



## 2004 NATIONAL HISPANIC SURVEY (FLORIDA TOPLINE)

1. - IN WHAT LANGUAGE WOULD YOU PREFER TO CONDUCT THIS INTERVIEW,  
ENGLISH OR SPANISH?

37.0 ENGLISH  
63.0 SPANISH

2. - WHAT IS YOUR NATIONAL ANCESTRY? IF YOU ARE NOT OF HISPANIC  
ORIGIN, JUST SAY SO.

50.5 CUBAN  
16.5 PUERTO RICAN  
10.5 SOUTH AMER.  
8.0 CENTRAL AMER.  
7.0 MEXICAN  
6.0 DOMINICAN  
1.5 OTHER HISPANIC

3. - WHAT IS YOUR AGE?

8.0 18 - 25  
16.5 26 - 40  
23.0 41 - 55  
22.5 56 - 65  
30.0 OVER 65

4. - IF YOU WERE TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A  
LIBERAL, A MODERATE OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

20.0 LIBERAL  
25.5 MODERATE  
40.0 CONSERVATIVE  
14.5 DK/REFUSED

5. - WHAT IS THE MOST IMPORTANT ISSUE FACING YOU AND YOUR FAMILY  
IN THE UNITED STATES TODAY?

22.5 THE ECONOMY  
13.5 HEALTH CARE/INS/HMO  
12.0 SAFETY/SECURITY  
4.5 WAR/PEACE/IRAQ  
3.0 ELECTIONS/VOTE

6. - WHAT DO YOU CONSIDER TO BE THE GREATEST BARRIER THAT KEEPS LATINOS FROM SUCCEEDING IN THE UNITED STATES?

26.0 LANGUAGE BARRIERS  
9.0 RACE/DISCRIMINATION  
9.0 EDUCATION  
5.0 UNEMPLOYMENT/JOBS  
4.0 IMMIGRATION

7. - WHICH LATINO PUBLIC FIGURE, LIVING TODAY IN THE UNITED STATES, DO YOU MOST ADMIRE?

11.0 MEL MARTINEZ  
5.5 LOCAL POLITIC/ACTIVIS  
2.5 JENNIFER LOPEZ  
2.5 ILEANA ROS-LEHTINEN  
1.5 GLORIA ESTEFAN  
52.0 DON'T KNOW

8. - DO YOU FEEL CONFIDENT THAT THE QUALITY OF LIFE FOR YOUR CHILDREN WILL BE BETTER THAN IT HAS BEEN FOR YOU, ABOUT THE SAME OR WORSE?

64.0 BETTER  
14.0 ABOUT THE SAME  
15.0 WORSE  
7.0 OTHER/DK/REFUSED

9. - 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.

61.5 FAVORABLE  
51.5 Very Favorable  
10.0 Somewhat Favorable  
33.0 UNFAVORABLE  
12.0 Somewhat Unfavorable  
21.0 Very Unfavorable  
5.5 NO OPINION

10. - 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.

28.5 FAVORABLE  
14.0 Very Favorable  
14.5 Somewhat Favorable  
49.0 UNFAVORABLE  
10.5 Somewhat Unfavorable  
38.5 Very Unfavorable  
20.0 NO OPINION  
2.5 NEVER HEARD OF

11. - ARE YOU REGISTERED TO VOTE? IF YOU ARE NOT REGISTERED, JUST SAY SO.

82.0 YES  
17.5 NO  
0.5 DK /REFUSED

12. - REGARDLESS OF WHETHER OR NOT YOU ARE REGISTERED, WITH WHICH POLITICAL PARTY DO YOU IDENTIFY MOST?

50.5 REPUBLICAN  
31.5 DEMOCRAT  
18.0 INDEPENDENT

13. - 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?

62.0 GEORGE W. BUSH  
28.5 JOHN KERRY  
1.5 RALPH NADER  
7.0 UNDECIDED

16. - 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?

65.0 MEL MARTINEZ  
25.0 BETTY CASTOR  
10.0 UNDECIDED

17. - 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?

52.5 REPUBLICAN  
36.5 DEMOCRAT  
11.0 UNDECIDED

18. - GENERALLY SPEAKING, WOULD YOU SAY THAT YOU APPROVE OR DISAPPROVE OF THE JOB REPUBLICANS IN CONGRESS ARE DOING?

