



National Survey of Hispanic Adults

Presented By:

Opiniones Latinas/Latino Opinions

October 5, 2004

Presentation Outline

1. Major Findings
2. Methodology
3. Demographics of Latino Voters
4. Political Opinions of Latino Voters
5. Latino Voters' Opinions about Bush vs. Kerry
6. Health Care Opinions of Latino Voters

Major Findings

1. It appears that more Latino adults have registered to vote. 6 out of 10 Latino adults now claim to be registered voters. These registered Latino voters are more likely to speak English, be older, be better educated, and be more middle class than Latino adults at-large.
2. The Presidential race among Latino adults appears to be very competitive with Kerry holding a slim 5 to 4 single digit lead. The race has become more partisan and polarized; however, President Bush exceeds his Republican base among Latino voters. The President is seen as more decisive, better to keep America safe, and better to handle the war in Iraq. He equals Kerry as to who is in touch with Latinos. John Kerry is seen as better to create jobs, to improve education, to provide health care, and to represent their views on immigration and values.
3. Republicans are reducing the advantage Democrats have with Latino voters from a 3 to 1 edge to now a 5 to 3 margin. But this still gives Democrats higher job approvals in Congress and an advantage in the vote for Congress.

Major Findings

4. Security concerns have dramatically increased among Latino voters. Security issues now top economic concerns.
5. Specifically, on health care issues, as the number of privately insured Latinos drops, the number of Medicaid recipients is increasing. Still they prefer private insurance to government-run health care. They strongly support reforms like buying health insurance from other states and giving working families a subsidy to buy their own private health insurance.

Methodology

This national Hispanic survey was conducted by Latino Opinions between September 27 and October 3, 2004 among 1,000 Hispanic adults.

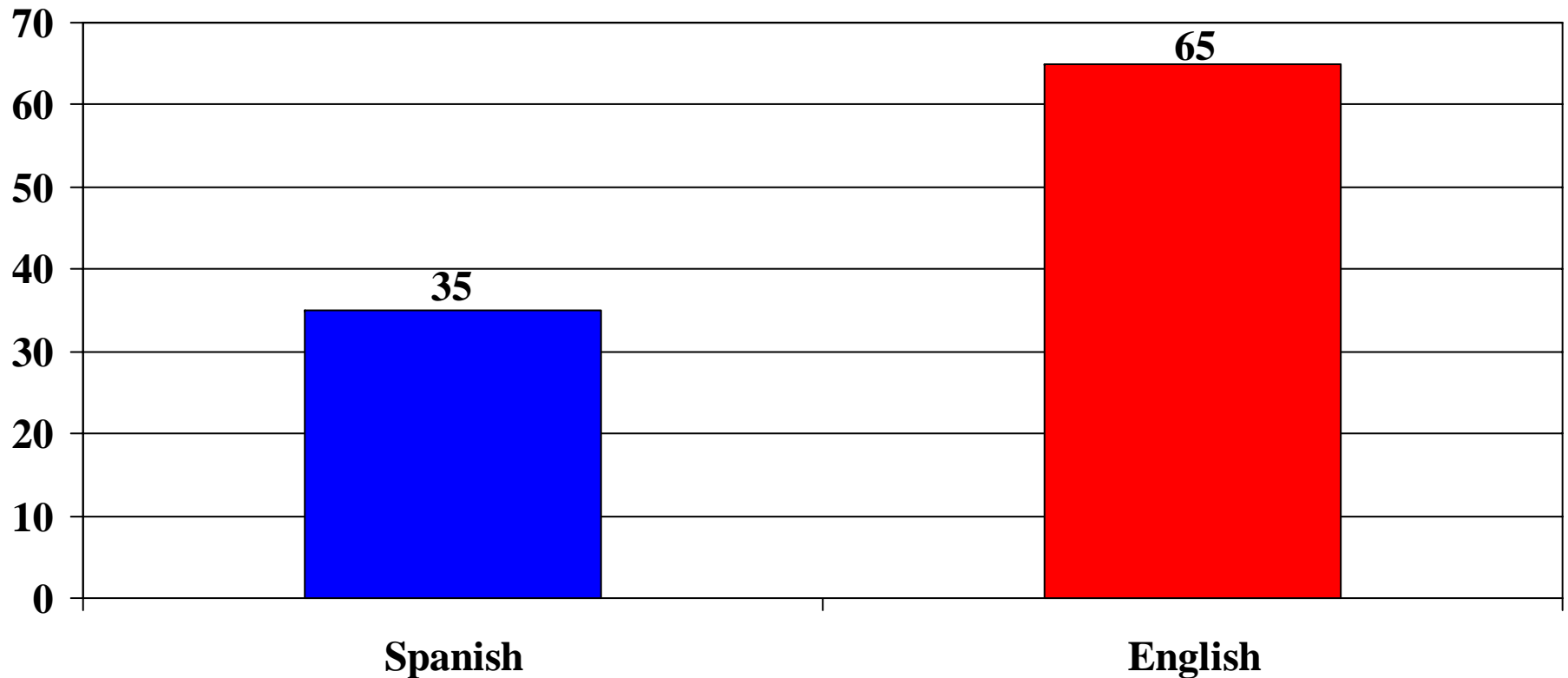
Among the 1,000 Hispanic adults, 594 are registered voters.

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, yielding 44% English interviews and 56% Spanish interviews. 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. The accuracy of the 594 registered Hispanic voters is +/- 4.0% at a 95% confidence interval.

Demographics of Latino Voters

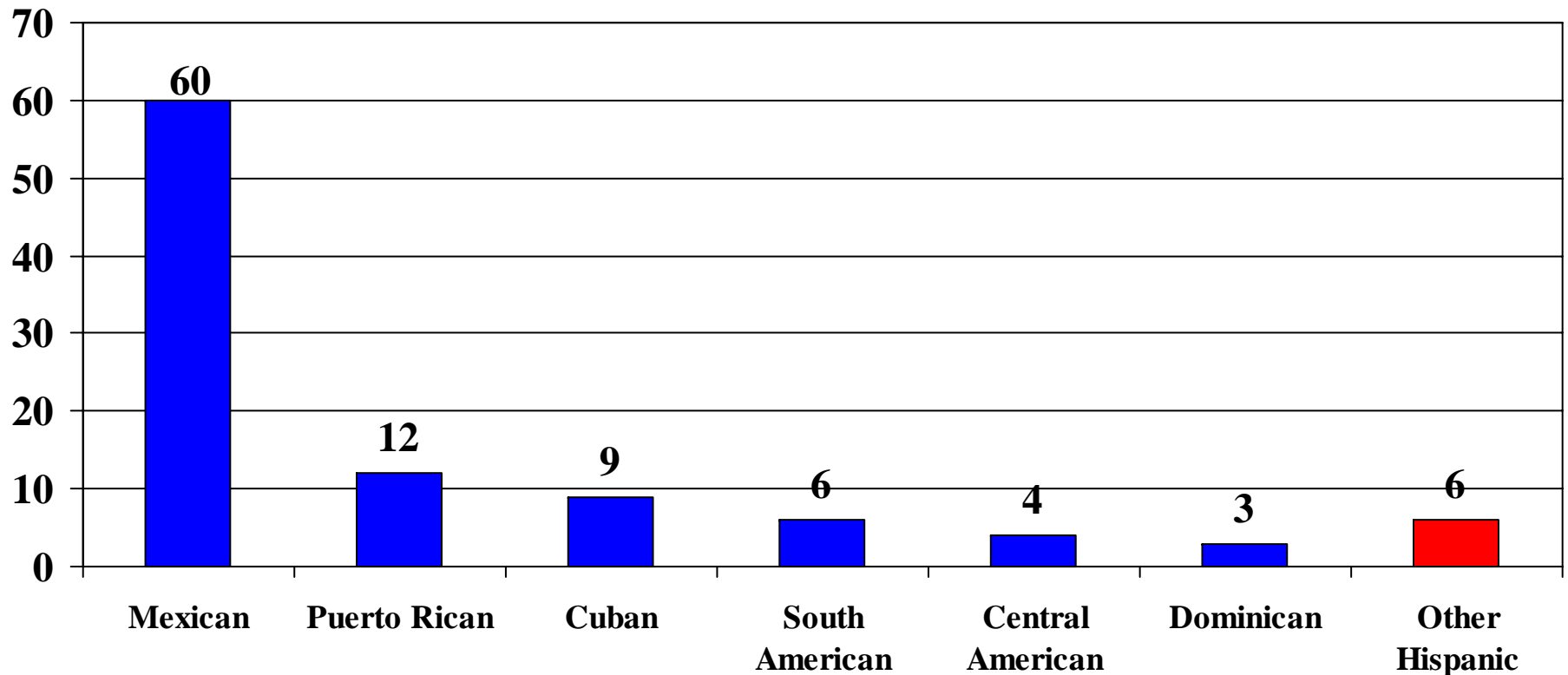
In what language would you prefer to conduct this interview, in English or in Spanish?
(Registered Voters Oct. 2004)



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



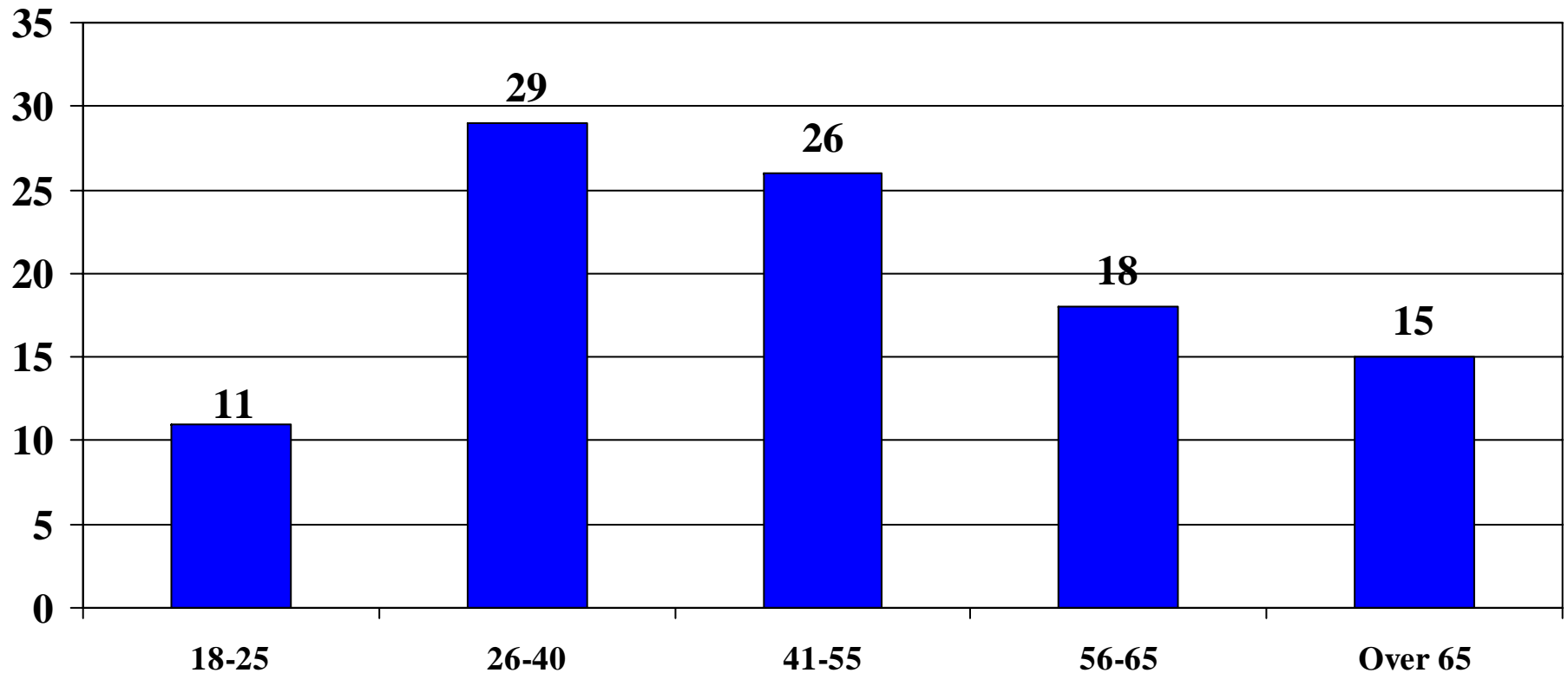
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What is your age?

