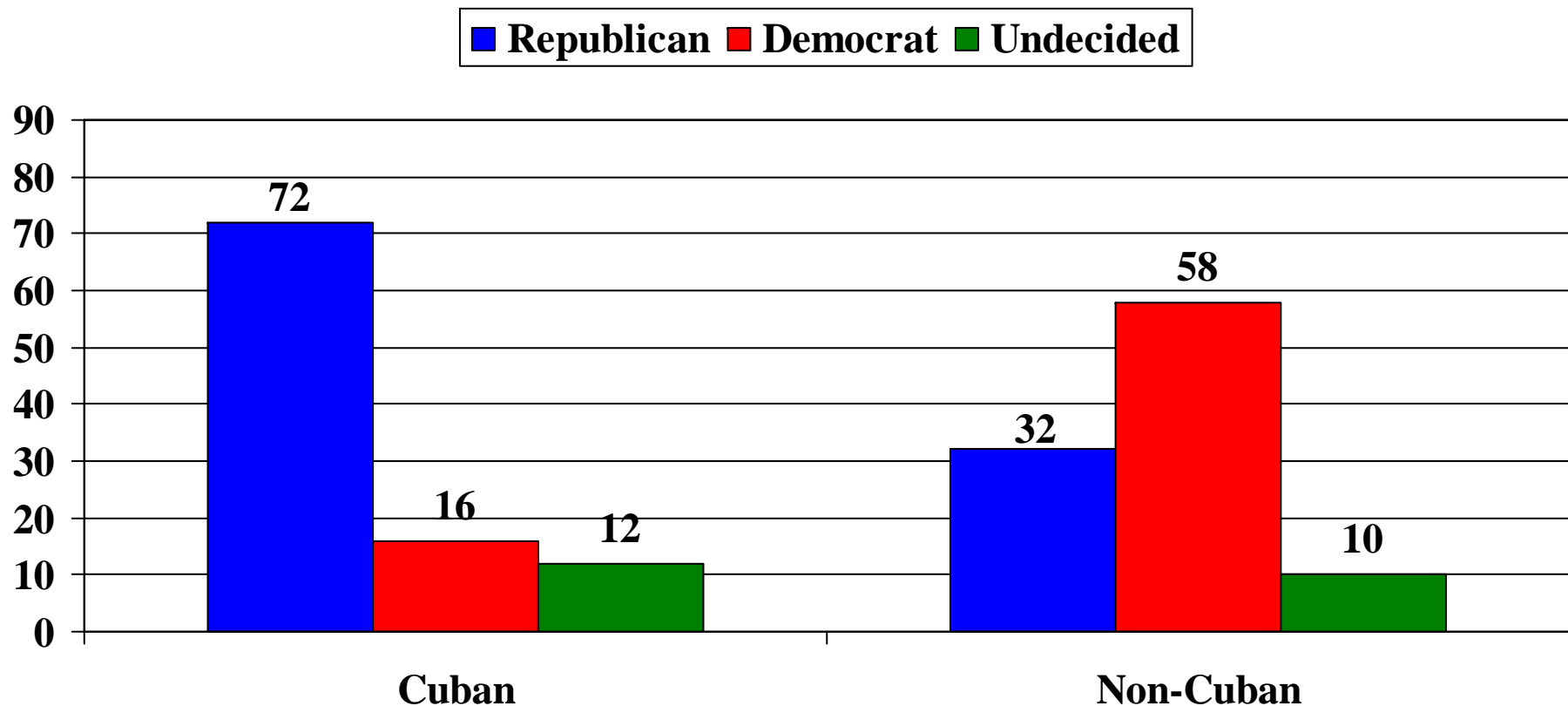
If the election for **United States Congress** were held today,
would you be more likely to vote for the Republican
candidate or the Democrat candidate?
(Registered Voters Oct. 2004)



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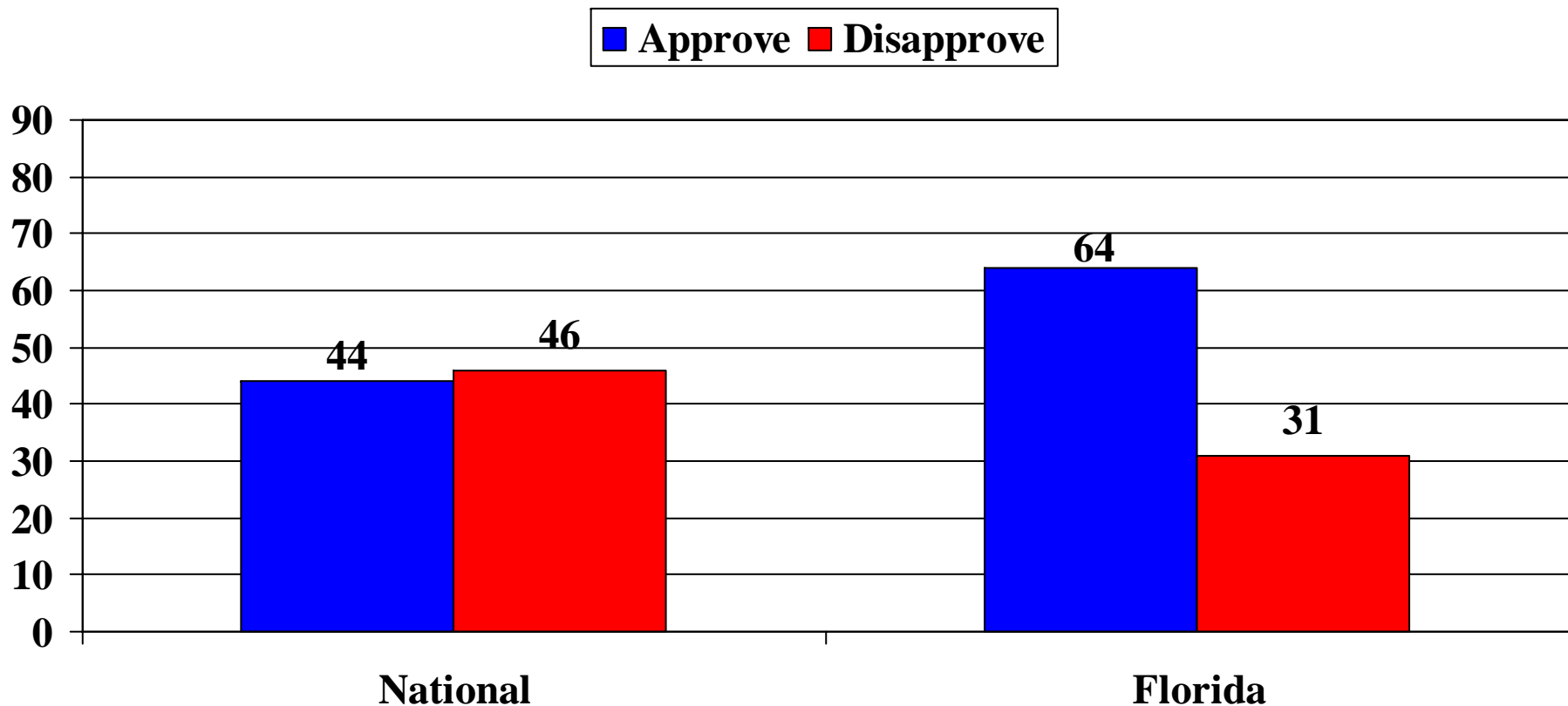
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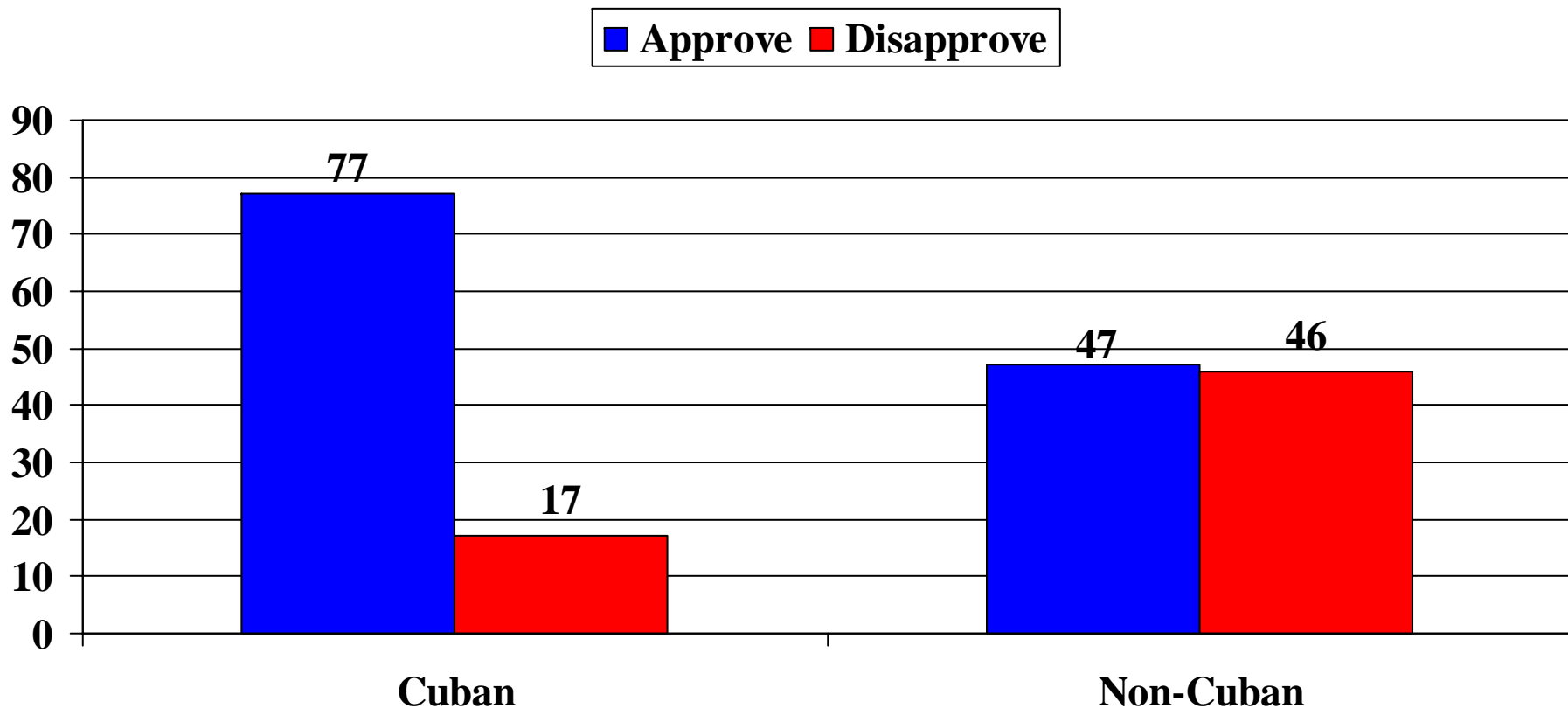
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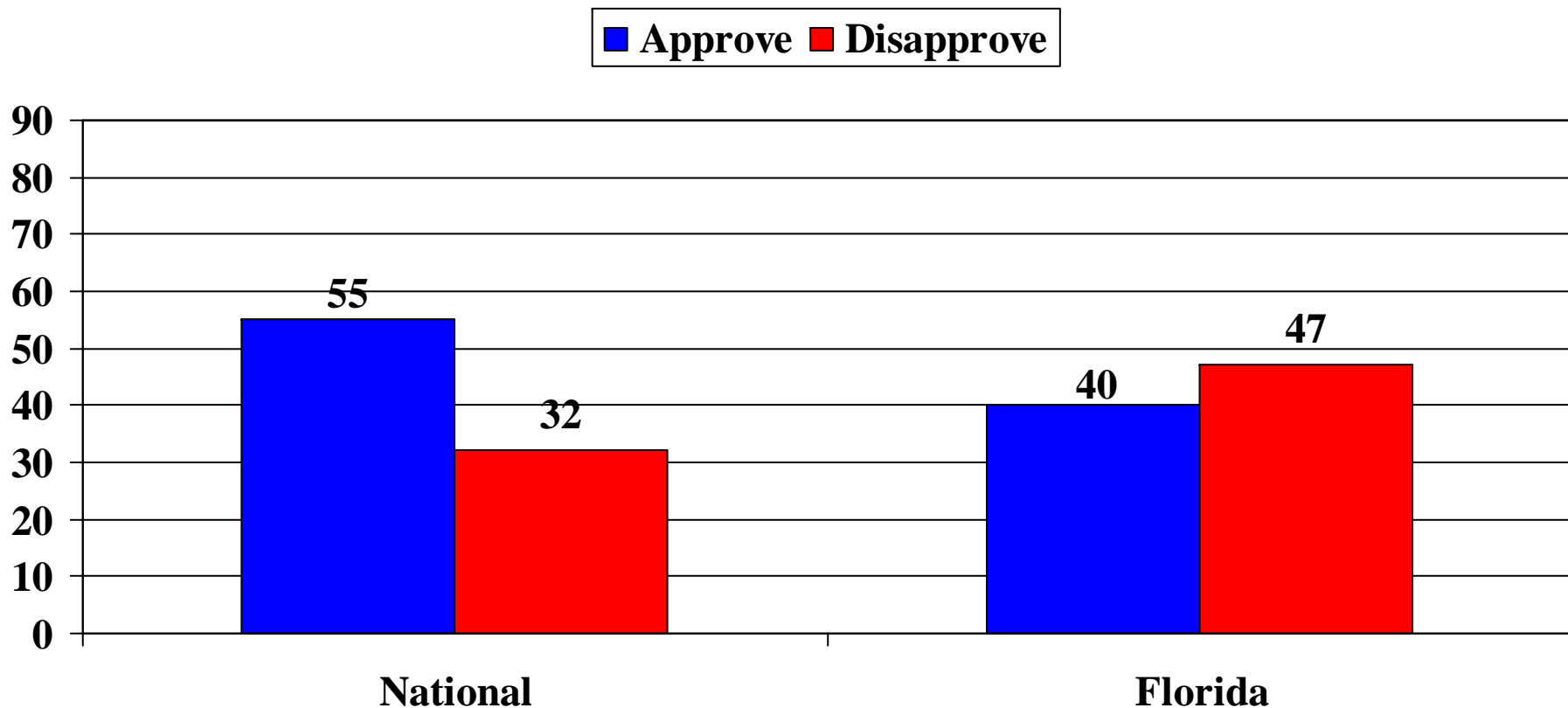
Generally speaking, would you say that you approve or disapprove of the job Republicans in Congress are doing?
(Registered Voters Oct. 2004)