62.0 APPROVE  
38.0 Strongly Approve  
24.0 Somewhat Approve  
31.0 DISAPPROVE  
13.5 Somewhat Disapprove  
17.5 Strongly Disapprove  
7.0 DK/REFUSED

19. - GENERALLY SPEAKING, WOULD YOU SAY THAT YOU APPROVE OR DISAPPROVE OF THE JOB DEMOCRATS IN CONGRESS ARE DOING?

43.5 APPROVE  
15.0 Strongly Approve  
28.5 Somewhat Approve  
43.5 DISAPPROVE  
16.5 Somewhat Disapprove  
27.0 Strongly Disapprove  
13.0 DK/REFUSED

20. - BETWEEN GEORGE W. BUSH AND JOHN KERRY, WHO IS A STRONGER AND MORE DECISIVE LEADER?

71.0 GEORGE W. BUSH  
21.0 JOHN KERRY

21. - 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"

62.0 GEORGE W. BUSH  
29.0 JOHN KERRY

"IMPROVING EDUCATION"

57.0 GEORGE W. BUSH  
27.0 JOHN KERRY

"PROVIDING MORE AFFORDABLE HEALTH CARE"

50.0 GEORGE W. BUSH  
31.0 JOHN KERRY

"REPRESENTING YOUR VIEWS ON IMMIGRATION"

57.0 GEORGE W. BUSH  
23.0 JOHN KERRY

"KEEPING AMERICA SAFE AND FIGHTING TERRORISM"

72.0 GEORGE W. BUSH  
20.0 JOHN KERRY

"HANDLING THE WAR IN IRAQ"

65.0 GEORGE W. BUSH  
23.0 JOHN KERRY

"REPRESENTING YOUR PERSONAL AND FAMILY VALUES"

62.0 GEORGE W. BUSH

26.0 JOHN KERRY

"BEING IN TOUCH WITH THE HISPANIC COMMUNITY"

61.0 GEORGE W. BUSH

19.0 JOHN KERRY

22. - THINKING ABOUT THE NOVEMBER ELECTION FOR PRESIDENT, WHICH ISSUE IS MORE IMPORTANT TO YOU IN DECIDING YOUR VOTE? WOULD YOU SAY 1.IMPROVING THE ECONOMY AND CREATING JOBS, OR, 2. KEEPING AMERICA SAFE AND SECURE?

31.0 ECONOMY/CREATE JOBS

66.0 AMERICA SAFE/SECURE

4.5 DK/REFUSED

23. - NOW THINKING ABOUT THE ECONOMY, WHAT DO YOU THINK IS THE BEST STRATEGY TO BEGIN GROWING THE ECONOMY AGAIN AND INCREASE THE JOBS AVAILABLE TO AVERAGE AMERICANS? 1. RAISE TAXES TO INCREASE GOVERNMENT SPENDING, 2. LOWER TAXES ON FAMILIES AND BUSINESSES, or 3. KEEP SPENDING AND TAXES AT THEIR CURRENT LEVELS?

10.4 RAISE TAXES

57.3 LOWER TAXES

26.2 KEEP CURRENT LEVEL

24. - LOOKING AHEAD ONE YEAR FROM NOW, DO YOU EXPECT THE ECONOMY IN YOUR AREA TO BE BETTER, WORSE OR ABOUT THE SAME AS IT IS NOW?

68.5 BETTER

44.5 Much Better

24.0 Somewhat Better

7.5 WORSE

2.5 Somewhat Worse

5.0 Much Worse

16.5 ABOUT THE SAME

7.5 DK/REFUSED

25. - NOW, THINKING ABOUT IRAQ, DO YOU CURRENTLY SUPPORT OR OPPOSE THE WAR IN IRAQ?

58.5 SUPPORT

46.3 Strongly Support

12.2 Somewhat Support

36.0 OPPOSE

4.9 Somewhat Oppose

31.1 Strongly Oppose

26. - NOW THINKING ABOUT HEALTHCARE, REGARDING YOUR HEALTH CARE INSURANCE COVERAGE, WHICH ONE OF THE FOLLOWING COMES CLOSEST TO DESCRIBING YOUR OWN PERSONAL SITUATION? IF YOU HAVE NO HEALTH INSURANCE COVERAGE, JUST SAY SO.