Mean Age: 47

(Registered Voters Oct. 2004)

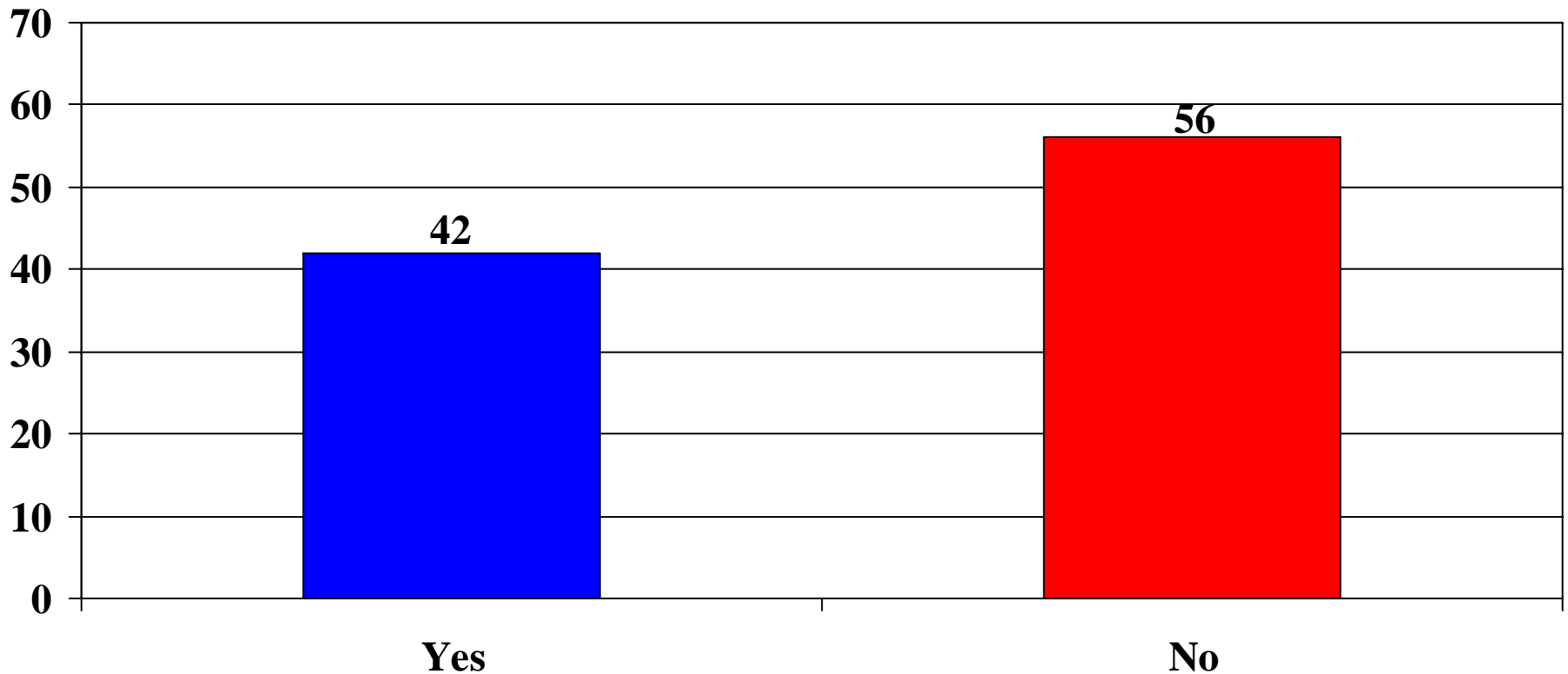


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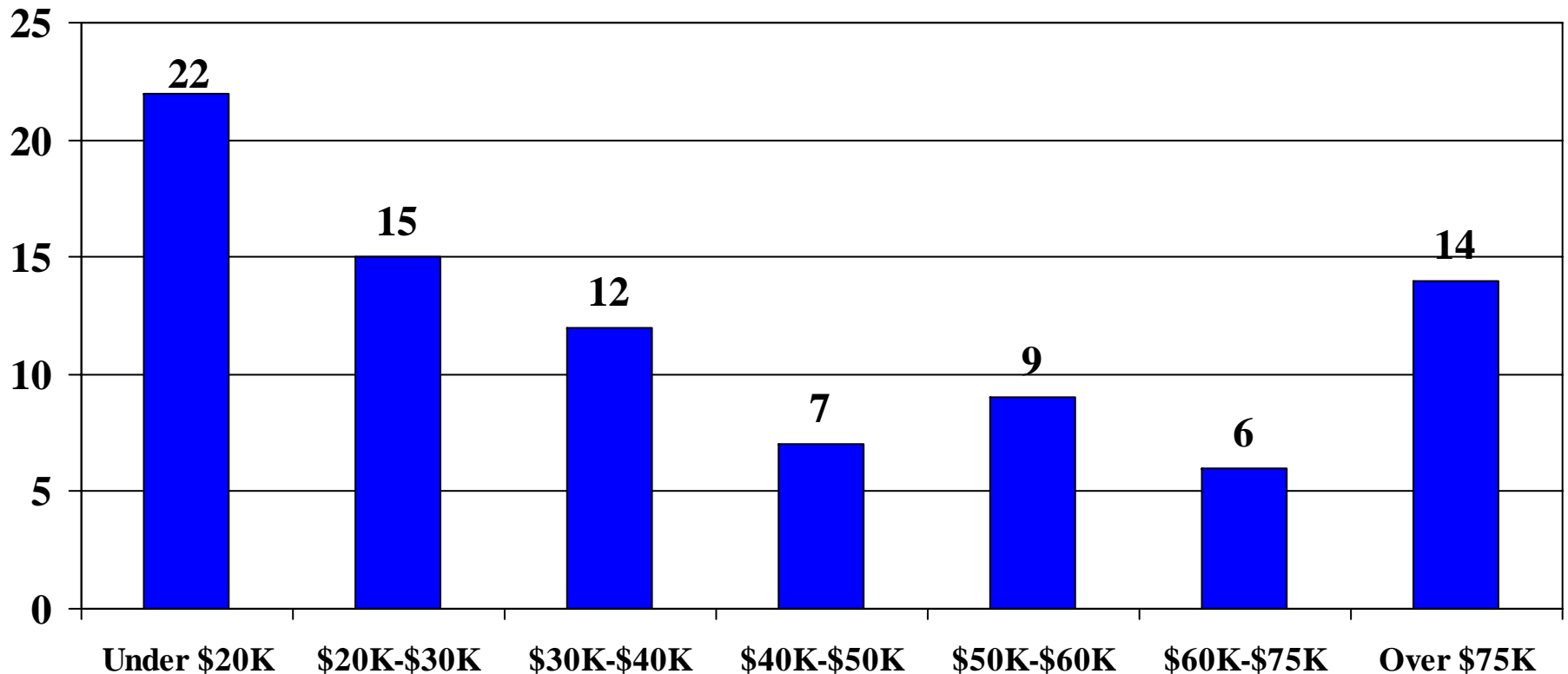
Do any children under the age of 18 reside in this household?

(Registered Voters Oct. 2004)



What is estimated annual household income?

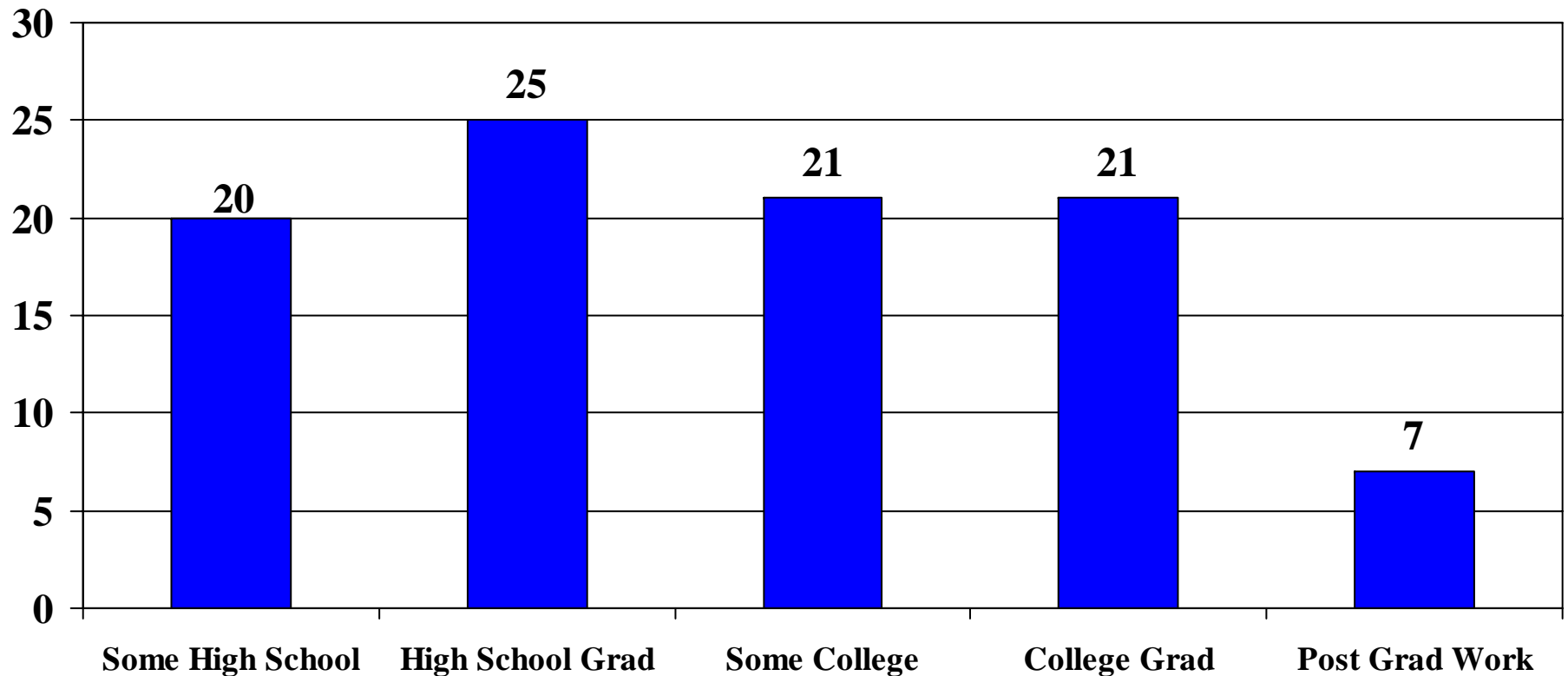
Mean Income: \$40,800
(Registered Voters Oct. 2004)