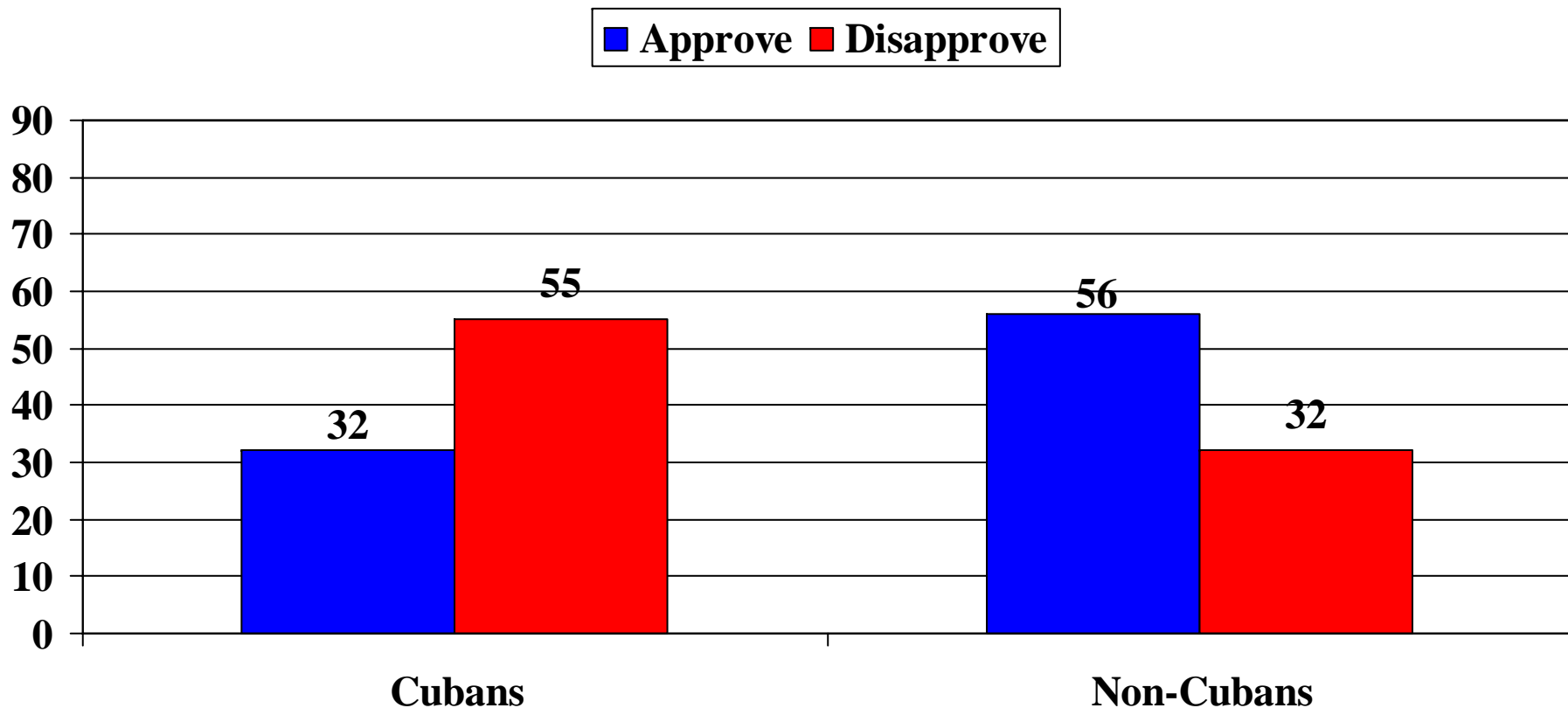
Generally speaking, would you say that you approve or disapprove of the job Republicans in Congress are doing?
(Florida Registered Voters Oct. 2004)



Generally speaking, would you say that you approve or disapprove of the job Democrats in Congress are doing?
(Registered Voters Oct. 2004)



Generally speaking, would you say that you approve or disapprove of the job Democrats in Congress are doing?
(Florida Registered Voters Oct. 2004)

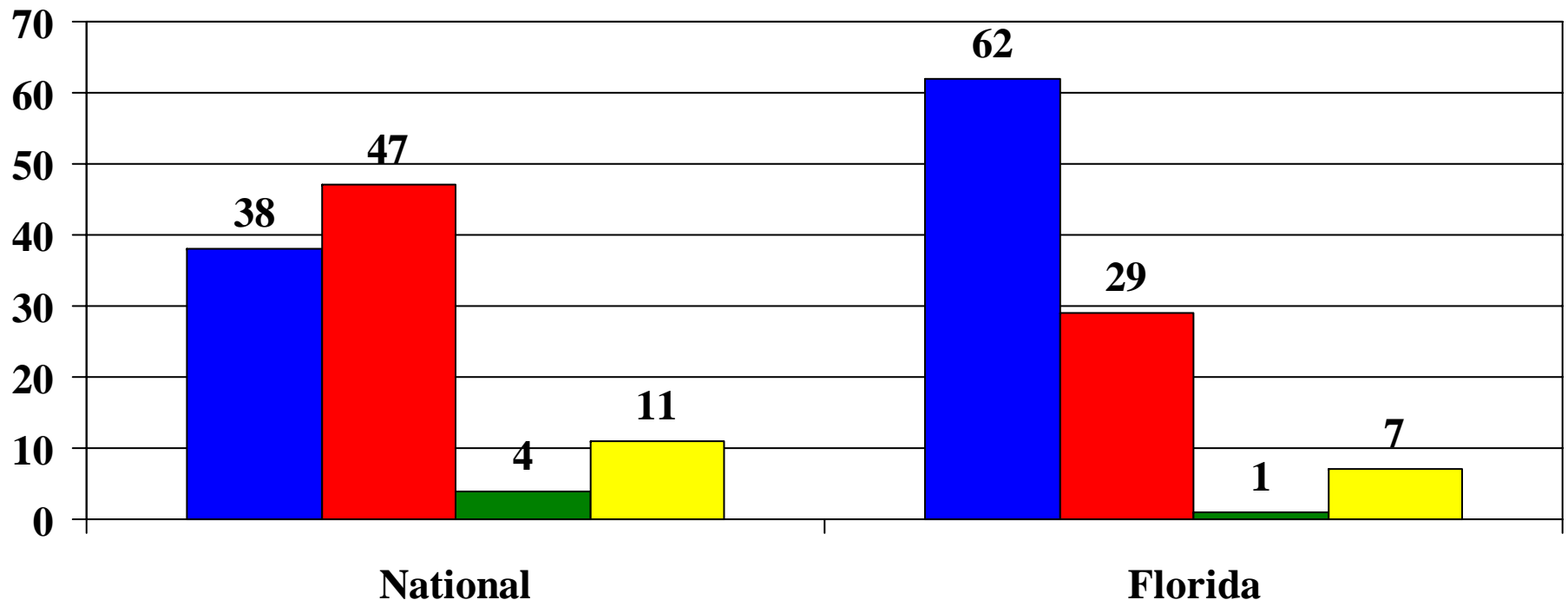


Latino Voters' Opinions About Bush vs. Kerry

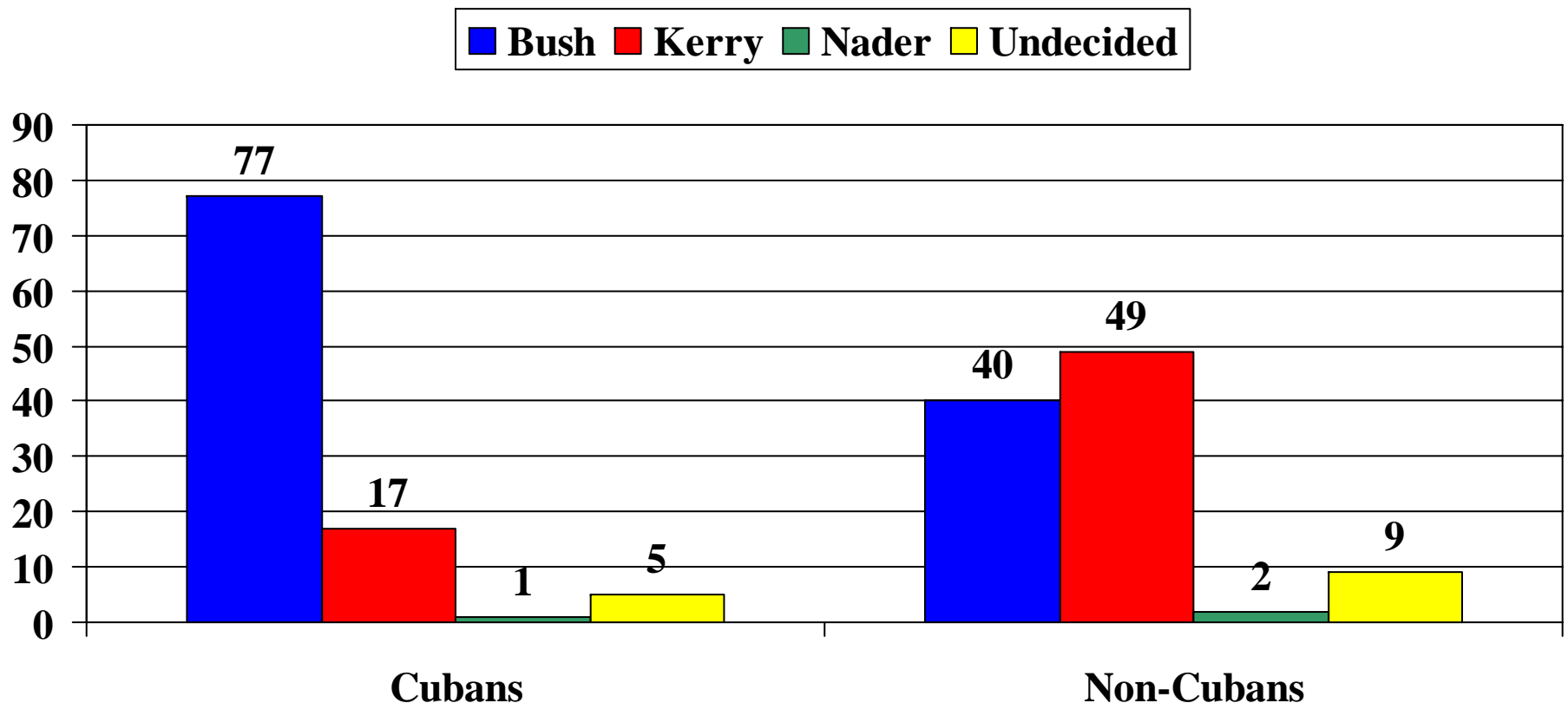
If the election for **President** were held today and the candidates were George W. Bush, the Republican candidate, John Kerry, the Democrat candidate, and Ralph Nader, the Independent candidate, for whom would you vote?

(Registered Voters Oct. 2004)

■ Bush ■ Kerry ■ Nader ■ Undecided



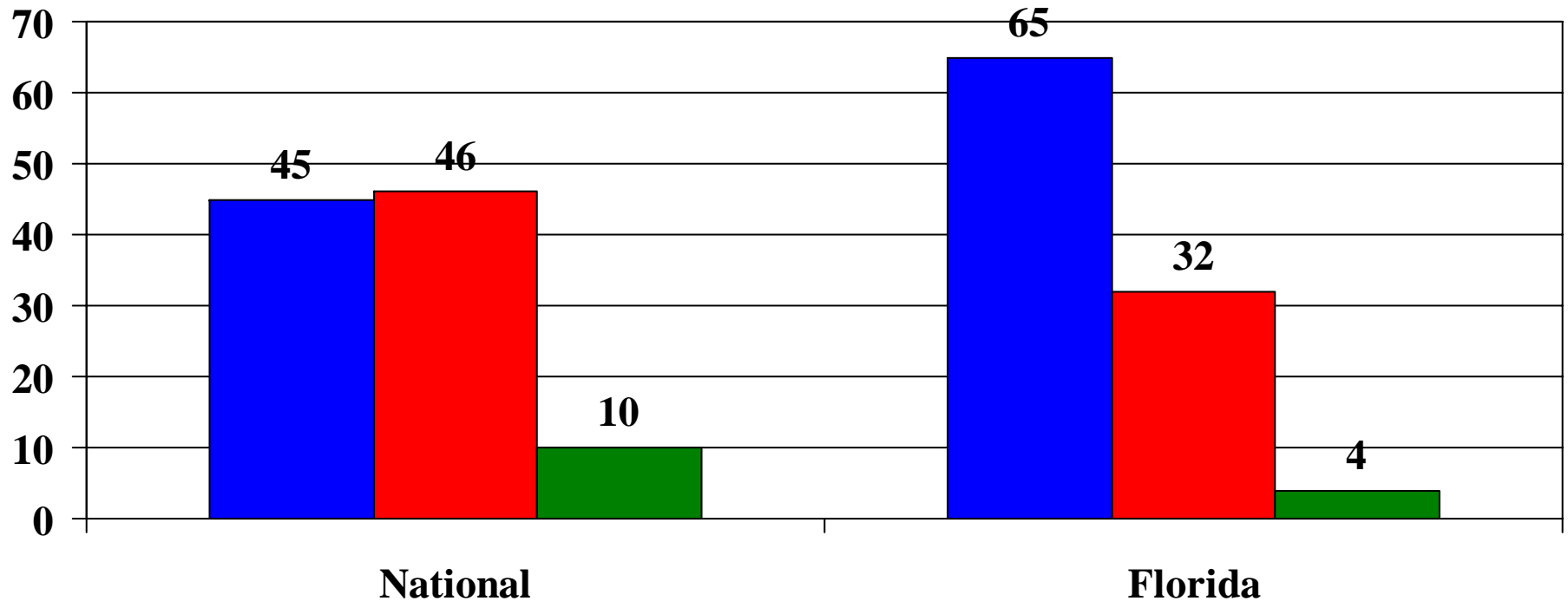
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(Florida Registered Voters Oct. 2004)



Will you please tell me if you have a favorable or unfavorable opinion of George W. Bush? If you have no opinion or have never heard of him, just say so.

(Registered Voters Oct. 2004)

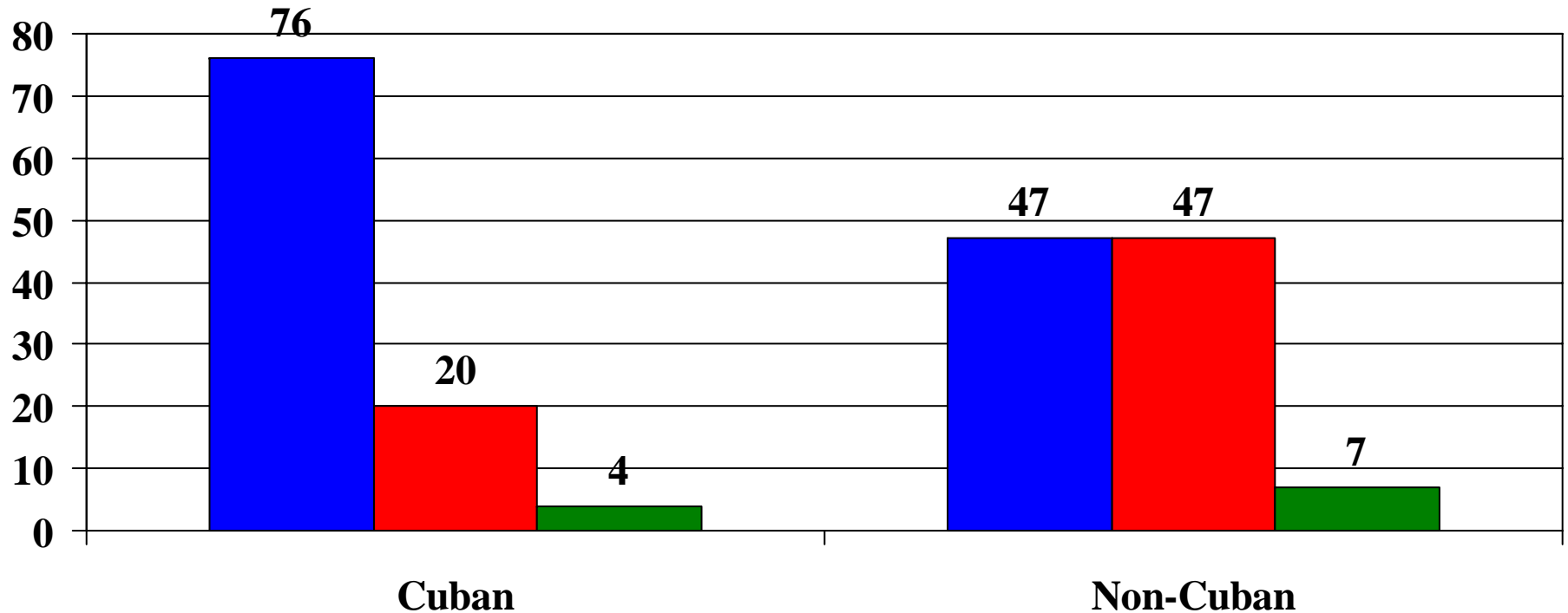
■ Favorable ■ Unfavorable ■ No Opinion



Will you please tell me if you have a favorable or unfavorable opinion of [George W. Bush](#)? If you have no opinion or have never heard of him, just say so.