18.0 NO HEALTH INS.  
79.0 HAVE HEALTH INS.  
    40.0 Private Ins.  
    30.0 Medicare  
    9.0 Medicaid  
3.0 DK/REFUSED

27. - WHEN IT COMES TO HEALTH INSURANCE, WOULD YOU PREFER TO BE COVERED BY A PRIVATE HEALTH CARE PLAN OR A GOVERNMENT-RUN PROGRAM LIKE MEDICAID?

57.0 PRIVATE HEALTH CARE  
36.0 MEDICAID

28. - ALL STATE GOVERNMENTS REQUIRE ALL HEALTH INSURANCE PLANS TO COVER A WIDE RANGE OF SPECIFIC MEDICAL PROCEDURES, WHICH INCREASES THE COST OF INSURANCE. KNOWING THIS, WHICH OF THE FOLLOWING STATEMENTS COMES CLOSER TO YOUR OWN PERSONAL OPINION? 1. EVEN THOUGH IT INCREASES INSURANCE COSTS, GOVERNMENTS SHOULD CONTINUE TO REQUIRE THAT CERTAIN PROCEDURES BE COVERED IN ALL ... or 2. GOVERNMENT SHOULD ALLOW INSURANCE COMPANIES TO PROVIDE LESS EXPENSIVE BASIC HEALTH INSURANCE PLANS THAT ONLY COVER ...

43.0 CONT. REQUIRE  
44.5 BASIC HEALTH PLAN  
12.5 DK/REFUSED

29. - 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?

82.5 SUPPORT  
    62.0 Strongly Support  
    20.5 Somewhat Support  
8.0 OPPOSE  
    2.5 Somewhat Oppose  
    5.5 Strongly Oppose  
9.5 DK/REFUSED

30. - IF YOU HAD THE OPPORTUNITY TO BUY A LESS-EXPENSIVE HEALTH INSURANCE POLICY FROM ANOTHER STATE AS LONG AS THE POLICY WAS REGULATED AND APPROVED BY THE STATE, WOULD YOU DO IT?

79.5 YES  
13.0 NO  
7.5 DK/REFUSED

31. - 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?

79.9 FAVOR  
62.8 Strongly Favor  
17.1 Somewhat Favor  
12.8 OPPOSE  
8.5 Somewhat Oppose  
4.3 Strongly Oppose

32. - 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?

79.5 MORE LIKELY  
58.0 Much More Likely  
21.5 Somewhat More Likely  
10.0 LESS LIKELY  
4.5 Somewhat Less Likely  
5.5 Much Less Likely  
10.5 DK/REFUSED

33. - 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?

27.0 RUN WELL  
60.0 NEEDS REFORM

34. - 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?

52.4 IMPROVE  
16.5 REMAIN THE SAME  
17.7 GET WORSE

35. - ON THE ISSUE OF ABORTION, DO YOU SUPPORT OR OPPOSE REQUIRING UNDERAGE TEENAGE GIRLS TO GET PERMISSION FROM THEIR PARENTS BEFORE THEY ARE ALLOWED TO GET AN ABORTION?

76.8 SUPPORT  
70.7 Strongly Support  
6.1 Somewhat Support  
18.3 OPPOSE  
2.4 Somewhat Oppose  
15.9 Strongly Oppose

36. - NOW THINKING ABOUT EDUCATION, DO YOU SUPPORT OR OPPOSE PRESIDENT BUSH'S "NO CHILD LEFT BEHIND" EDUCATION REFORM INITIATIVE?

81.1 SUPPORT  
72.6 Strongly Support  
8.5 Somewhat Support  
12.2 OPPOSE  
4.9 Somewhat Oppose  
7.3 Strongly Oppose

37. - HOW WOULD YOU RATE THE QUALITY OF EDUCATION IN YOUR LOCAL PUBLIC SCHOOLS? WOULD YOU SAY THEY ARE EXCELLENT, GOOD, FAIR, OR POOR?