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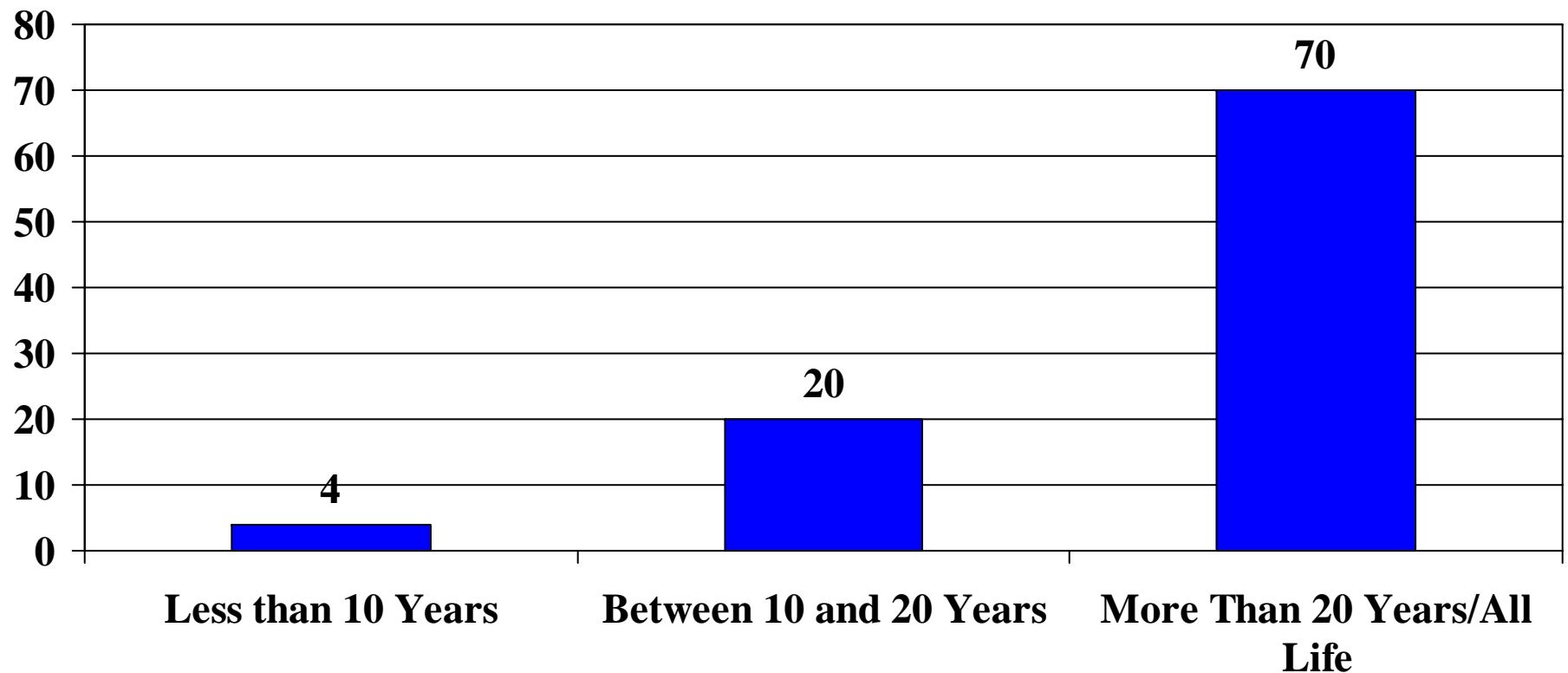
What the last grade of formal education you have completed? (Registered Voters Oct. 2004)



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

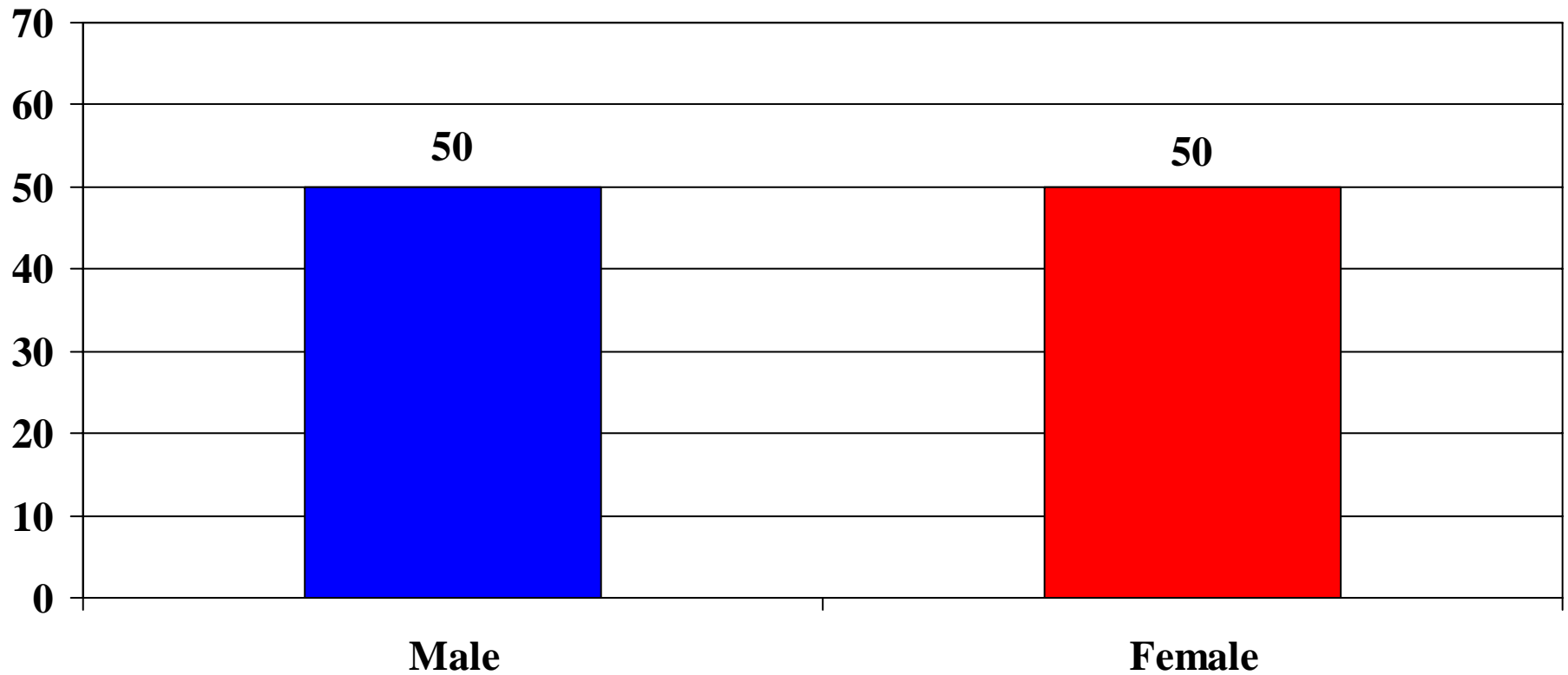


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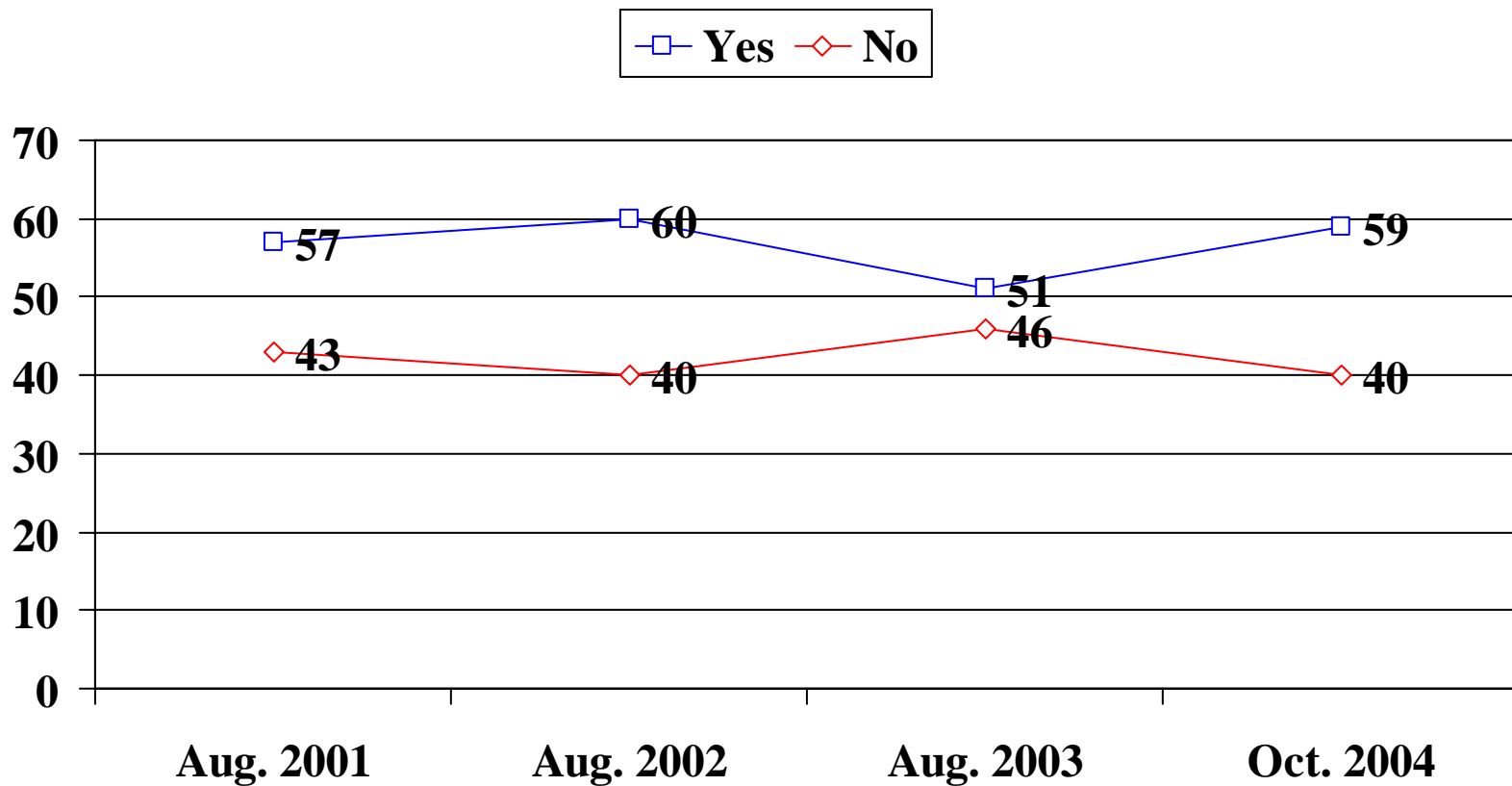
Gender