(Florida Registered Voters Oct. 2004)

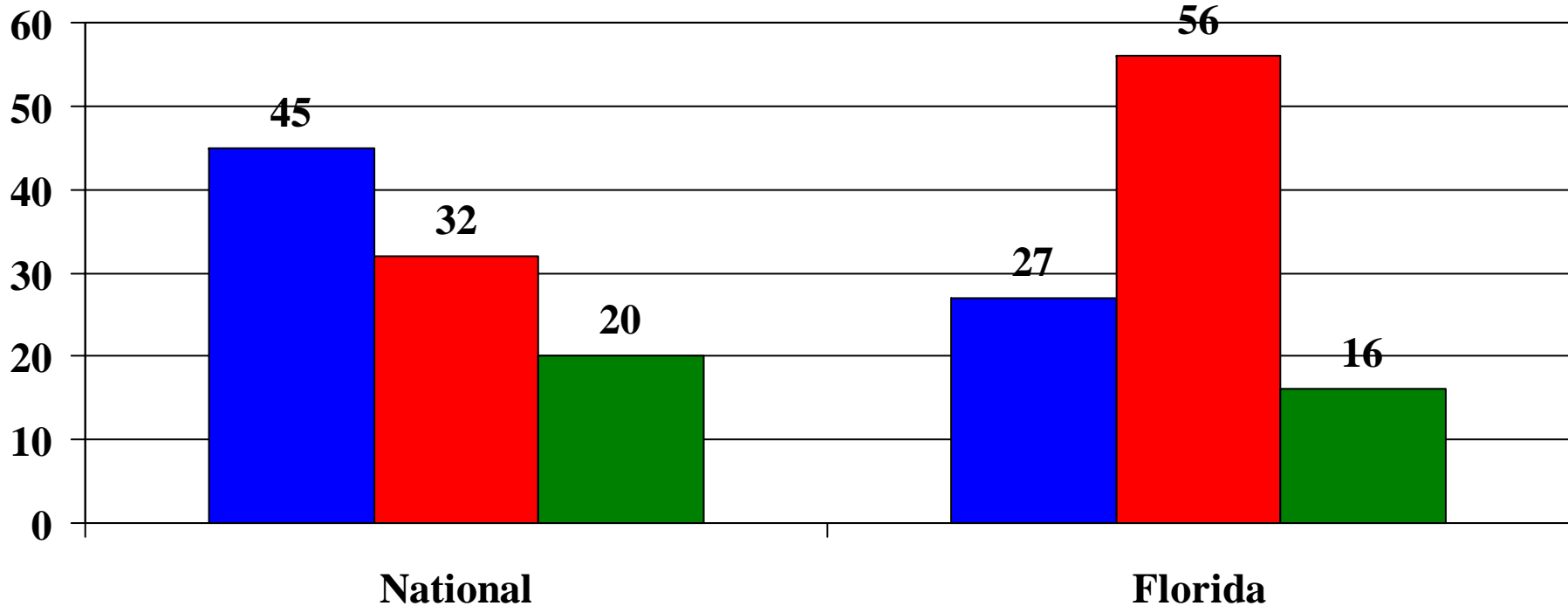
■ Favorable ■ Unfavorable ■ No Opinion



Will you please tell me if you have a favorable or unfavorable opinion of John Kerry? If you have no opinion or have never heard of him, just say so.

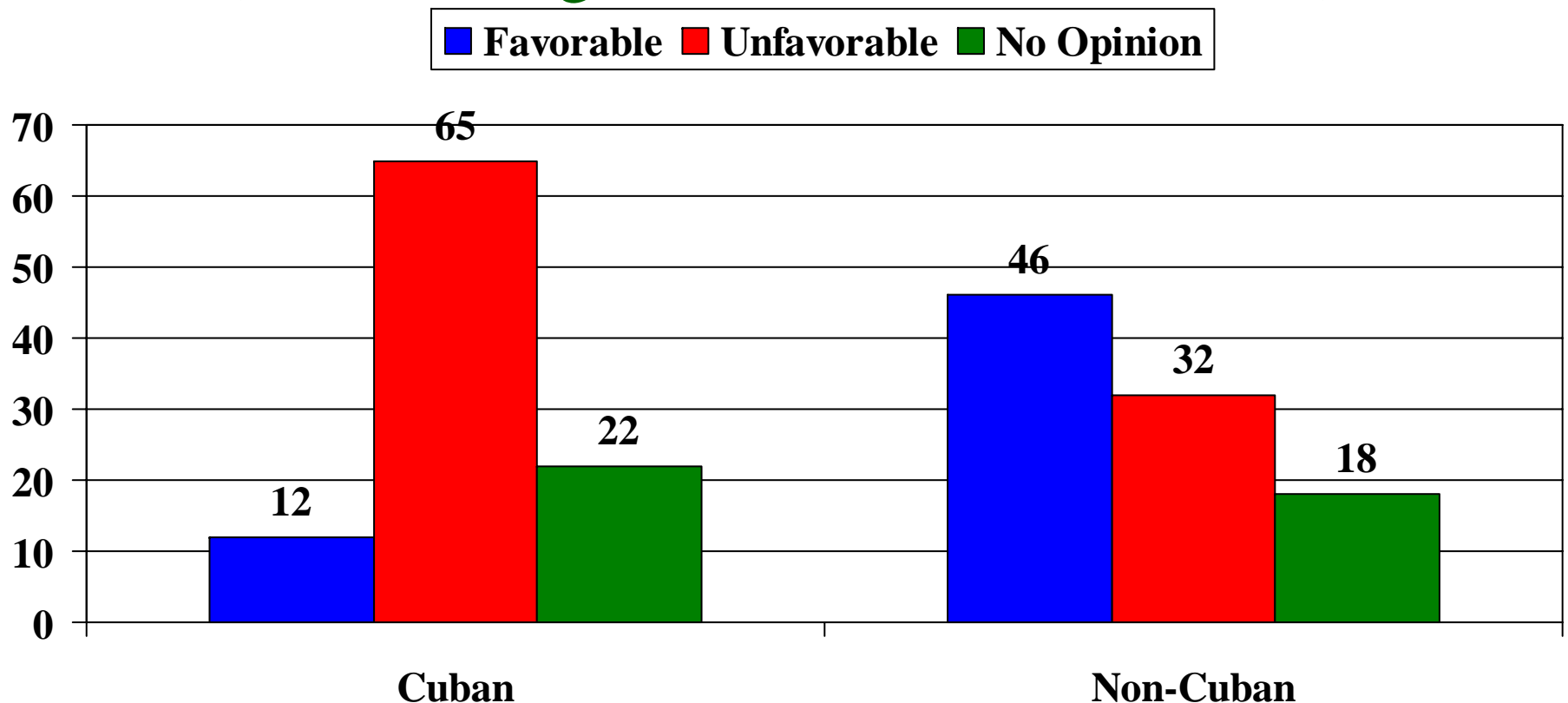
(Registered Voters Oct. 2004)

■ Favorable ■ Unfavorable ■ No Opinion

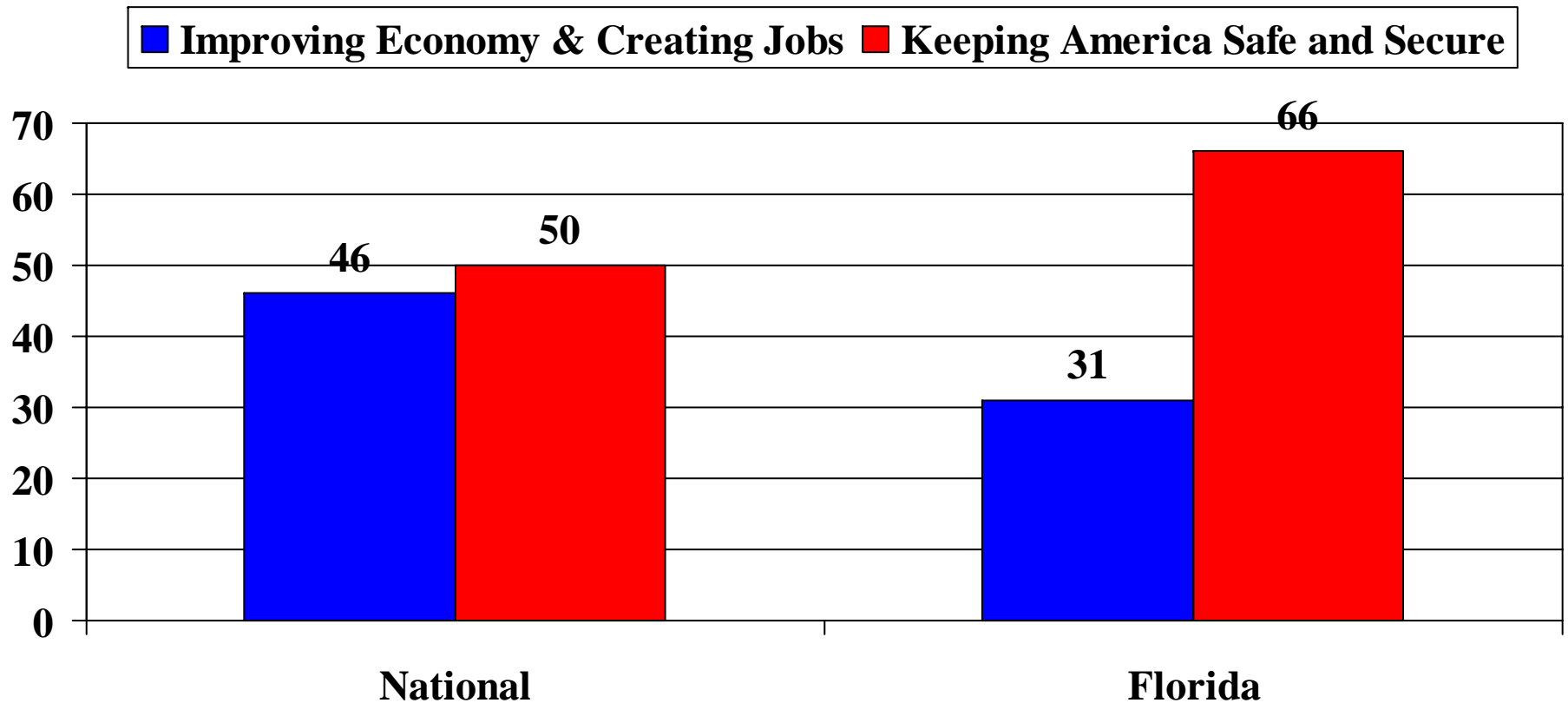


Will you please tell me if you have a favorable or unfavorable opinion of John Kerry? If you have no opinion or have never heard of him, just say so.

(Florida Registered Voters Oct. 2004)



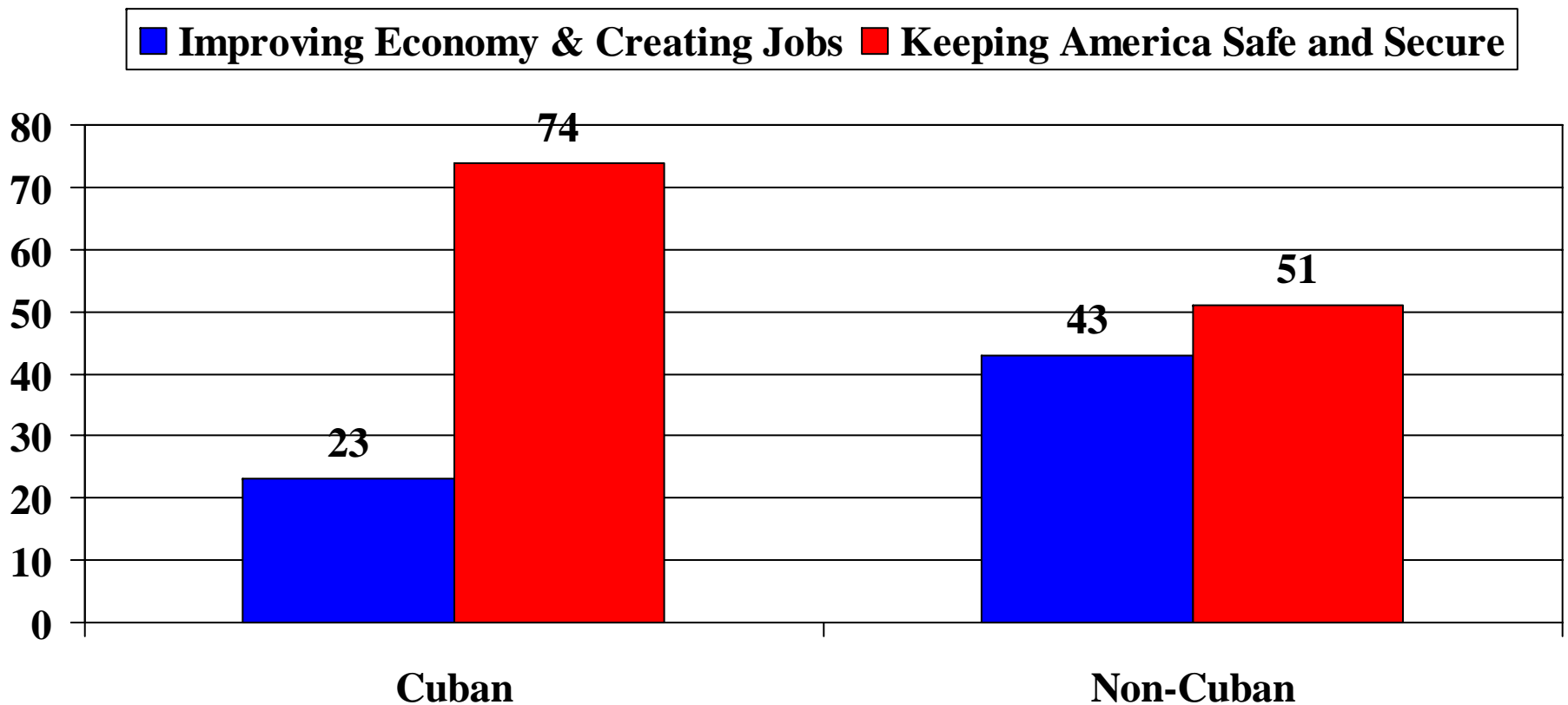
Thinking about the November election for President, which issue is more important to you in deciding your vote?
(Registered Voters Oct. 2004)



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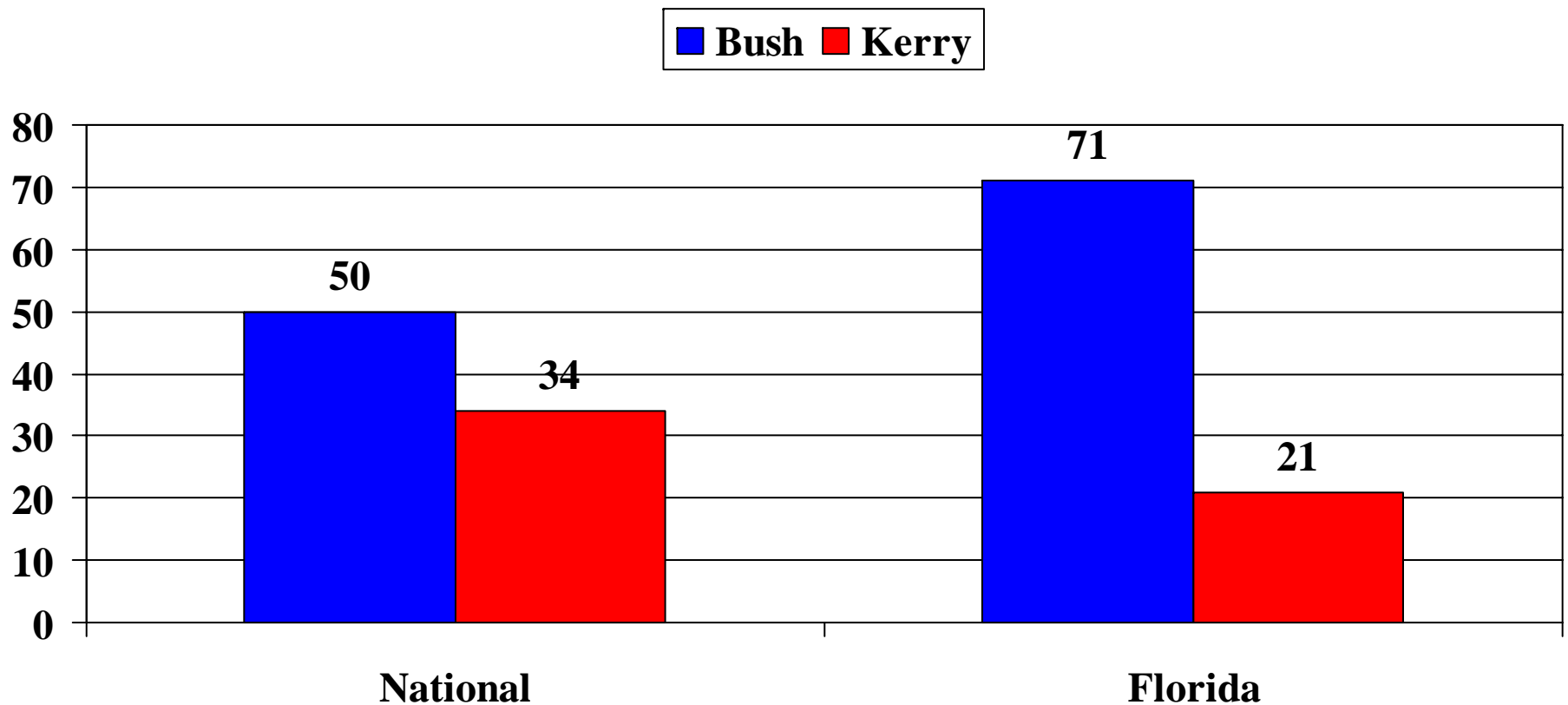
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Between George W. Bush and John Kerry, who is a stronger
and more decisive leader?