47.0 EXCELLENT/GOOD  
10.0 Excellent  
37.0 Good  
48.5 FAIR/POOR  
35.0 Fair  
13.5 Poor  
4.5 DK/REFUSED

38. - WHICH OF THE FOLLOWING IS THE BIGGEST PROBLEM FACING PUBLIC EDUCATION TODAY?

23.5 VIOLENCE/DRUGS  
18.5 TAUGHT NON-TRAD VALUE  
17.0 OVERCROWDING  
13.5 LACK QUALITY TEACHERS  
11.5 LACK/BASIC READING  
4.5 LACK CHOICE/PARENTS  
4.0 LACK BILINGUAL ED.  
7.5 DK/REFUSED

39. - NOW THINKING ABOUT MARRIAGE, DO YOU SUPPORT OR OPPOSE  
LEGALIZING GAY MARRIAGE?

16.5 SUPPORT  
9.1 Strongly Support  
7.3 Somewhat Support  
74.4 OPPOSE  
11.6 Somewhat Oppose  
62.8 Strongly Oppose

40. - DO YOU APPROVE OR DISAPPROVE OF PRESIDENT BUSH'S PROPOSAL TO  
REFORM IMMIGRATION?

57.3 APPROVE  
47.0 Strongly Approve  
10.4 Somewhat Approve  
9.1 DISAPPROVE  
3.0 Somewhat Disapprove  
6.1 Strongly Disapprove

41. - NOW THINKING ABOUT THE HISPANIC COMMUNITY, WHICH OF THE  
FOLLOWING STATEMENTS COMES CLOSEST TO YOUR OWN PERSONAL OPINION? 1.  
THE HISPANIC COMMUNITY SHOULD BECOME MORE A PART OF AMERICAN  
SOCIETY, EVEN IF IT MEANS LOSING SOME OF ITS OWN CULTURAL IDENTITY,  
or 2. THE HISPANIC COMMUNITY SHOULD KEEP ITS OWN CULTURE EVEN IF IT  
MEANS STAYING SOMEWHAT SEPARATE FROM THE REST OF THE AMERICAN  
SOCIETY.

56.0 MORE PART AMERICA  
33.0 KEEP OWN CULTURE  
11.0 DK/REFUSED

42. - NOW THINKING ABOUT YOUR CREDIT RATING, HOW IMPORTANT IS IT TO  
YOU TO KEEP A GOOD CREDIT RATING?

92.5 IMPORTANT  
87.0 Very Important  
5.5 Somewhat Important  
5.0 NOT IMPORTANT  
2.5 DK/REFUSED

43. - BANKS, INSURANCE COMPANIES AND OTHER VENDORS USE CREDIT RATINGS TO REWARD PEOPLE WITH GOOD CREDIT, REGARDLESS OF THEIR INCOME, OR ETHNIC BACKGROUND WITH MORE AVAILABLE PRODUCTS AND LOWER PRICES. SOME LEGISLATORS ARE PROPOSING LEGISLATION THAT WOULD NOT ALLOW COMPANIES TO USE CREDIT RATINGS BECAUSE THEY CLAIM IT DISCRIMINATES AGAINST MINORITIES. THIS LEGISLATION MIGHT END UP RAISING COSTS FOR ALL CUSTOMERS, RICH AND POOR ALIKE, WITHOUT DIFFERENTIATING BETWEEN THOSE WITH GOOD AND BAD CREDIT. KNOWING THIS, DO YOU SUPPORT OR OPPOSE ...

38.5 SUPPORT  
27.0 Strongly Support  
11.5 Somewhat Support  
44.5 OPPOSE  
10.5 Somewhat Oppose  
34.0 Strongly Oppose  
17.0 DK/REFUSED

44. - DO YOU OWN OR RENT A HOME?

72.5 OWN  
22.0 RENT  
5.5 DK/REFUSED

45. - DO YOU OWN A PERSONAL COMPUTER OR HAVE A COMPUTER IN YOUR HOME?

51.5 YES  
46.0 NO  
2.5 DK/REFUSED

46. - HOW OFTEN DO YOU ACCESS THE INTERNET OR E-MAIL? WOULD YOU SAY...

38.5 REGULARLY  
28.0 Every Day  
10.5 Almost Every Day  
12.5 RARELY  
46.0 NEVER  
3.0 DK/REFUSED

47. - DO ANY CHILDREN UNDER THE AGE OF 18 RESIDE IN THIS HOUSEHOLD?