(Registered Voters Oct. 2004)

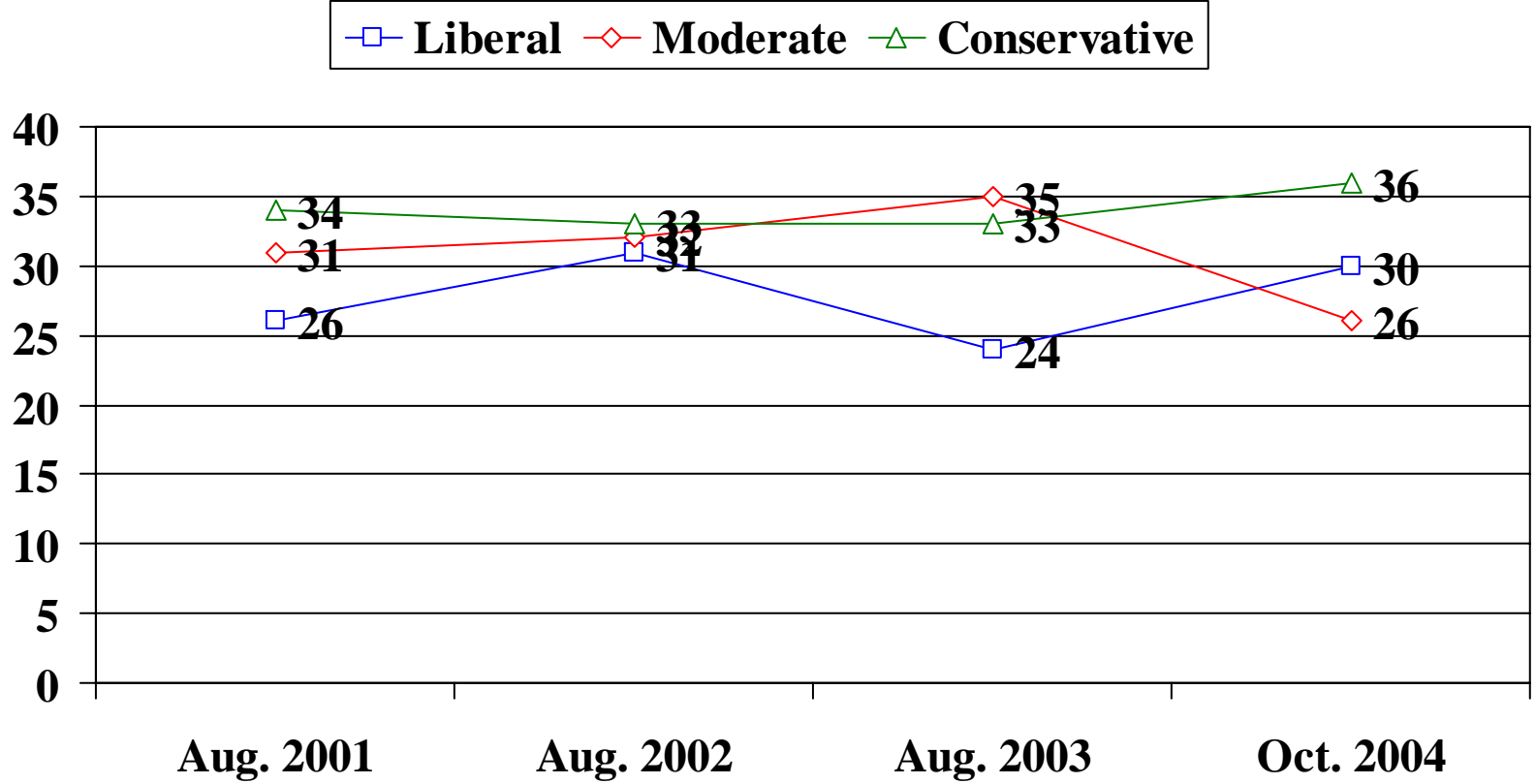


Political Opinions of Latino Voters

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



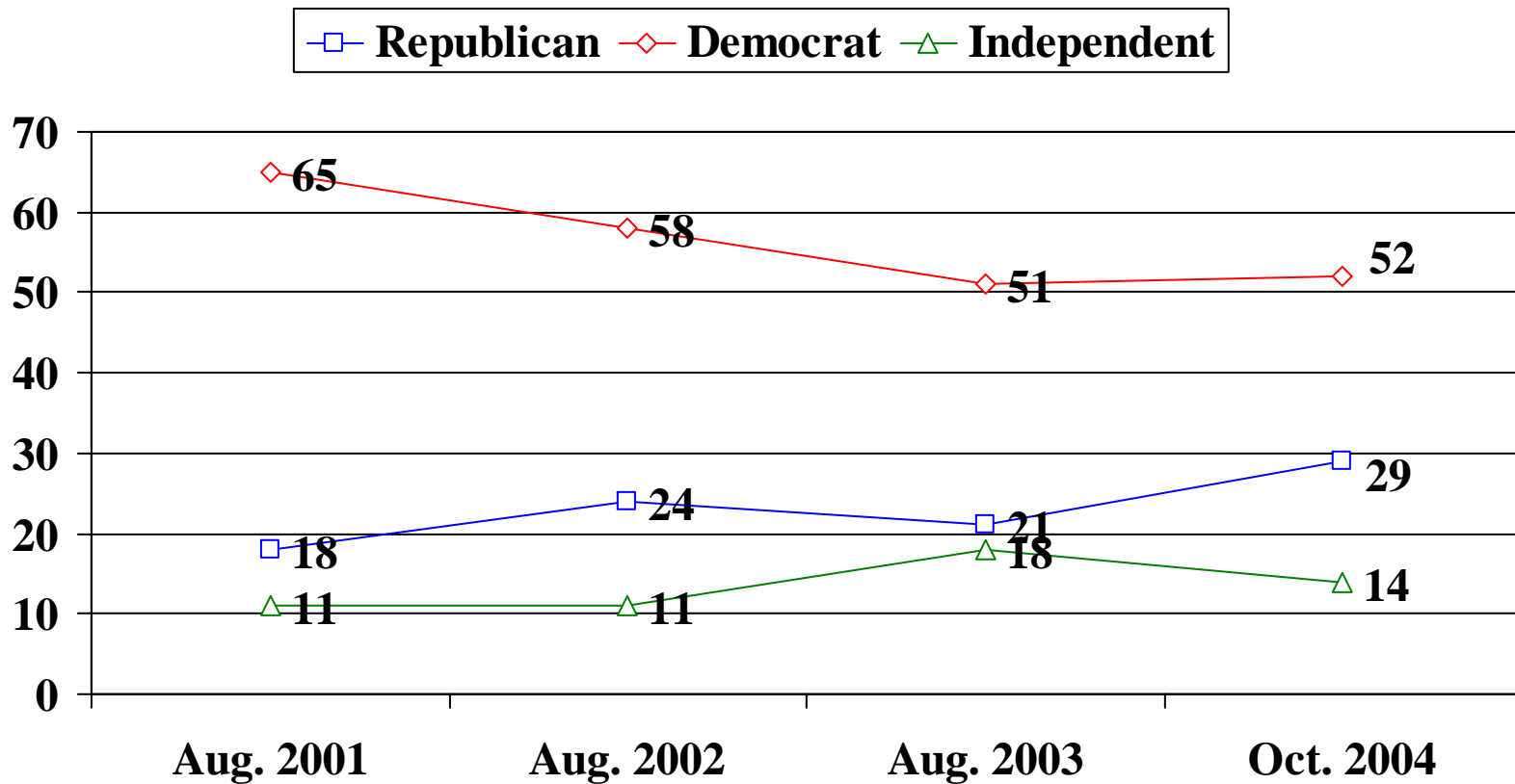
If you were to label yourself, would you say you are a liberal, a moderate or a conservative in your political beliefs?
(Registered Voters)