(Registered Voters Oct. 2004)

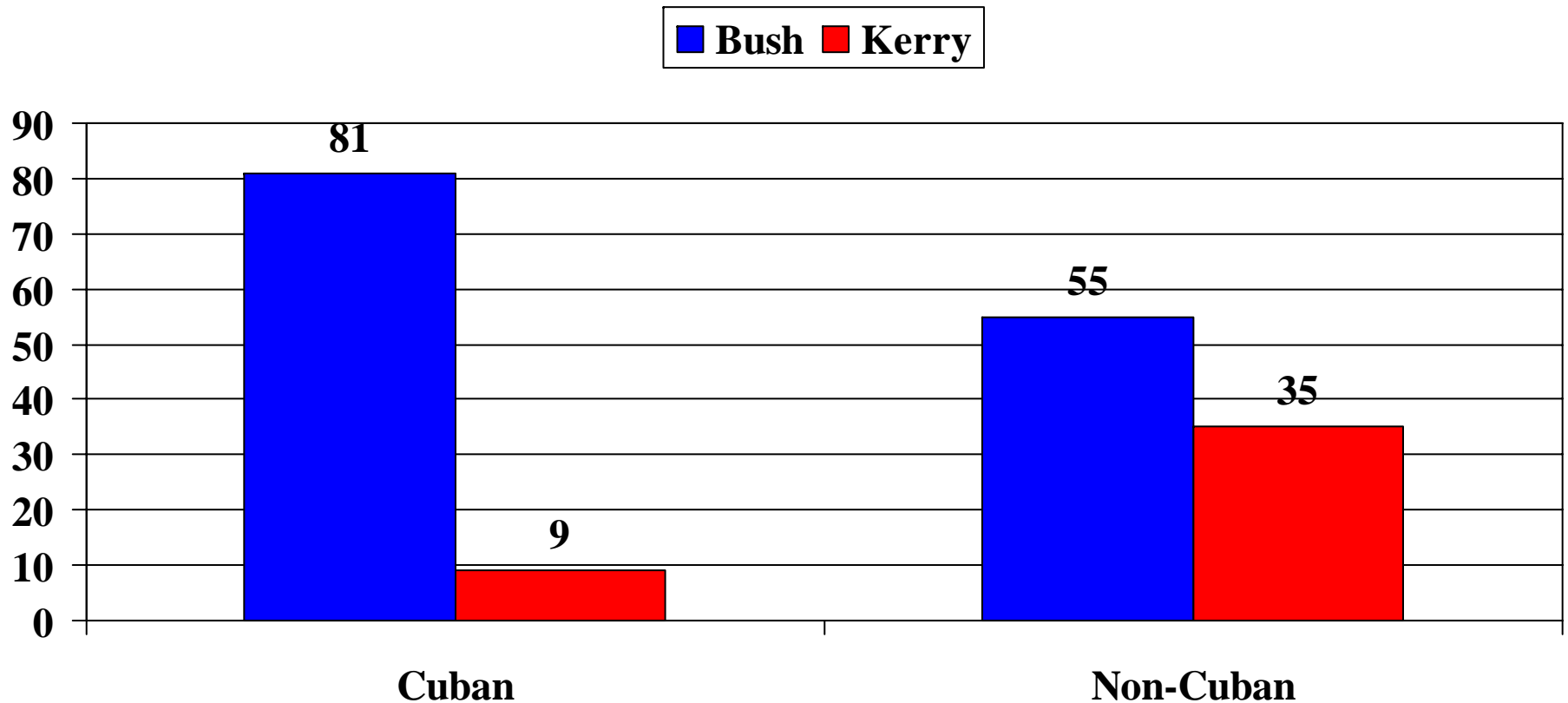


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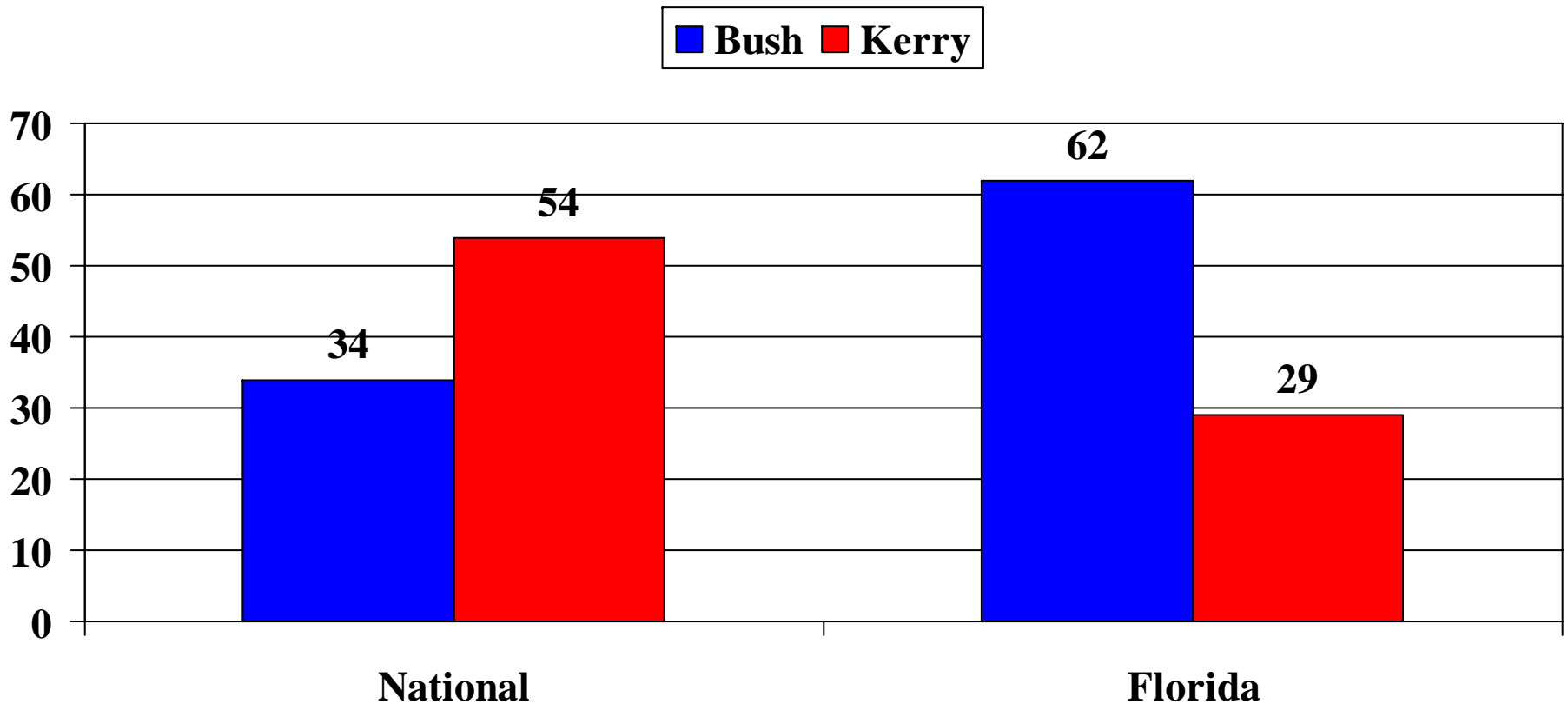
(Florida Registered Voters Oct. 2004)



Between George W. Bush and John Kerry, who would do a better job handling each of the following issues as President?

“Creating more jobs and improving the economy”

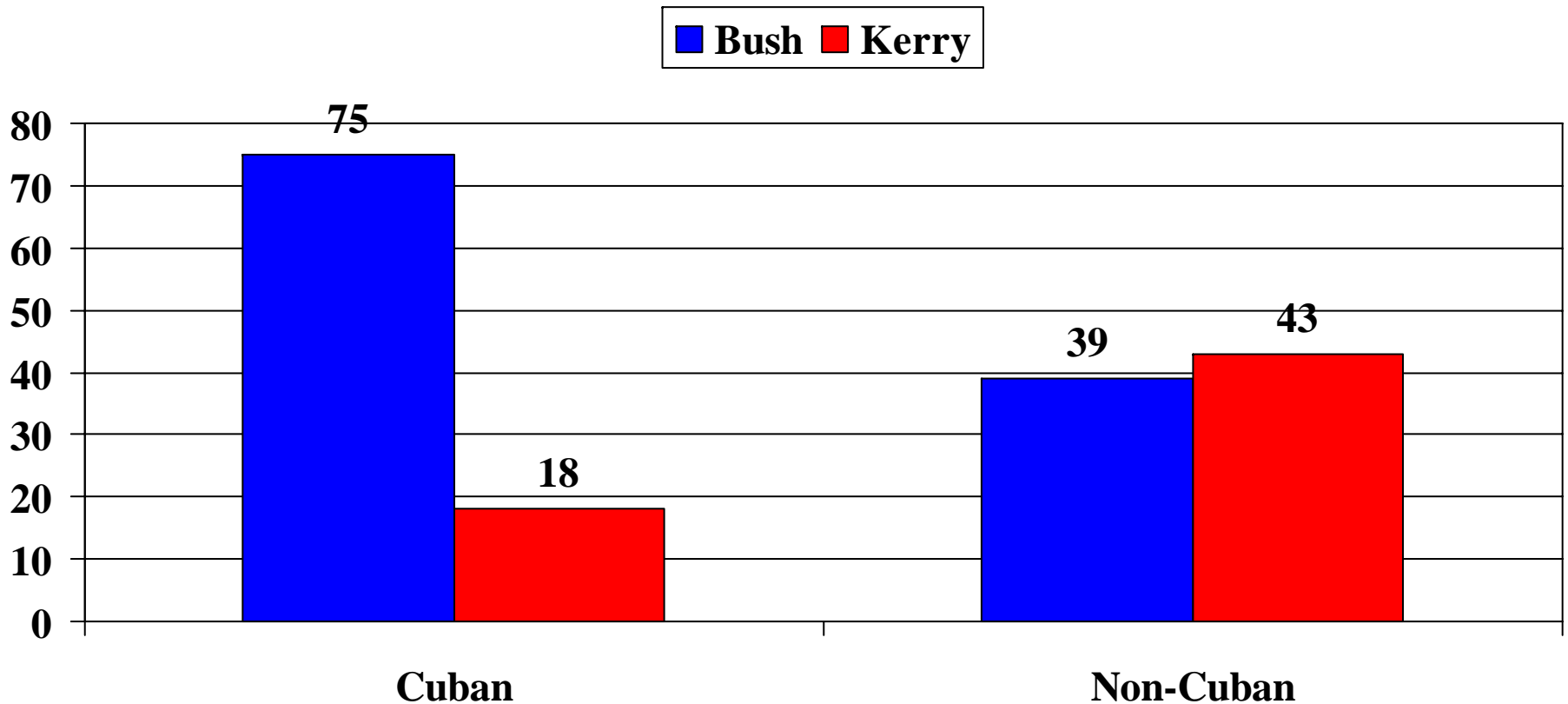
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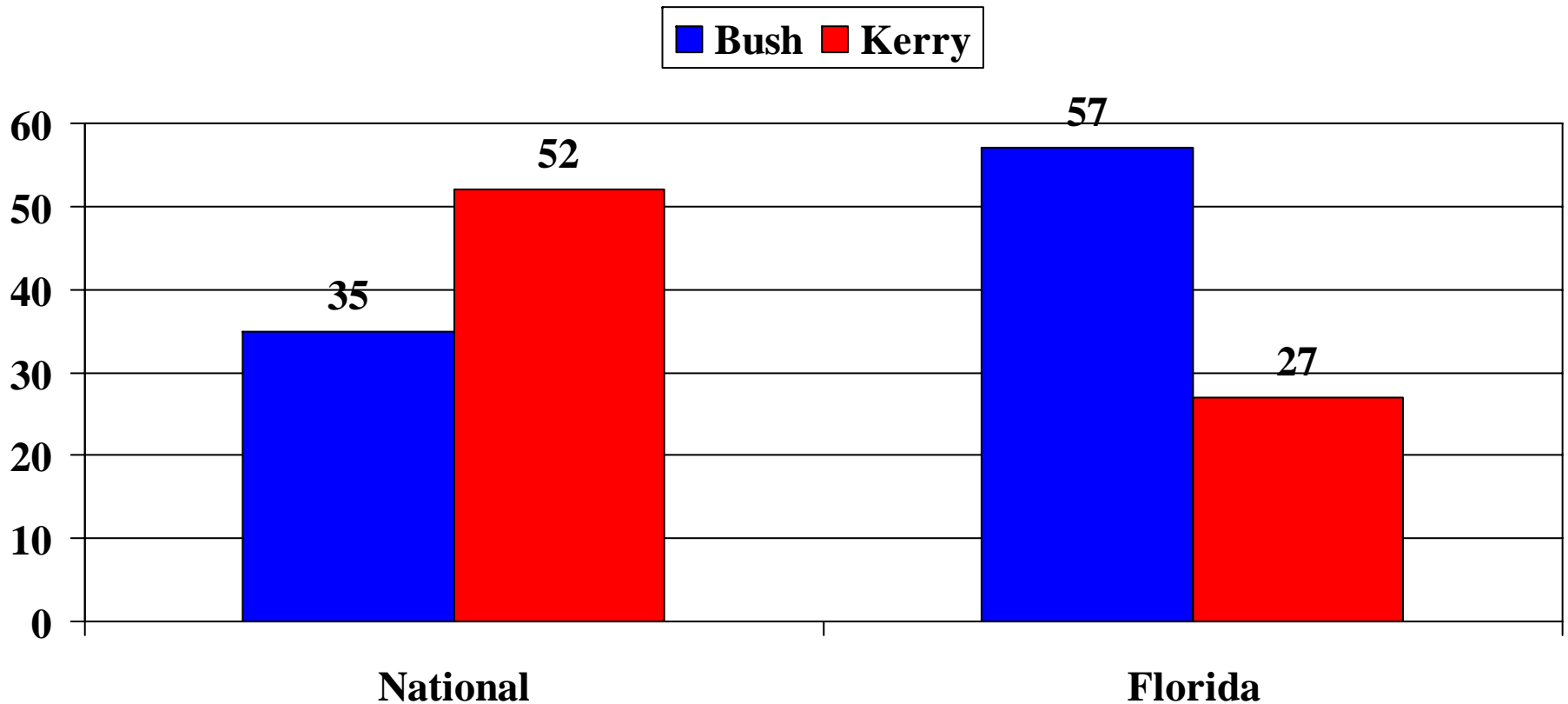
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“Improving education”