30.0 YES  
68.0 NO  
2.0 DK/REFUSED

48. - WHEN YOU MAKE A LONG DISTANCE PHONE CALL, DO YOU MOST OFTEN PAY FOR THE CALL WITH A PRE-PAID PHONE CARD OR DOES A LONG DISTANCE PHONE COMPANY BILL YOU FOR THE CALL ON YOUR PHONE BILL AT HOME?

28.0 PHONE CARD  
59.5 LONG DISTANCE COMPANY  
12.5 DK/REFUSED

49. - DO YOU OWN A CREDIT CARD?

70.0 YES  
26.0 NO  
4.0 DK/REFUSED

50. - DO YOU CURRENTLY HAVE A SAVINGS OR CHECKING ACCOUNT, OR BOTH? IF YOU HAVE NEITHER JUST SAY SO.

81.5 BANK ACCOUNT  
3.5 Savings Account  
20.5 Checking Account  
57.5 Both  
12.0 NEITHER  
6.5 DK/REFUSED

51. - DO YOU CURRENTLY OWN OR LEASE A CAR?

77.0 YES  
19.5 NO  
3.5 DK/REFUSED

52. - DO YOU OWN OR REGULARLY USE A CELL PHONE?

63.5 YES  
33.0 NO  
3.5 DK/REFUSED

53. - OUTSIDE OF SOCIAL SECURITY, DO YOU HAVE \$5,000 DOLLARS OR MORE SAVED OR INVESTED FOR YOUR RETIREMENT?

46.5 YES  
42.5 NO  
11.0 DK/REFUSED

54. - DOES YOUR COMPANY OFFER YOU A 401-K PLAN FOR YOUR RETIREMENT?

27.5 YES  
57.0 NO  
15.5 DK/REFUSED

55. - WHAT IS YOUR ESTIMATED ANNUAL HOUSEHOLD INCOME?

29.5 UNDER \$20,000  
14.0 \$20,000 - \$30,000  
10.5 \$30,001 - \$40,000  
4.5 \$40,001 - \$50,000  
3.5 \$50,001 - \$60,000  
5.5 \$60,001 - \$75,000  
12.5 OVER \$75,000  
20.0 DK/REFUSED

56. - WHAT IS YOUR RELIGION?

22.0 PROTESTANT  
63.0 CATHOLIC  
1.0 JEWISH  
2.0 ATHEIST/AGNOSTIC  
1.0 OTHER  
11.0 DK/REFUSED

57. - WHAT IS YOUR CURRENT MARITAL STATUS?

14.0 SINGLE NEVER MARRIED  
62.5 MARRIED  
3.5 SEPARATED  
7.0 DIVORCED  
9.0 WIDOWED  
4.0 DK/REFUSED

58. - WHAT IS THE LAST GRADE OF FORMAL EDUCATION YOU HAVE COMPLETED?

20.0 SOME H.S./LESS  
27.0 HIGH SCHOOL GRADUATE  
14.0 SOME COLLEGE  
27.5 COLLEGE GRADUATE  
5.5 POST GRADUATE WORK  
6.0 DK/REFUSED

59. - HOW LONG HAVE YOU LIVED IN THE UNITED STATES?

12.5 LESS THAN 10 YEARS  
80.0 10 YRS OR MORE  
26.0 10 - 20 Years  
54.0 All Your Life  
7.5 DK/REFUSED

60. - GENDER:

48.0 MALE  
52.0 FEMALE

The National Survey was conducted by Opiniones Latina/Latino Opinions between September 27<sup>th</sup> and October 3<sup>rd</sup>, among 1,000 Hispanic adults. Interview selection was at random with predetermined population units. These units were structured to statistically correlate with the nation's adult Hispanic population according to the 2000 U.S. Census. All interviews were conducted by professional Spanish and English speaking interviewers via telephone. The accuracy of this national survey of 1,000 Hispanic adults is within a  $\pm 3.1\%$  margin of error at a 95% confidence interval. An over-sample was conducted in Florida to achieve a sample size of 200 interviews, and the results in Florida were weighted down into the national survey, to be proportional to the actual census distribution.

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