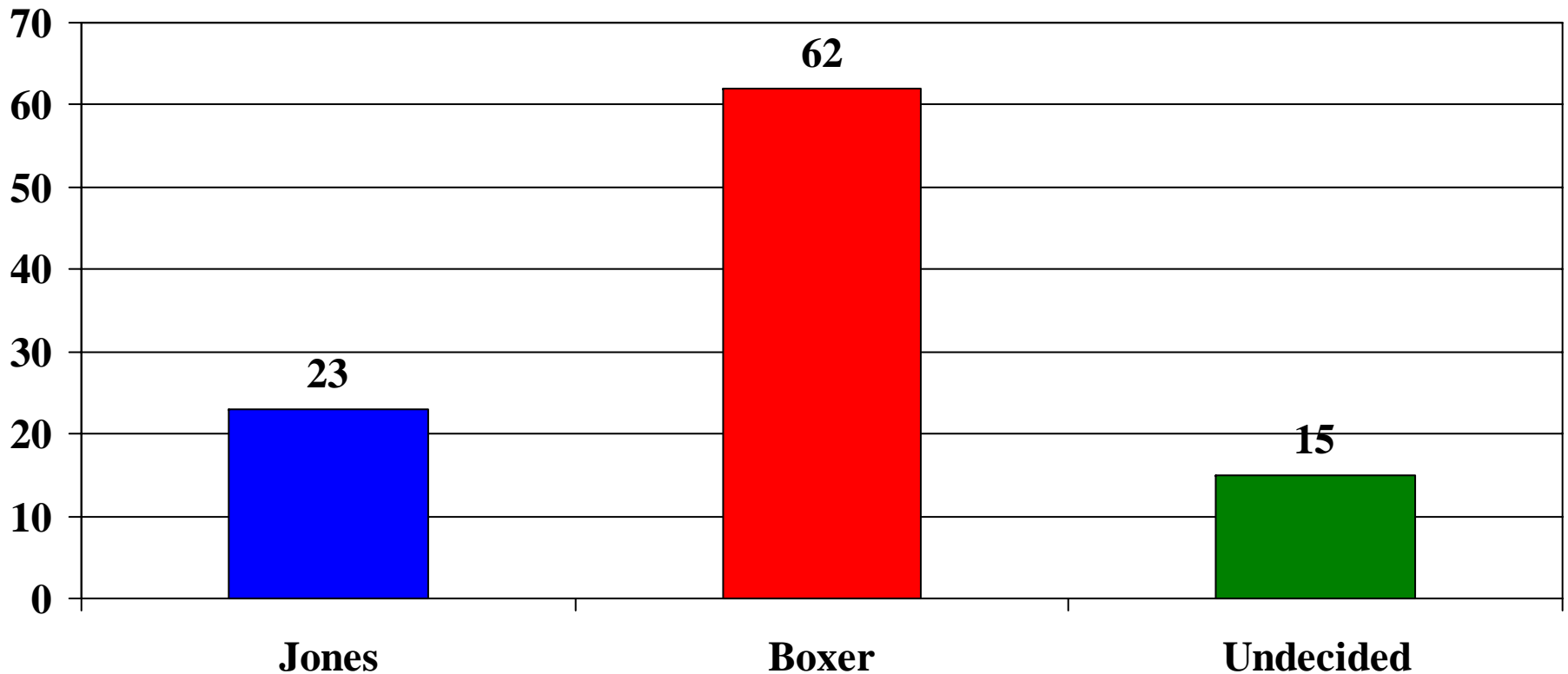
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With which political party do you identify most? (Registered Voters)



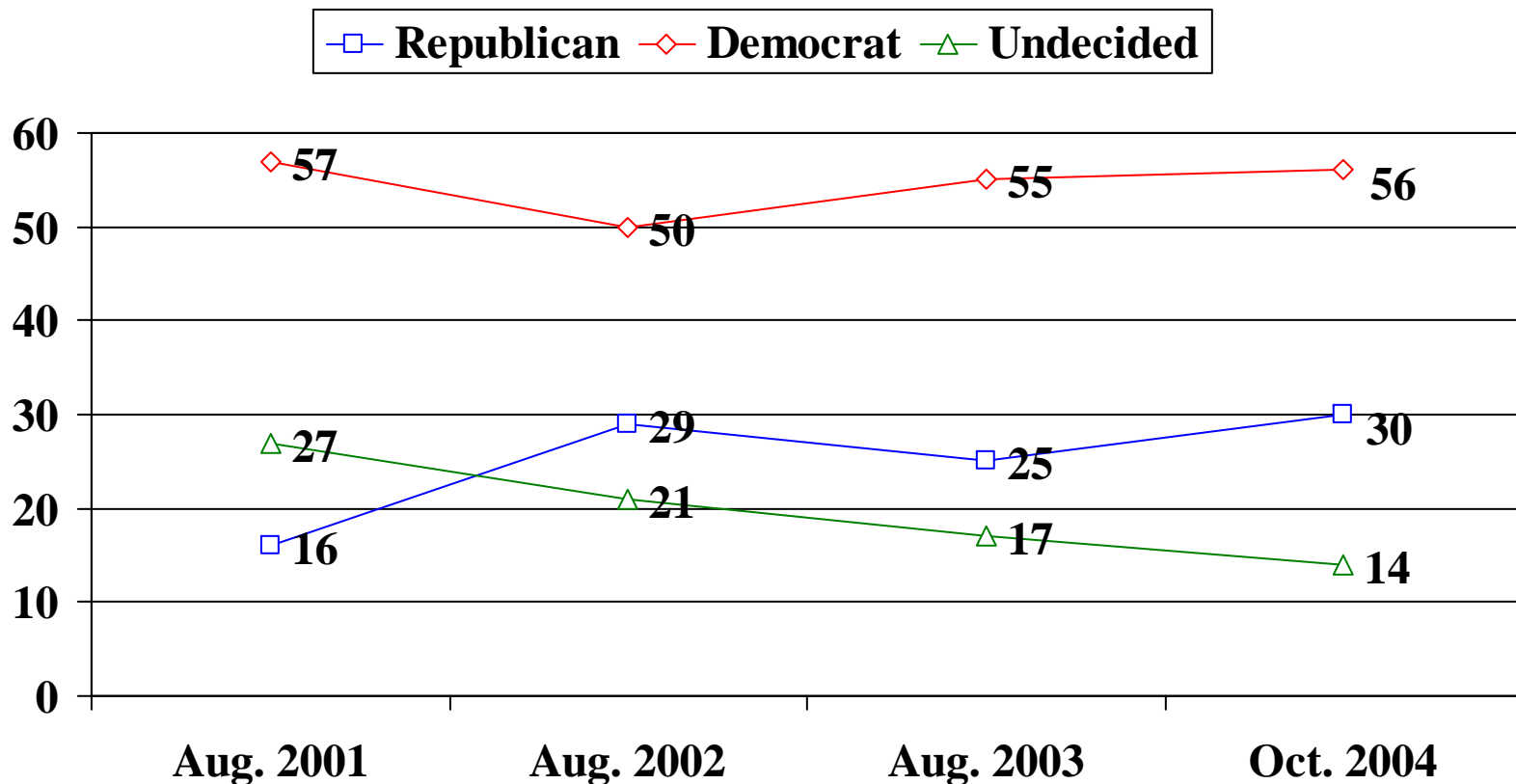
If the election for **United States Senate** were held today and the candidates were Bill Jones, the Republican candidate, and Barbara Boxer, the Democrat candidate, for whom would you vote?
(Registered Voters In California - Oct. 2004)



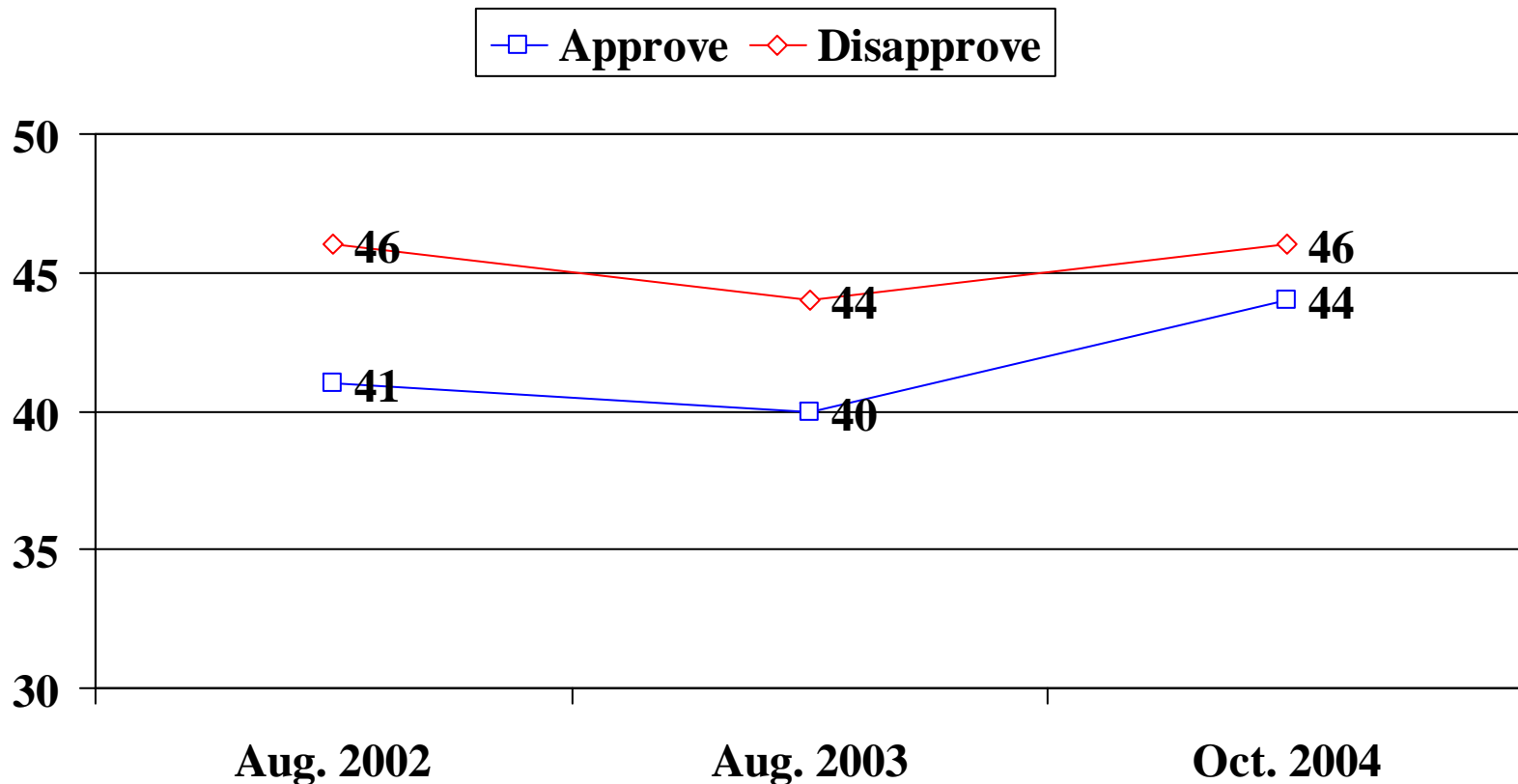
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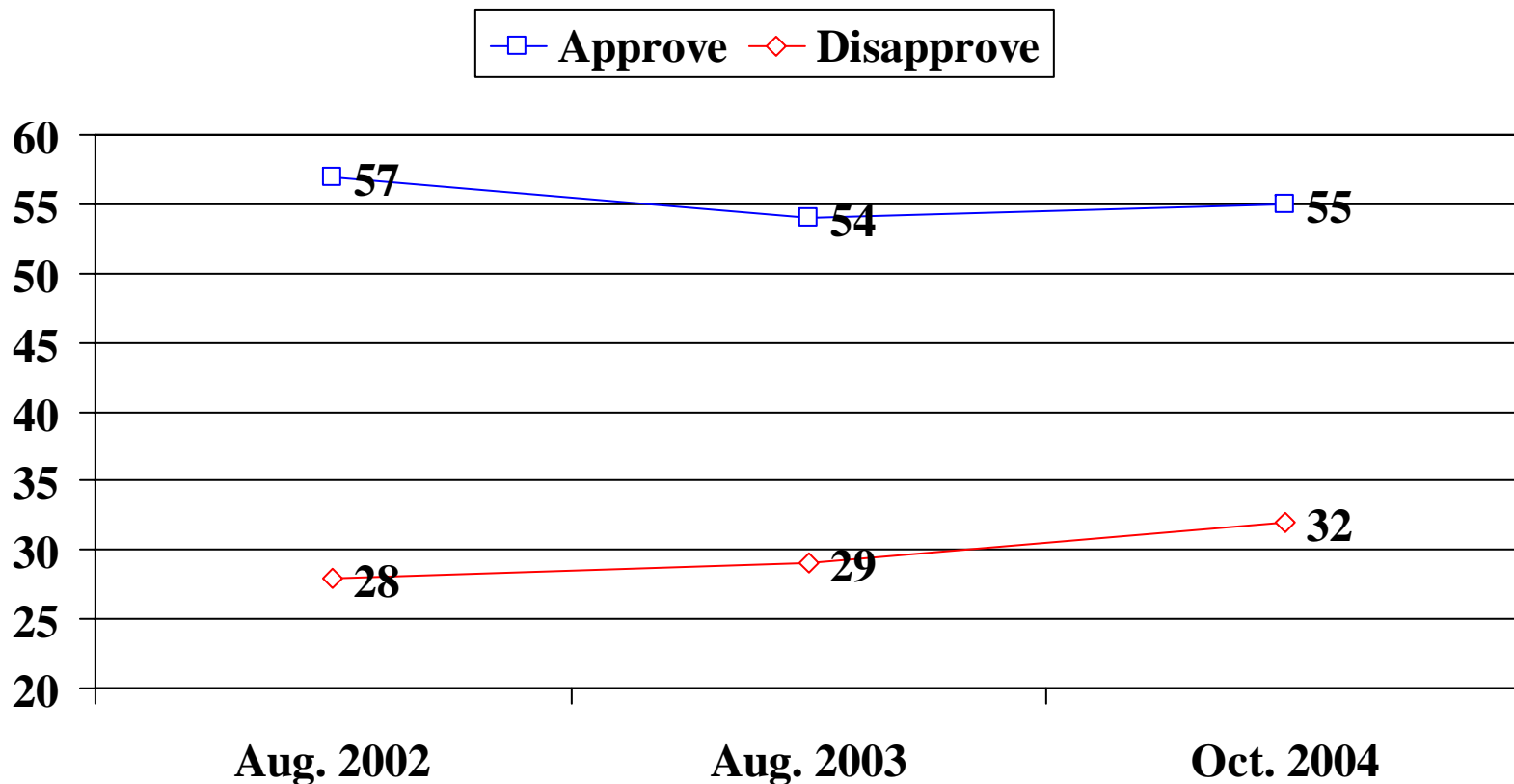
If the election for **United States Congress** were held today,
would you be more likely to vote for the Republican
candidate or the Democrat candidate?
(Registered Voters)