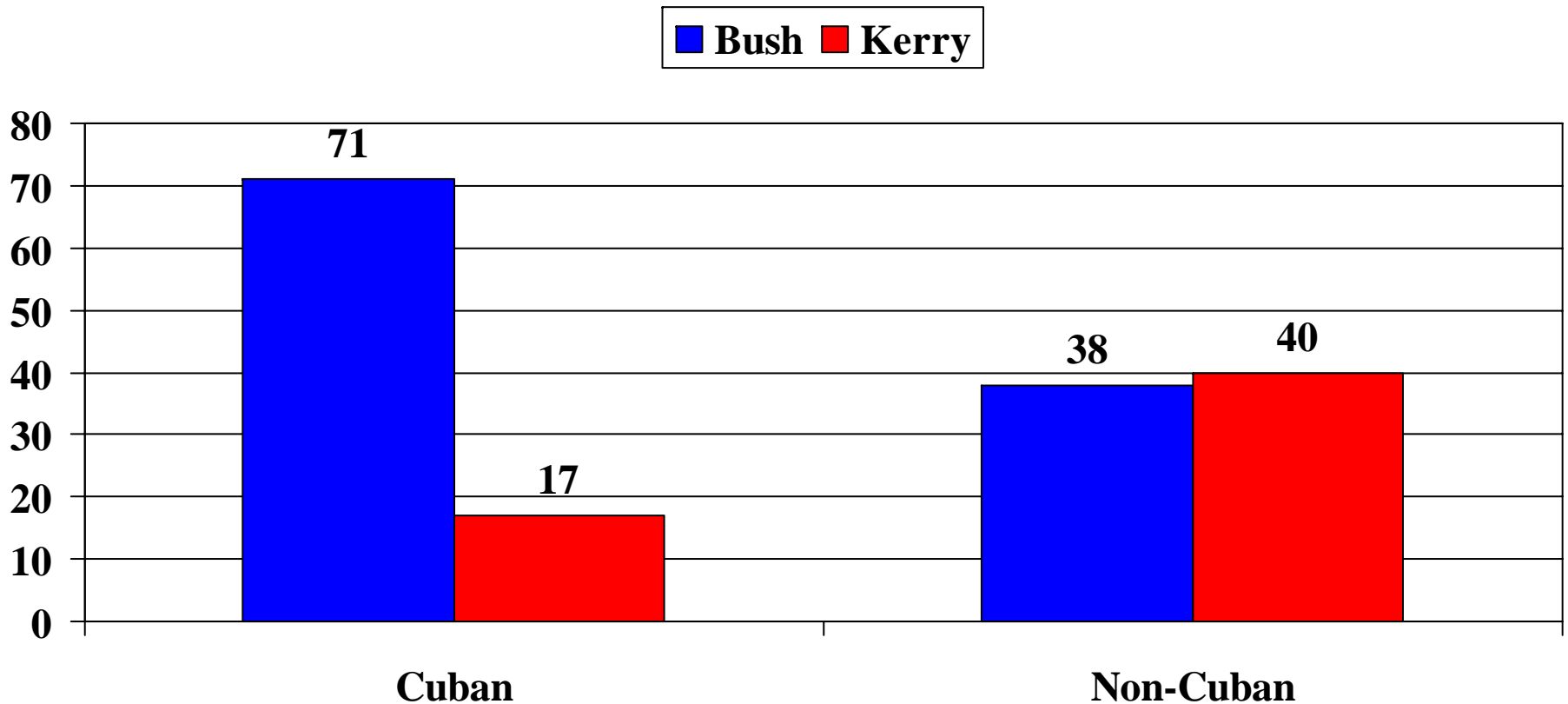
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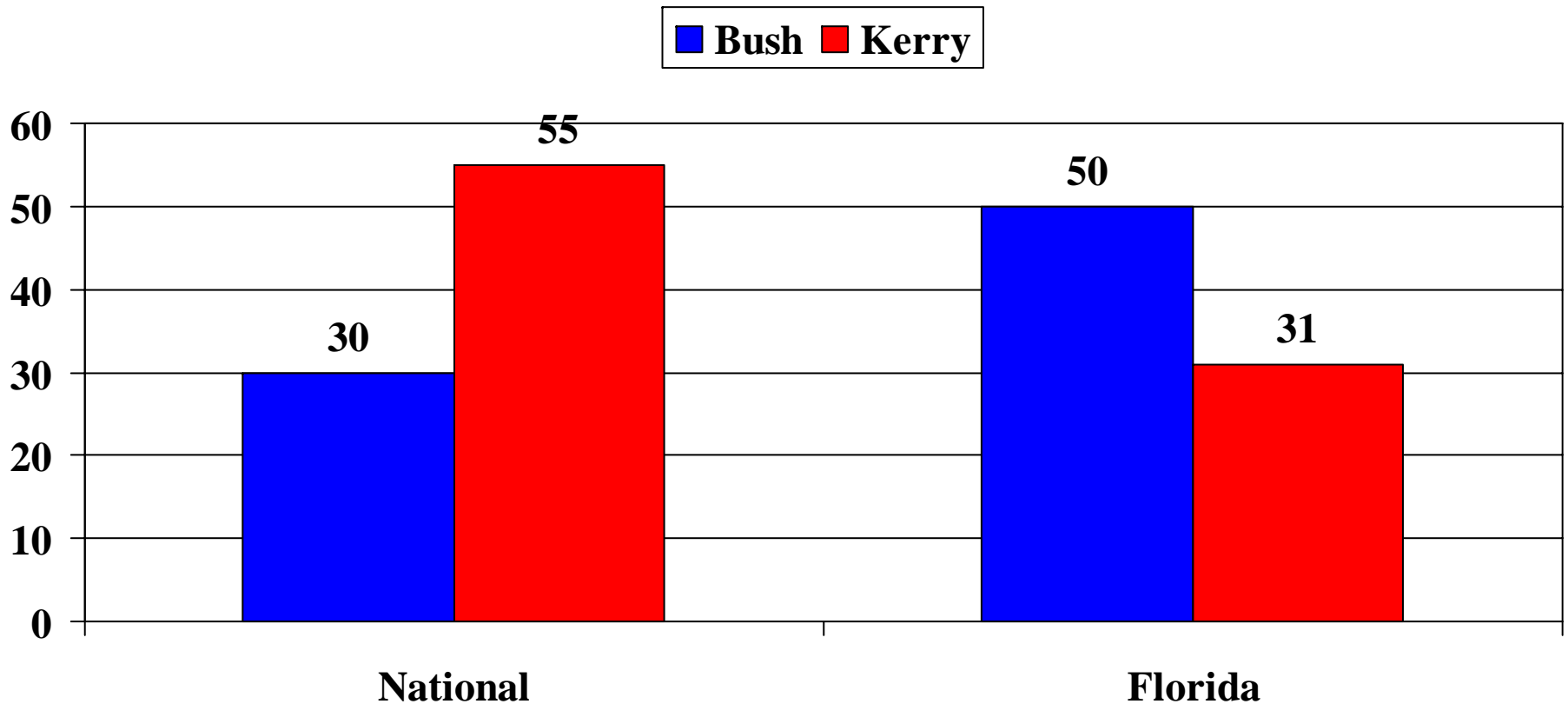
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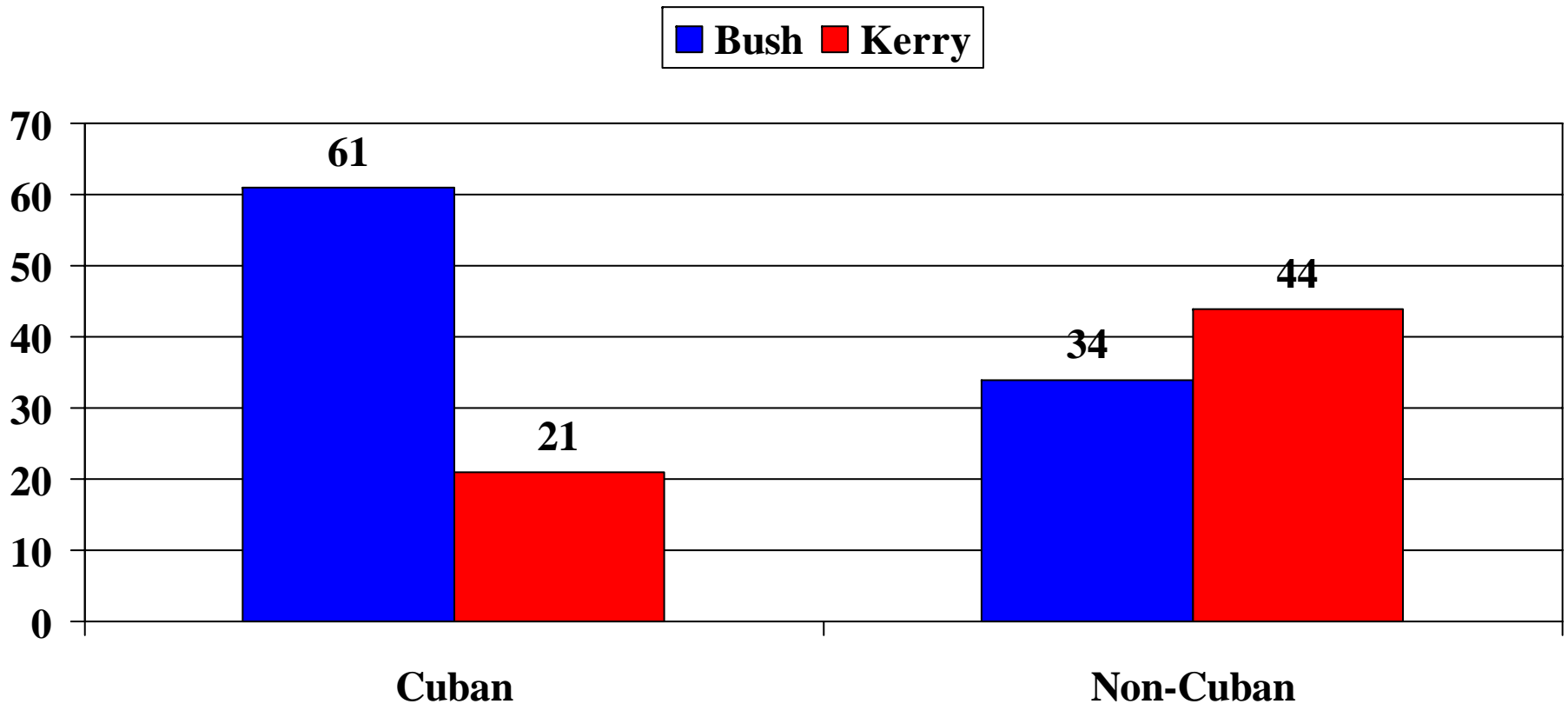
“Providing more affordable health care”
(Registered Voters Oct. 2004)



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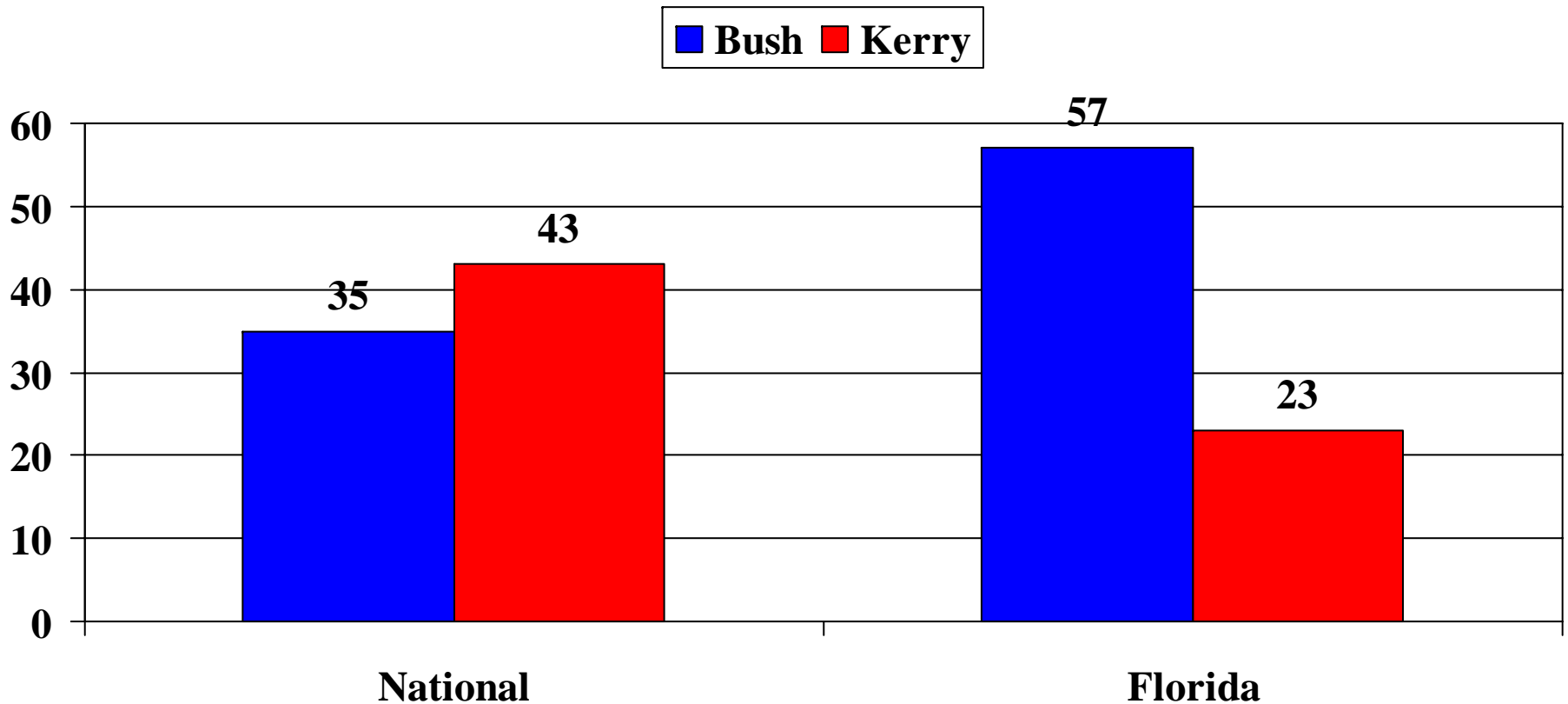
(Florida Registered Voters Oct. 2004)



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“Representing your views on immigration”

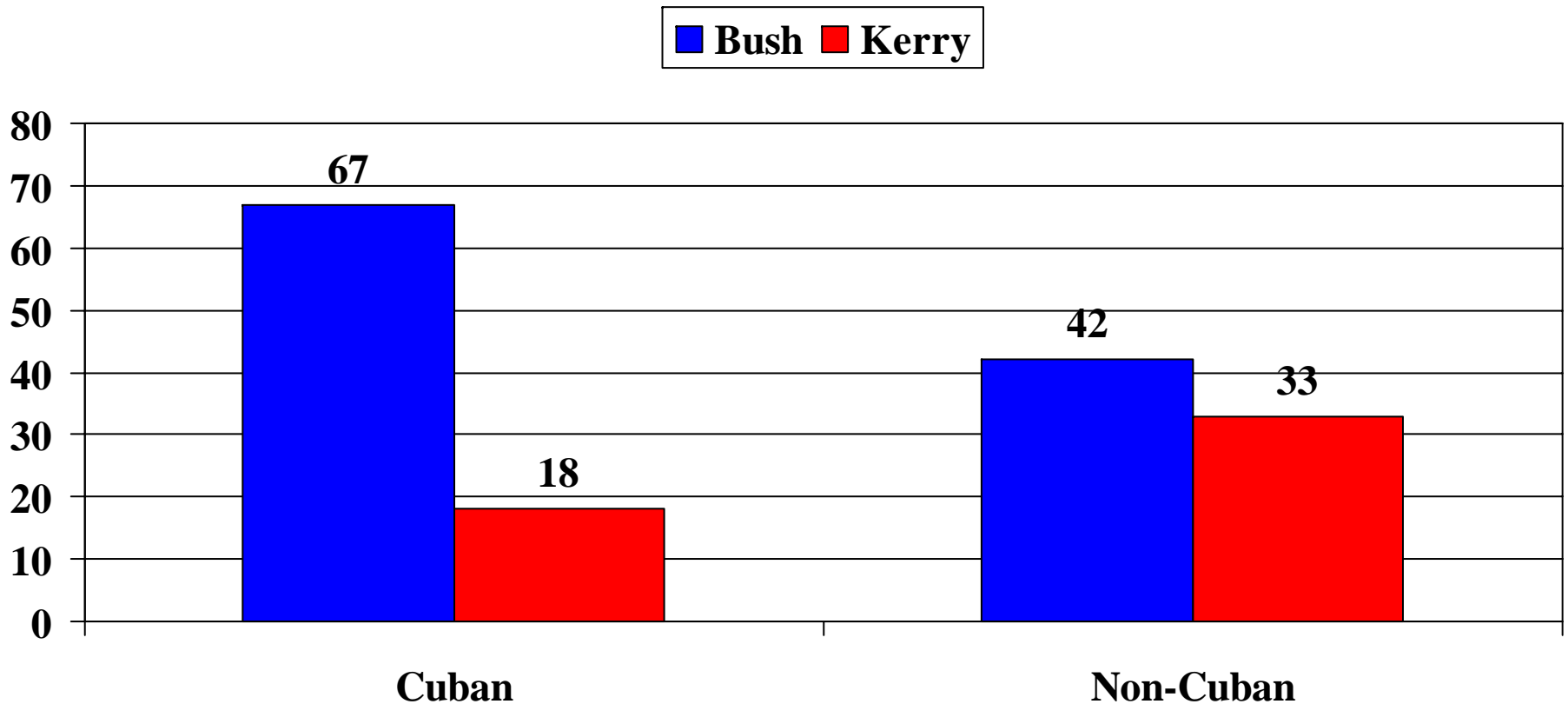
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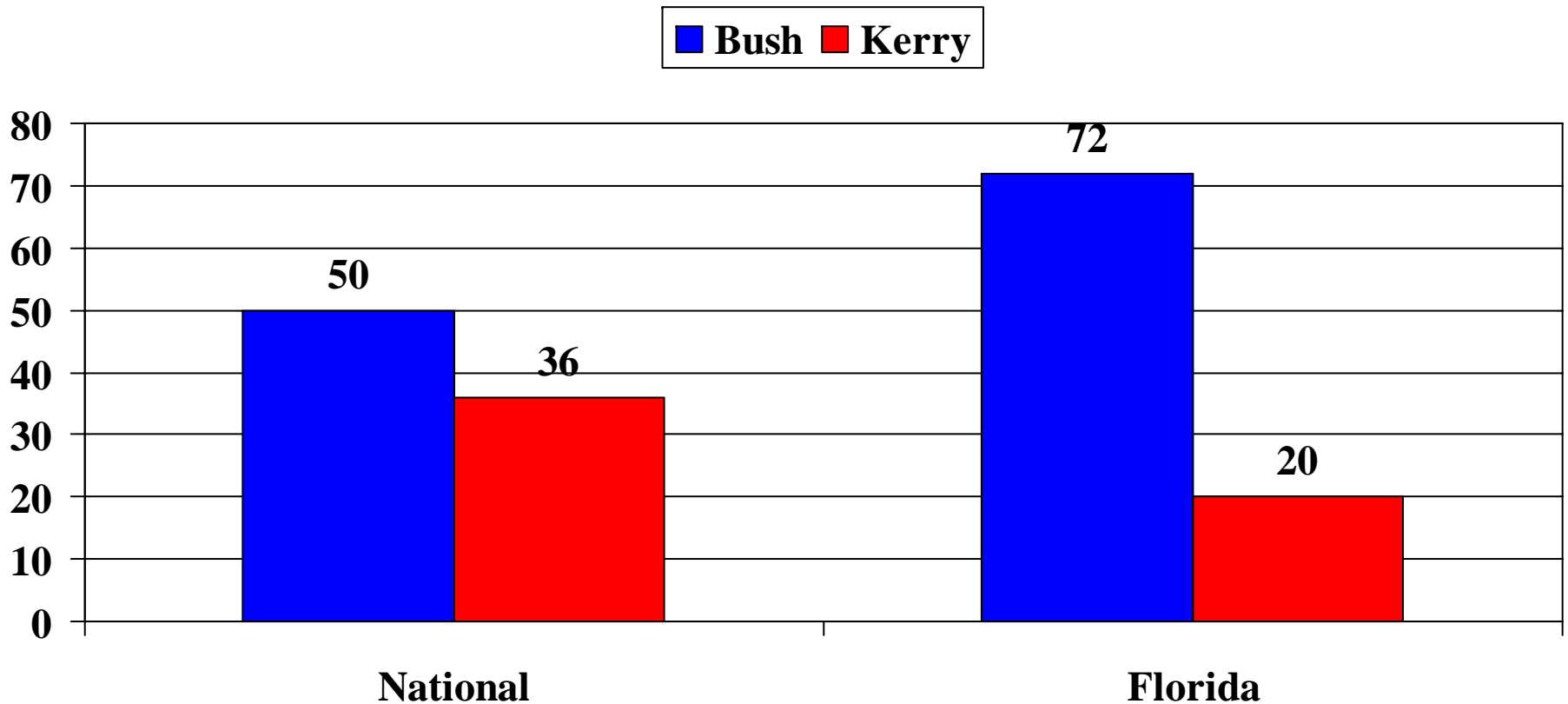
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Between George W. Bush and John Kerry, who would do a better job handling each of the following issues as President?

“Keeping America safe and fighting terrorism”

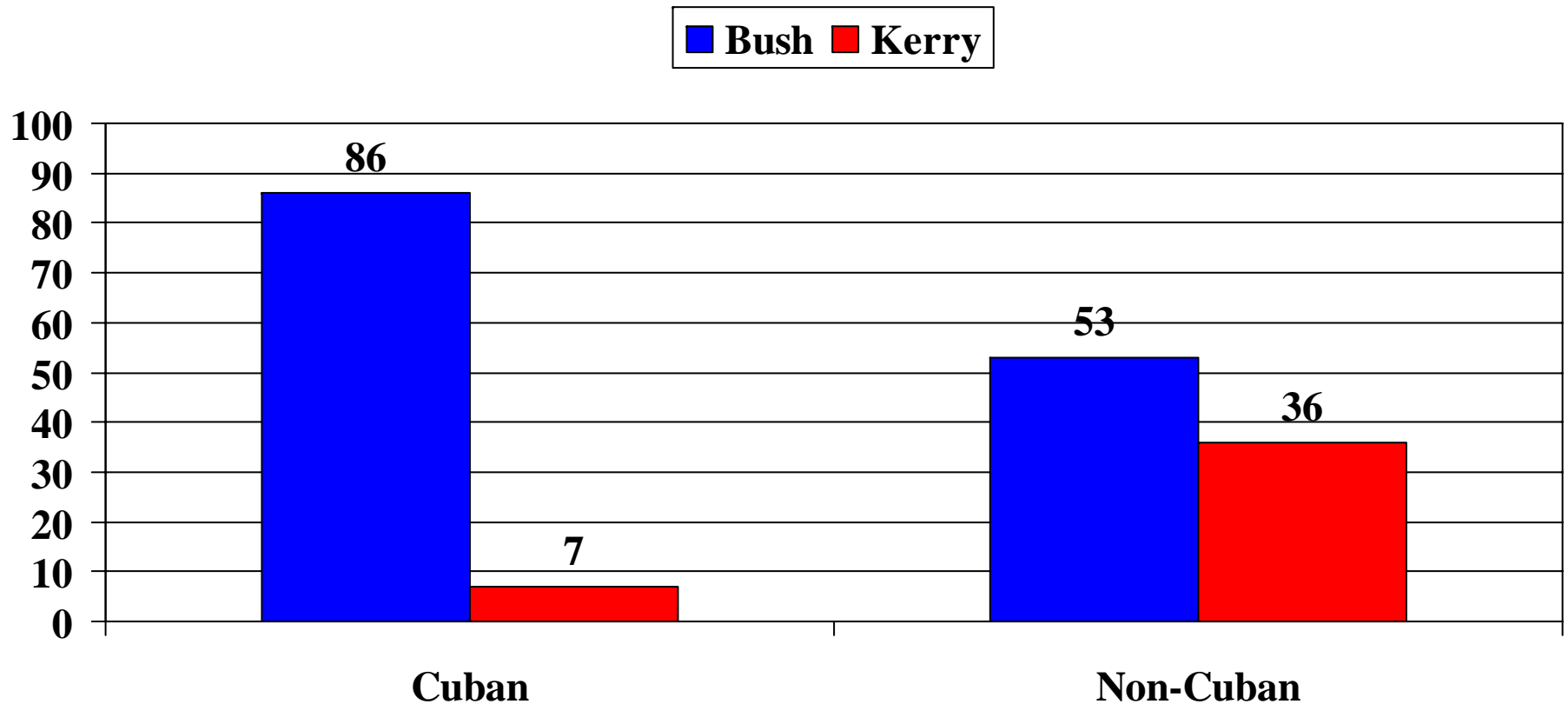
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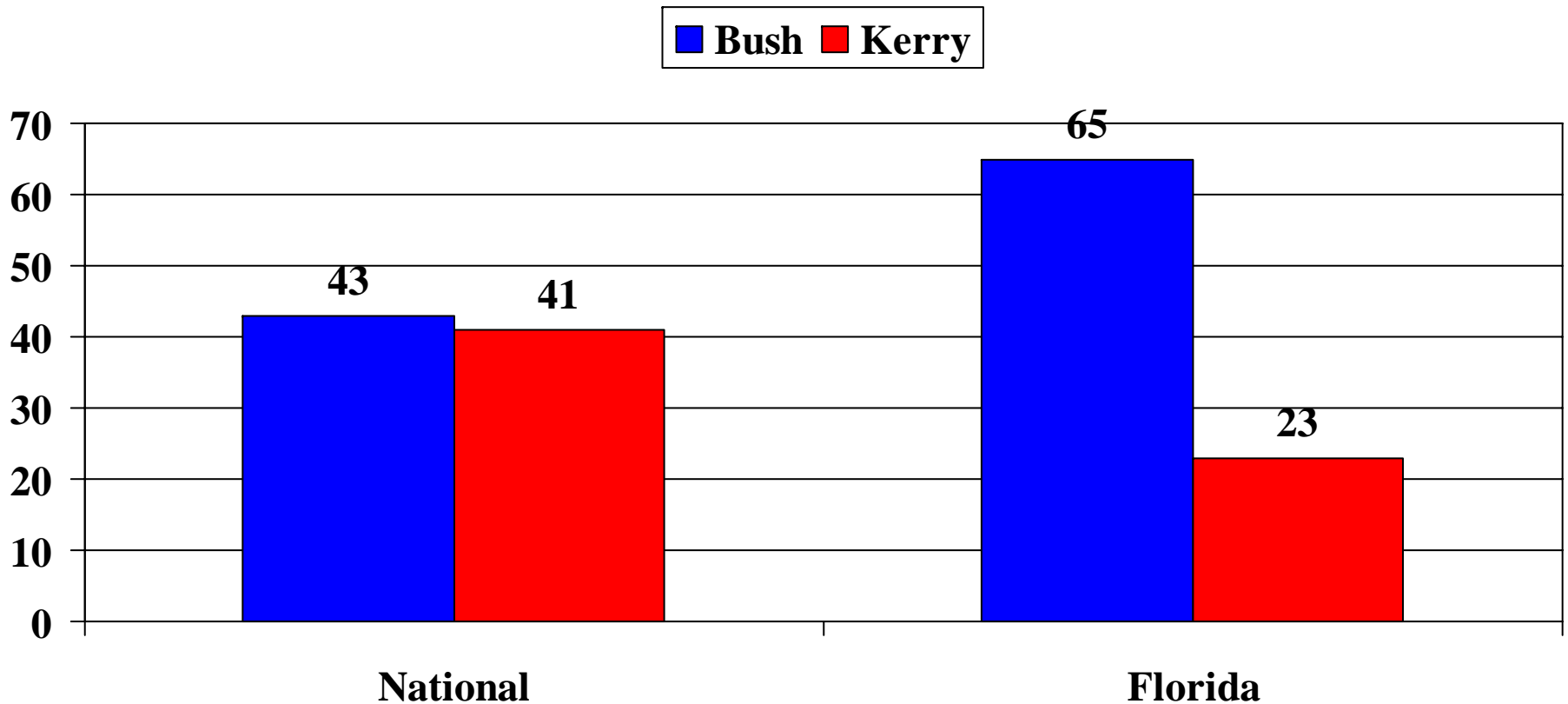
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Between George W. Bush and John Kerry, who would do a better job handling each of the following issues as President?

“Handling the war in Iraq”

(Registered Voters Oct. 2004)



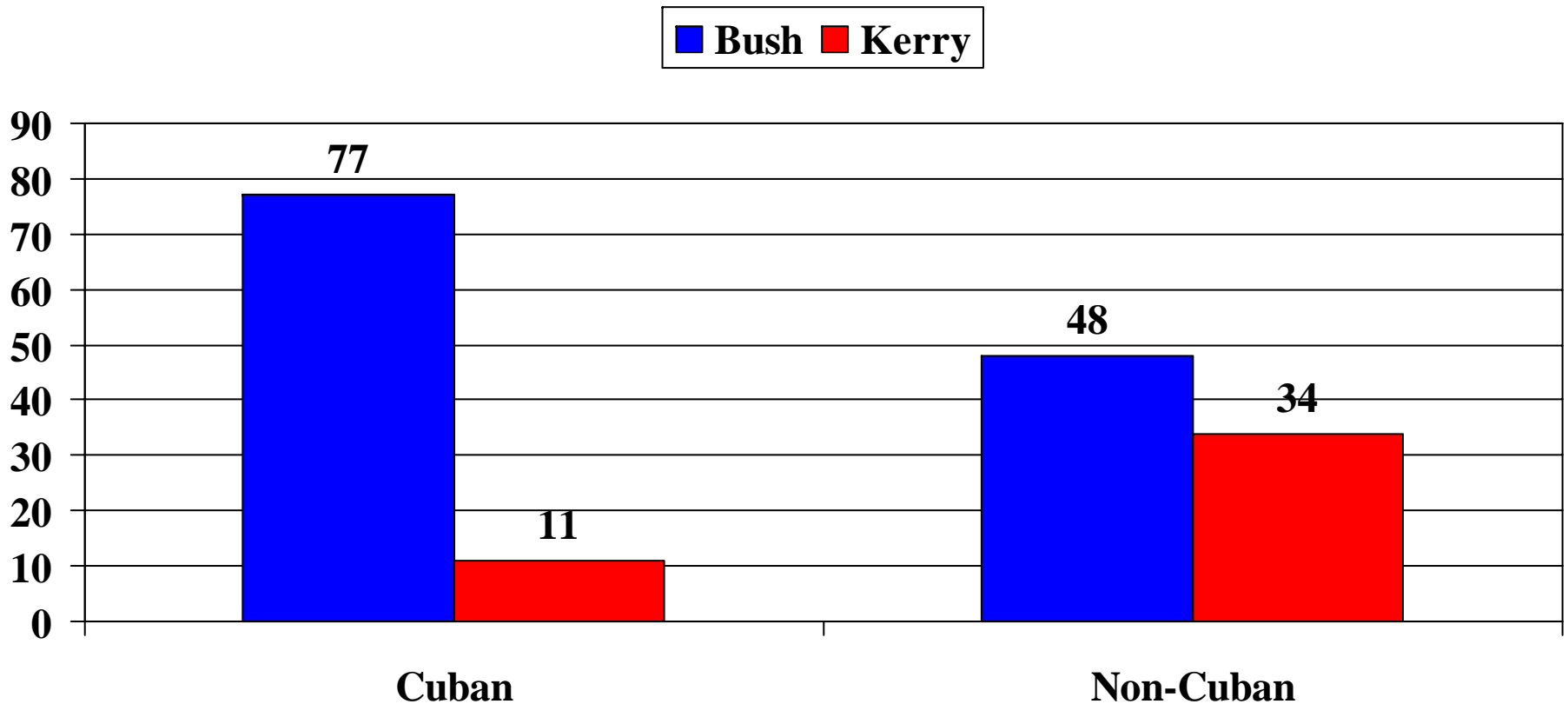
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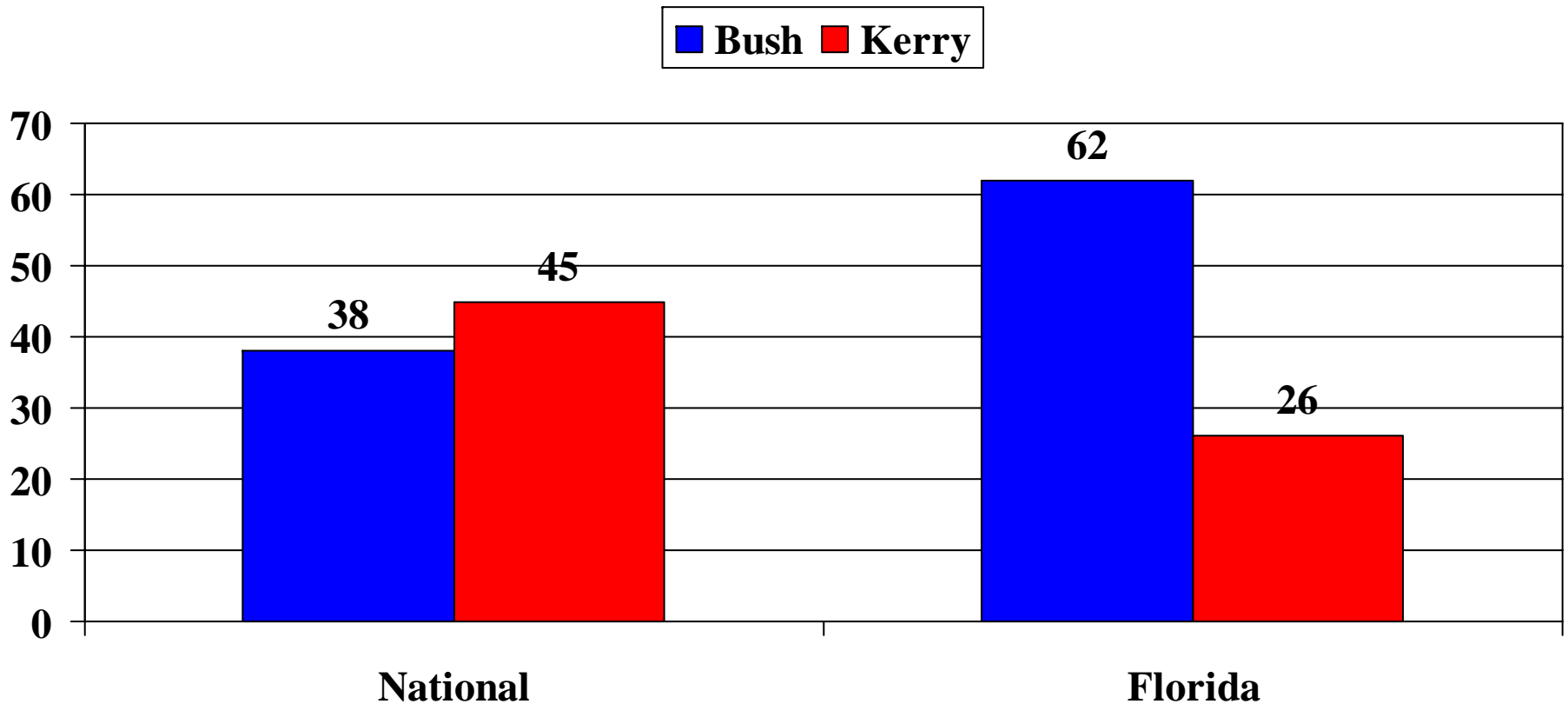
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Between George W. Bush and John Kerry, who would do a better job handling each of the following issues as President?