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



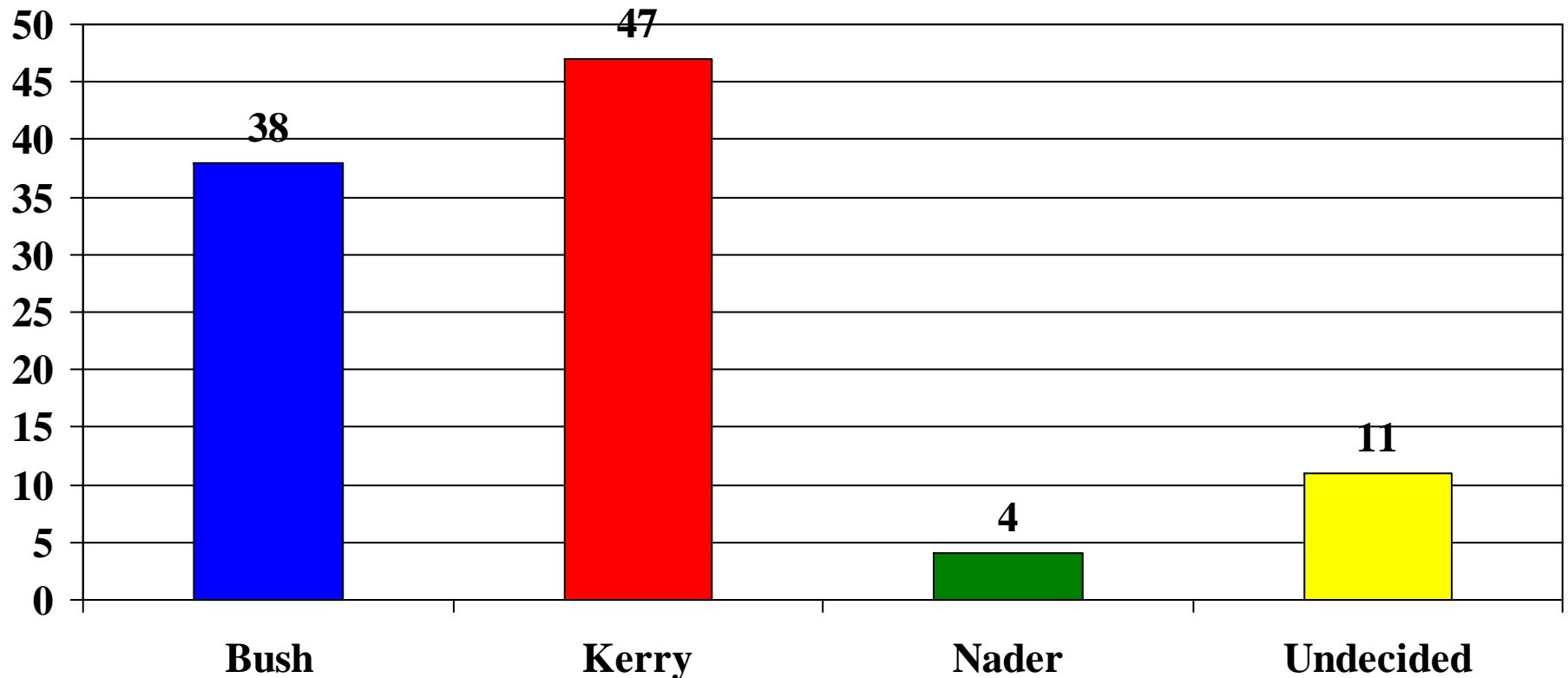
Generally speaking, would you say that you approve or disapprove of the job Democrats in Congress are doing?
(Registered Voters)



Latino Voters' Opinions About Bush vs. Kerry

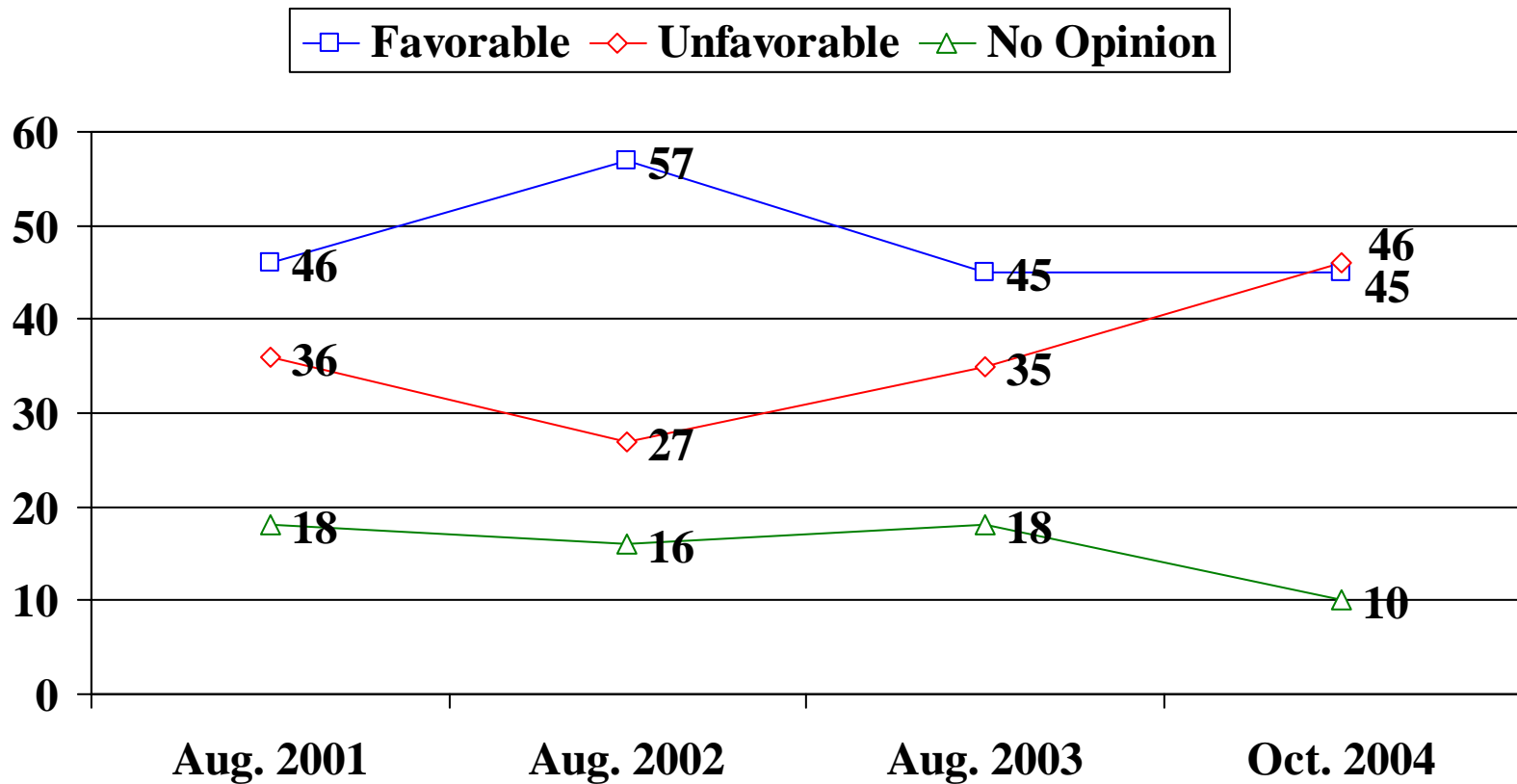
If the election for **President** were held today and the candidates were George W. Bush, the Republican candidate, John Kerry, the Democrat candidate, and Ralph Nader, the Independent candidate, for whom would you vote?