“Representing your personal and family values”

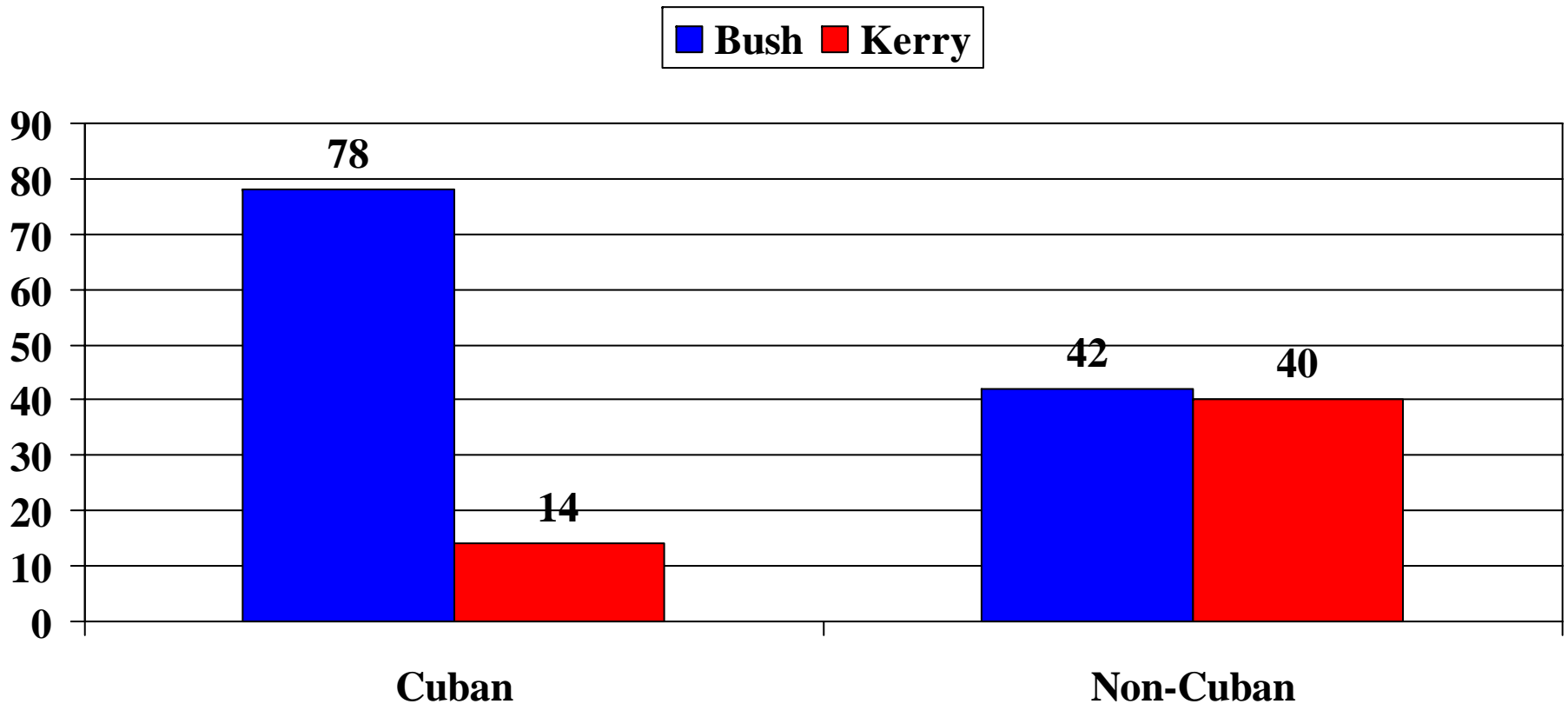
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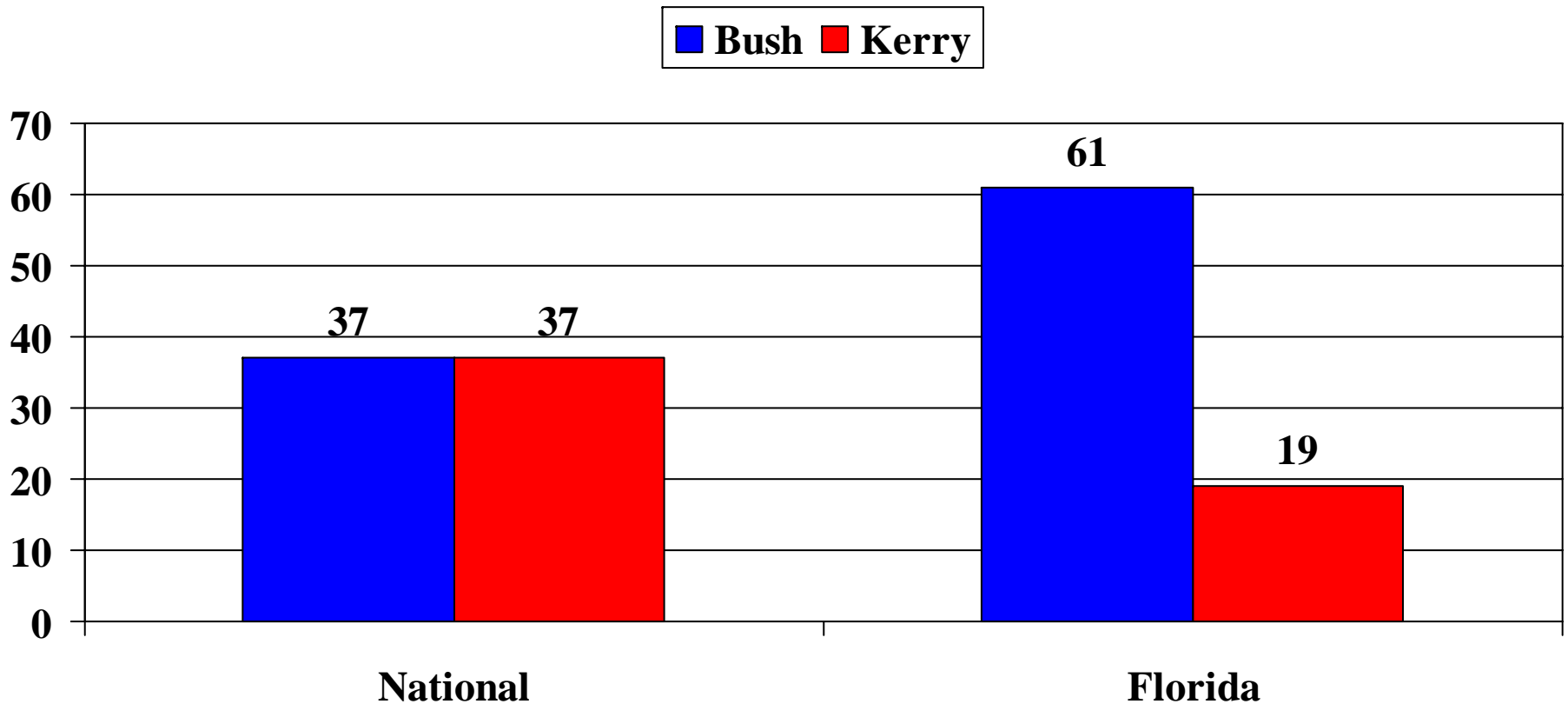
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“Being in touch with the Hispanic community”

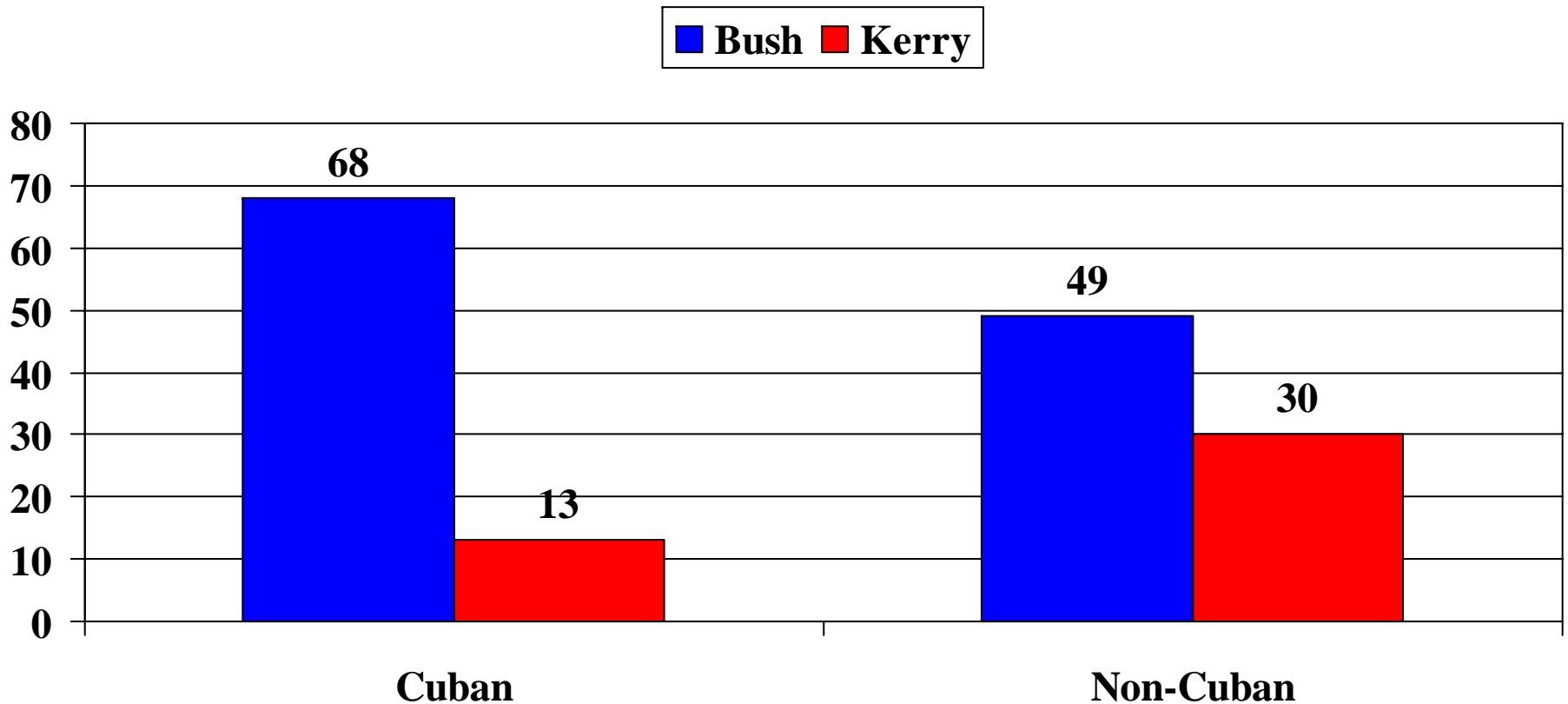
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“Being in touch with the Hispanic community”

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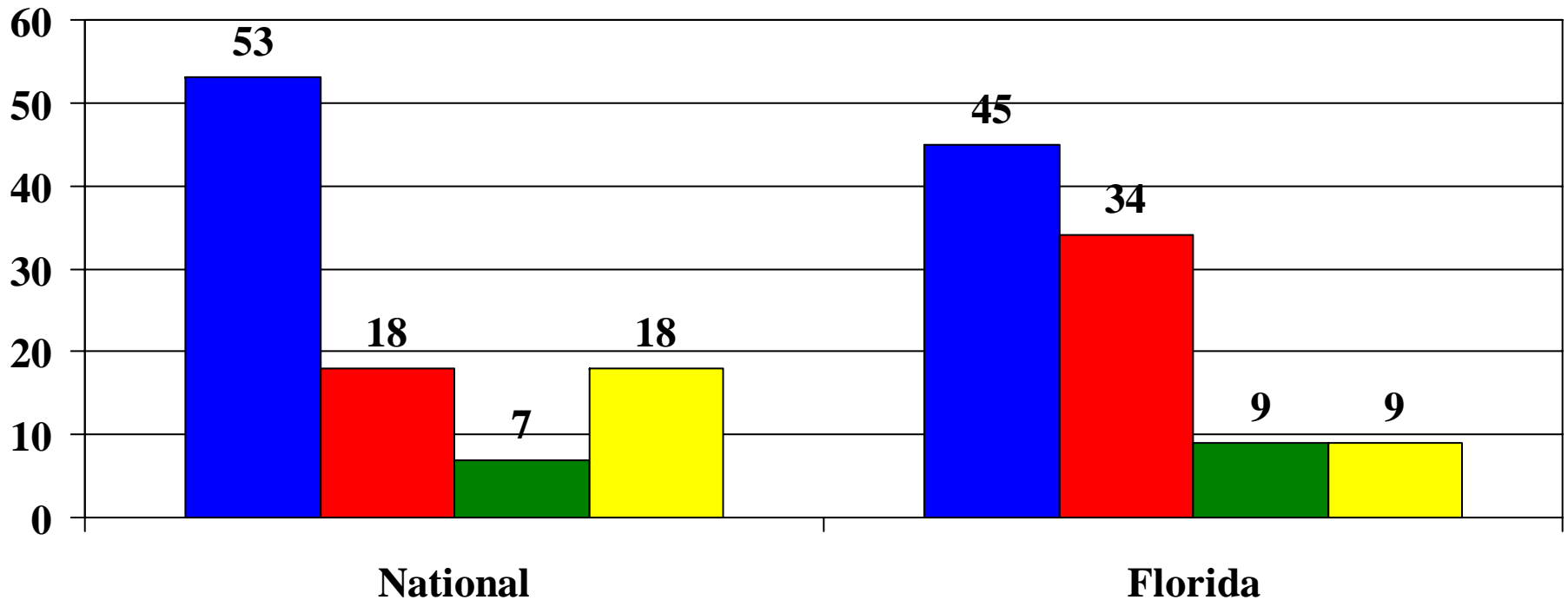


Health Care Opinions of Latino Voters

Now thinking about healthcare, regarding your health care insurance coverage, which one of the following comes closest to describing your own personal situation?