(Registered Voters Oct. 2004)



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)

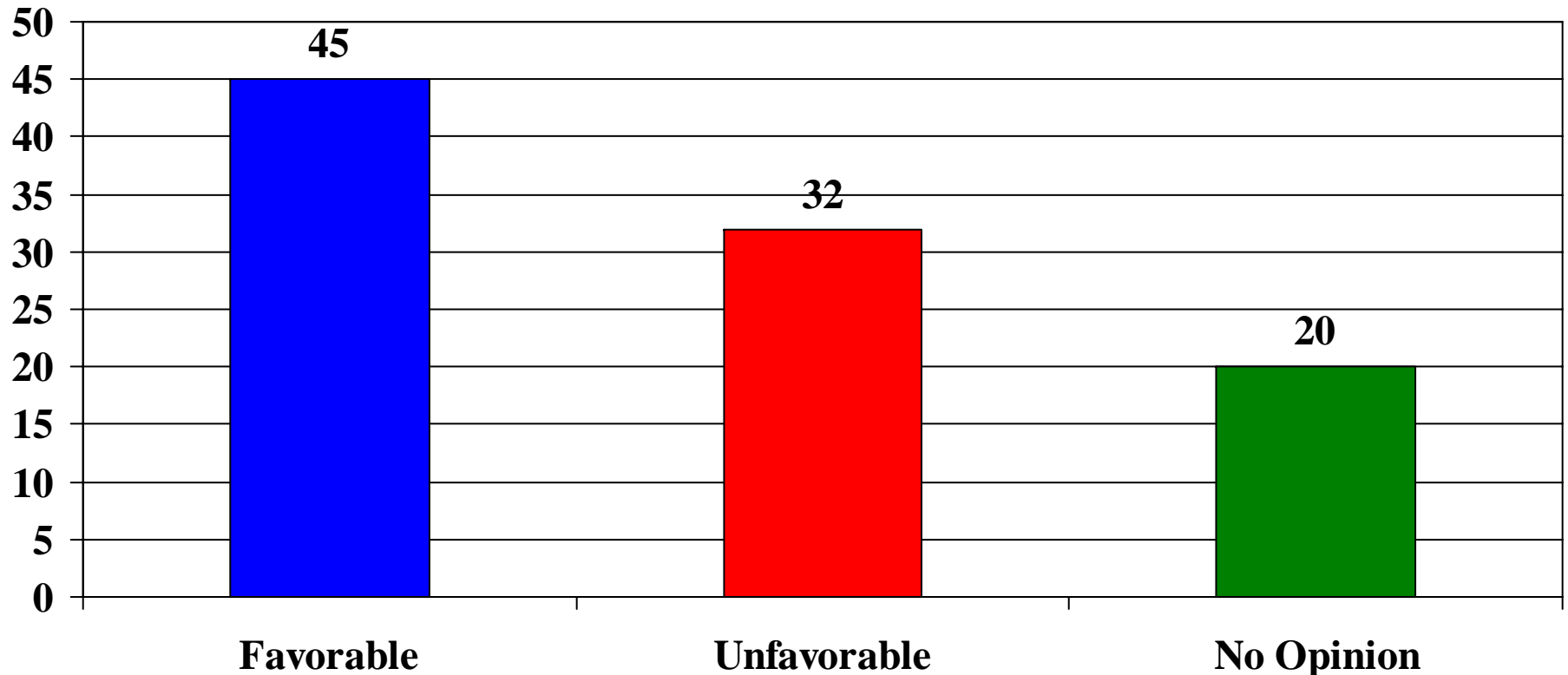


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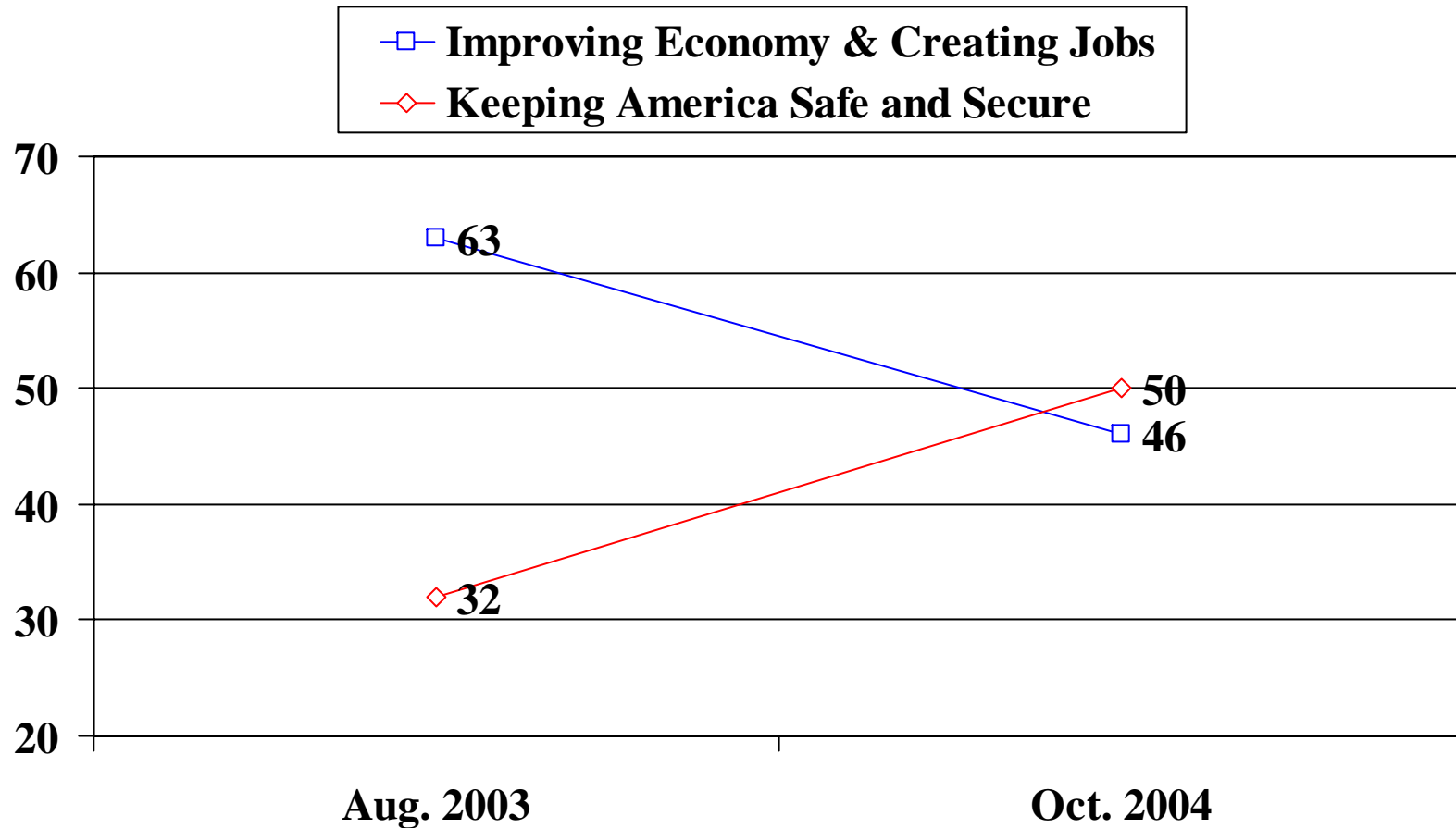
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Will you please tell me if you have a favorable or unfavorable opinion of John Kerry? If you have no opinion or have never heard of him, just say so.

(Registered Voters Oct. 2004)

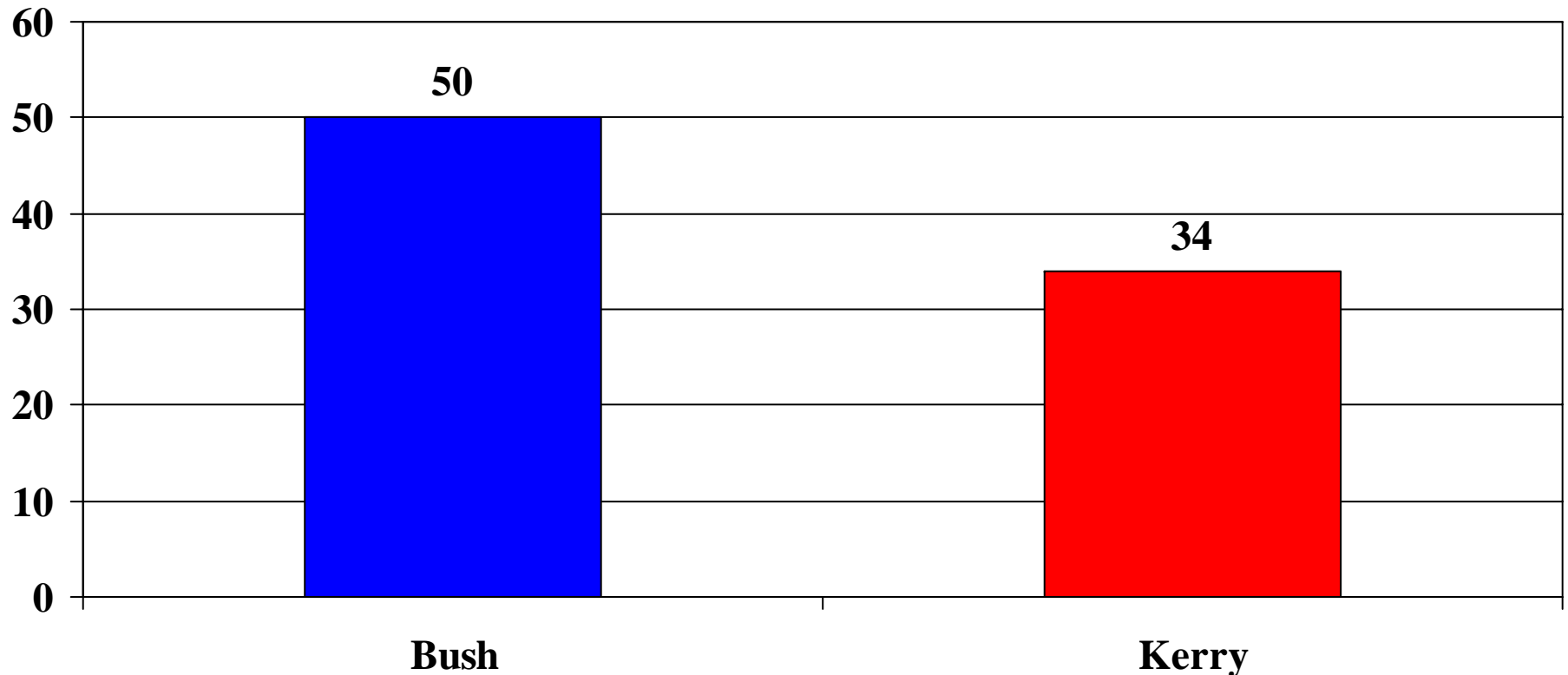


Thinking about the November election for President, which issue is more important to you in deciding your vote?
(Registered Voters)