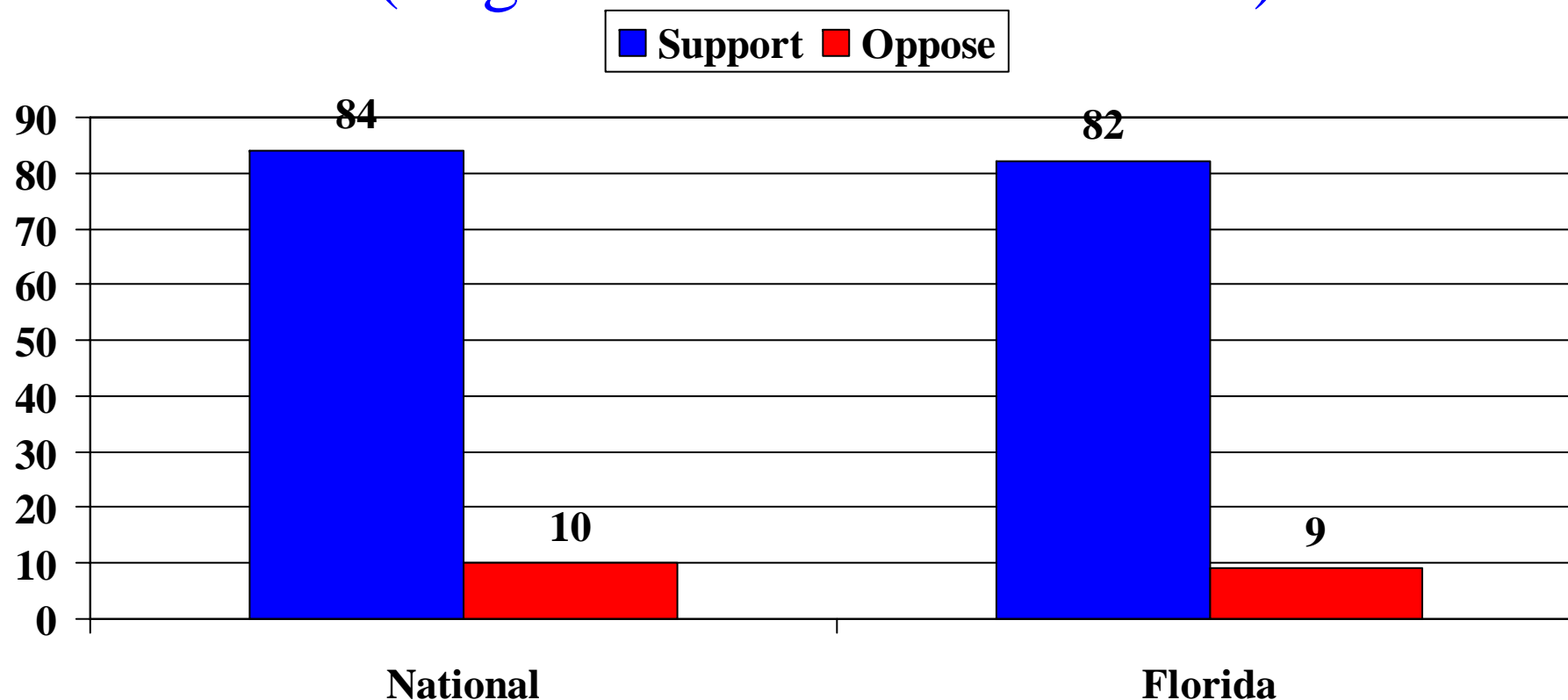
(Registered Voters Oct. 2004)

■ Private Ins. ■ Medicare ■ Medicaid ■ No Ins.



Current state laws require people to buy health insurance that is only offered in their state. Because of state laws and regulations, in some states, health insurance costs more than in others. For example, in New Jersey, a family has to pay \$3,000 or more a month for health insurance, but in neighboring Pennsylvania, a family will pay less than \$300 a month. Would you support or oppose allowing people to buy an insurance policy from a different state as long as the health insurance product is regulated and approved by the state?

(Registered Voters Oct. 2004)



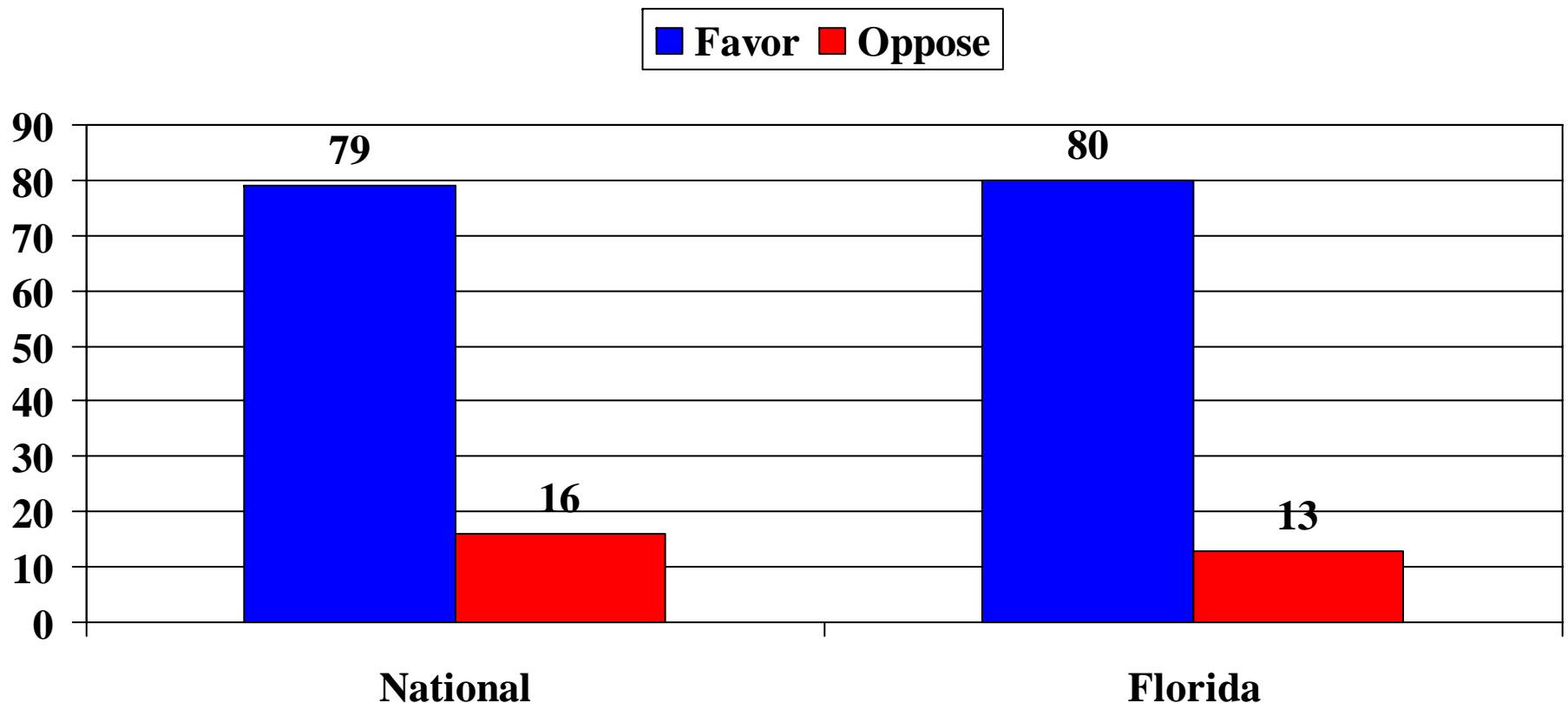
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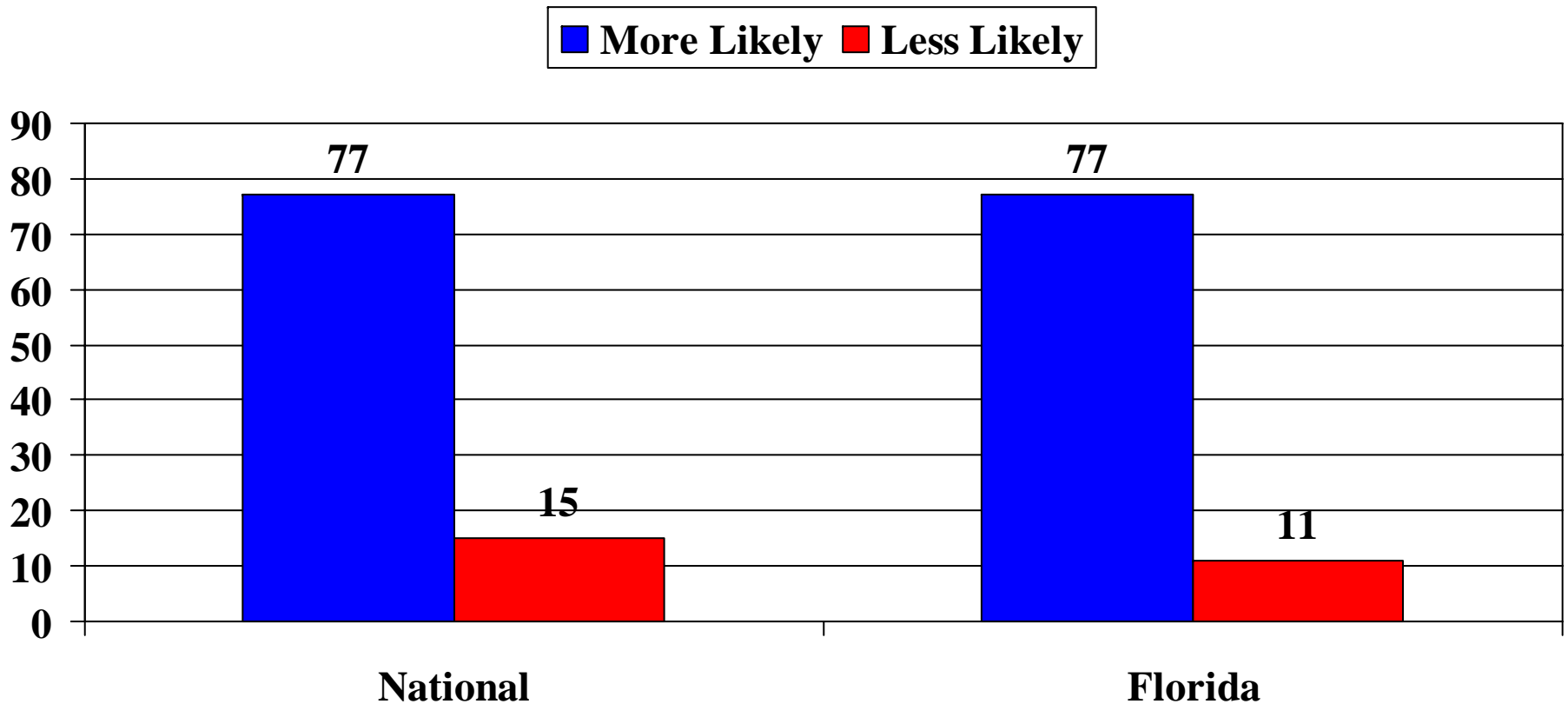
Some in Congress are promoting a new law that would give families who don't get health insurance in their jobs up to \$3,000 a year so they can buy their own health insurance.

Would you favor or oppose this idea?

(Registered Voters Oct. 2004)

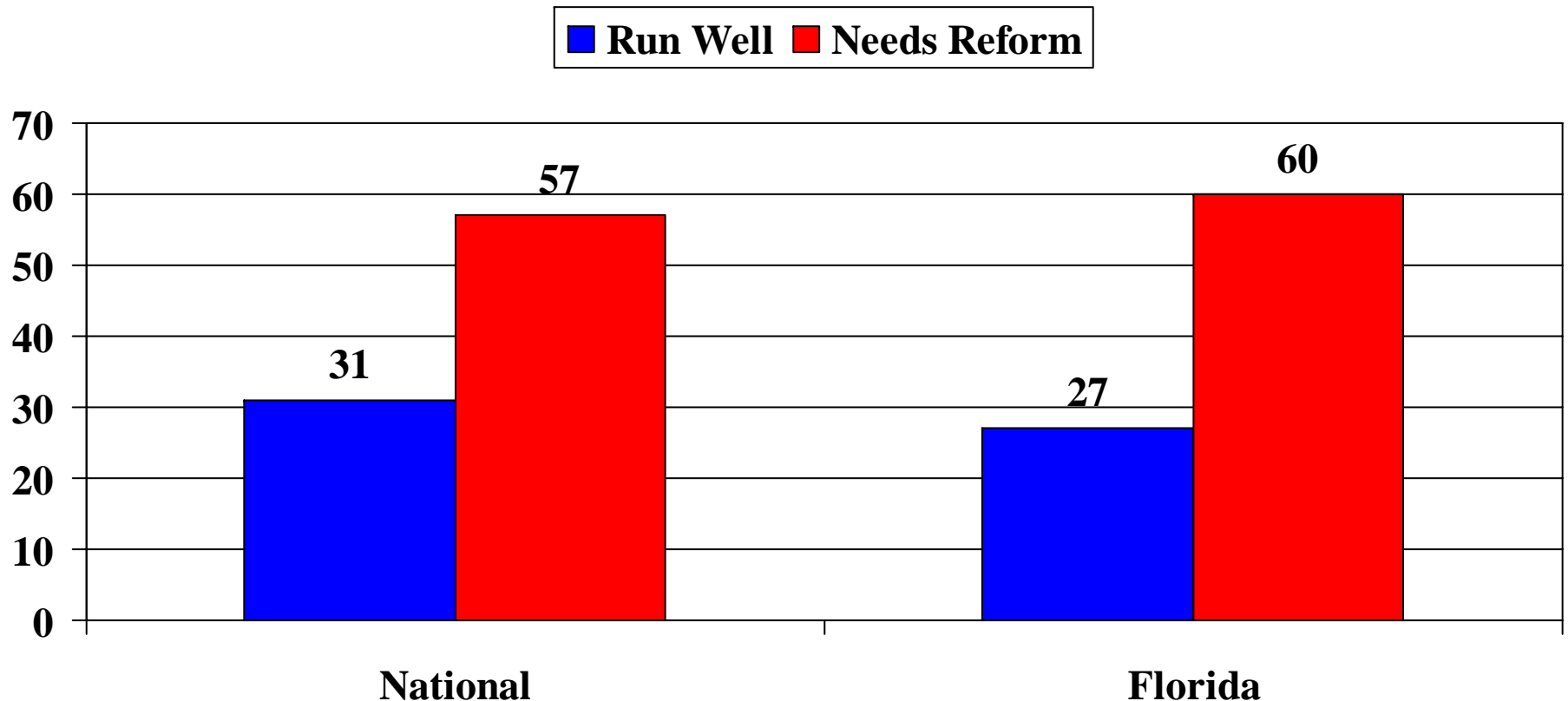


Would you be more likely or less likely to support a congressional candidate that supports giving working families \$3,000 to buy private health insurance?
(Registered Voters Oct. 2004)



Regarding Medicaid, the government program that pays for health care for low-income citizens, from your experience, or what you have heard or read, is the Medicaid program run well, or do you think it needs to be reformed?

(Registered Voters Oct. 2004)



As you may know, President Bush and Congress passed a bill to reform Medicare including a Prescription Drug Benefit for Medicare recipients. With the Medicare reform bill passed by President Bush and Congress, do you think Medicare will improve, remain the same or get worse?

(Registered Voters Oct. 2004)

■ Improve ■ Remain The Same ■ Get Worse