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

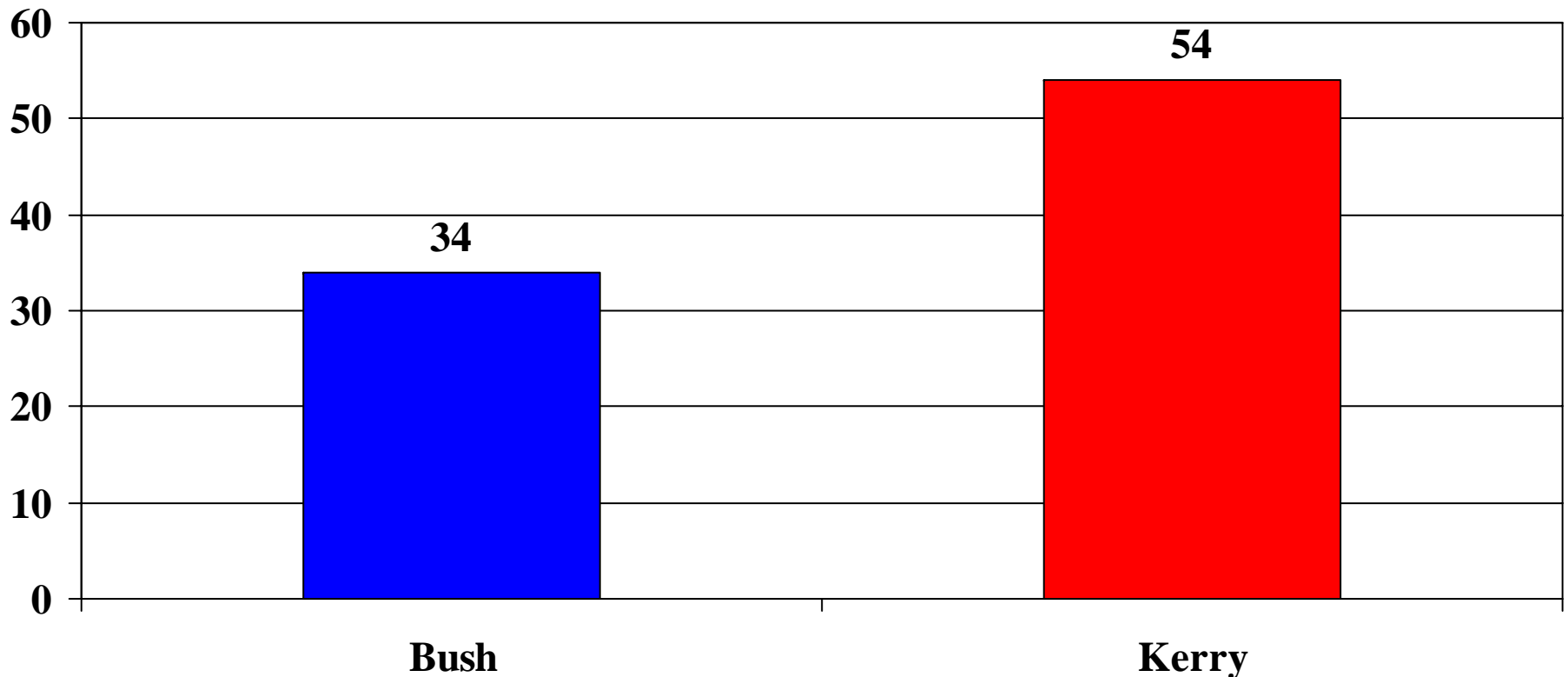
(Registered Voters Oct. 2004)



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”

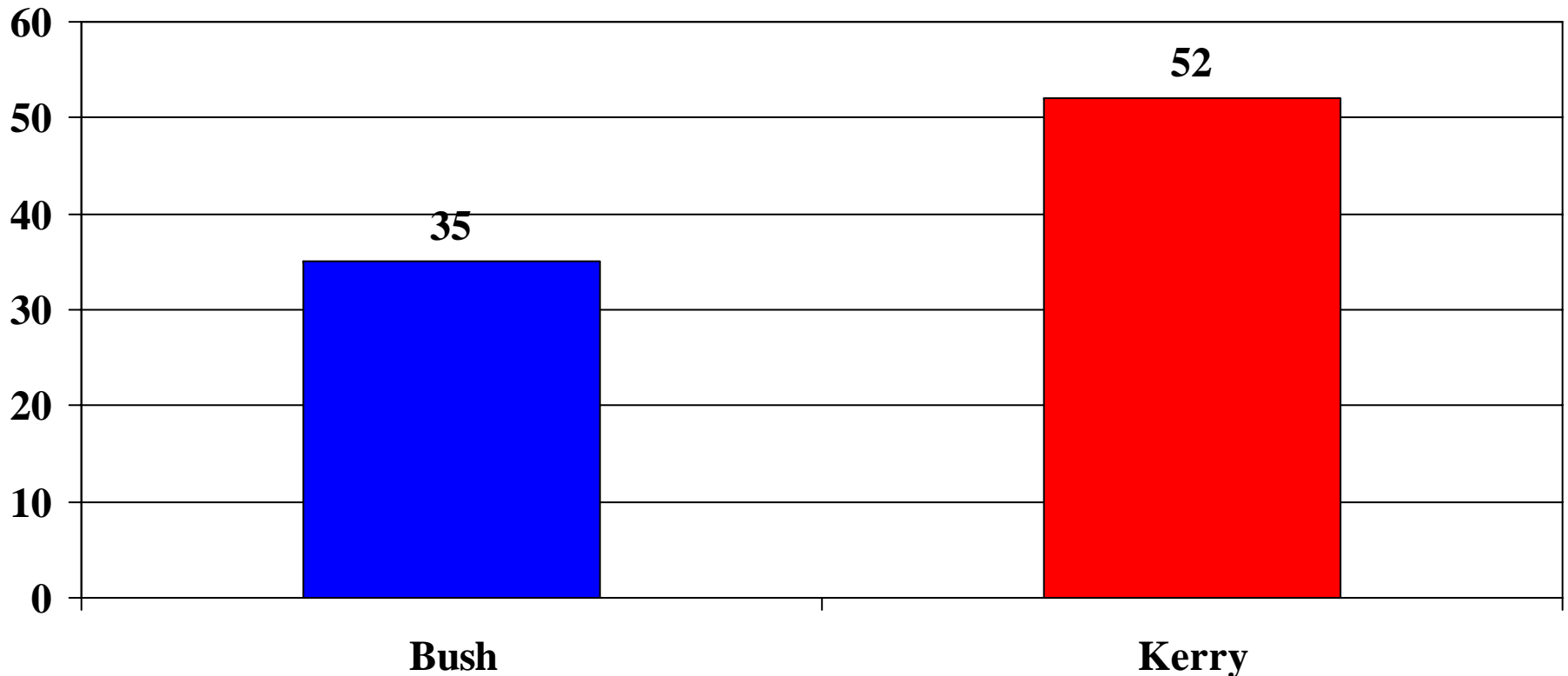
(Registered Voters Oct. 2004)



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

“Improving education”

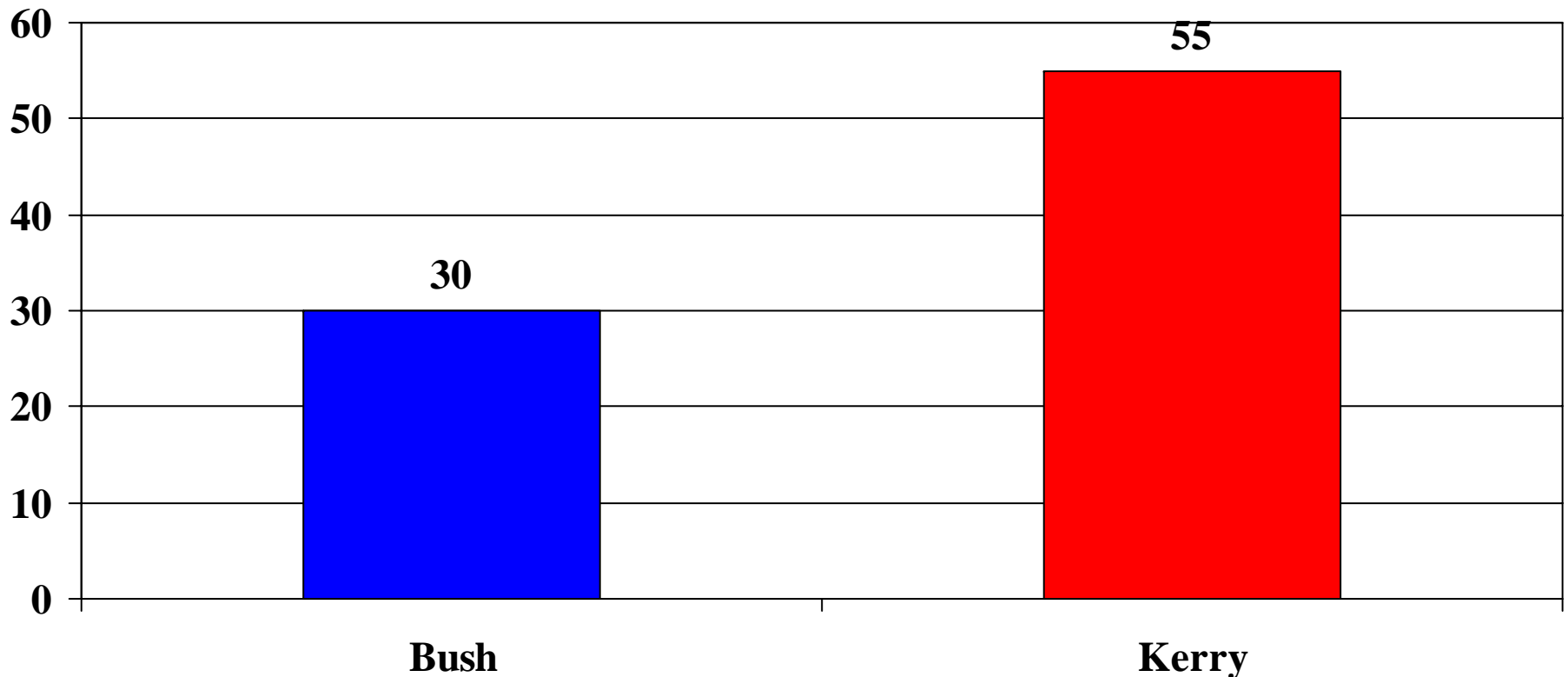
(Registered Voters Oct. 2004)



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

“Providing more affordable health care”

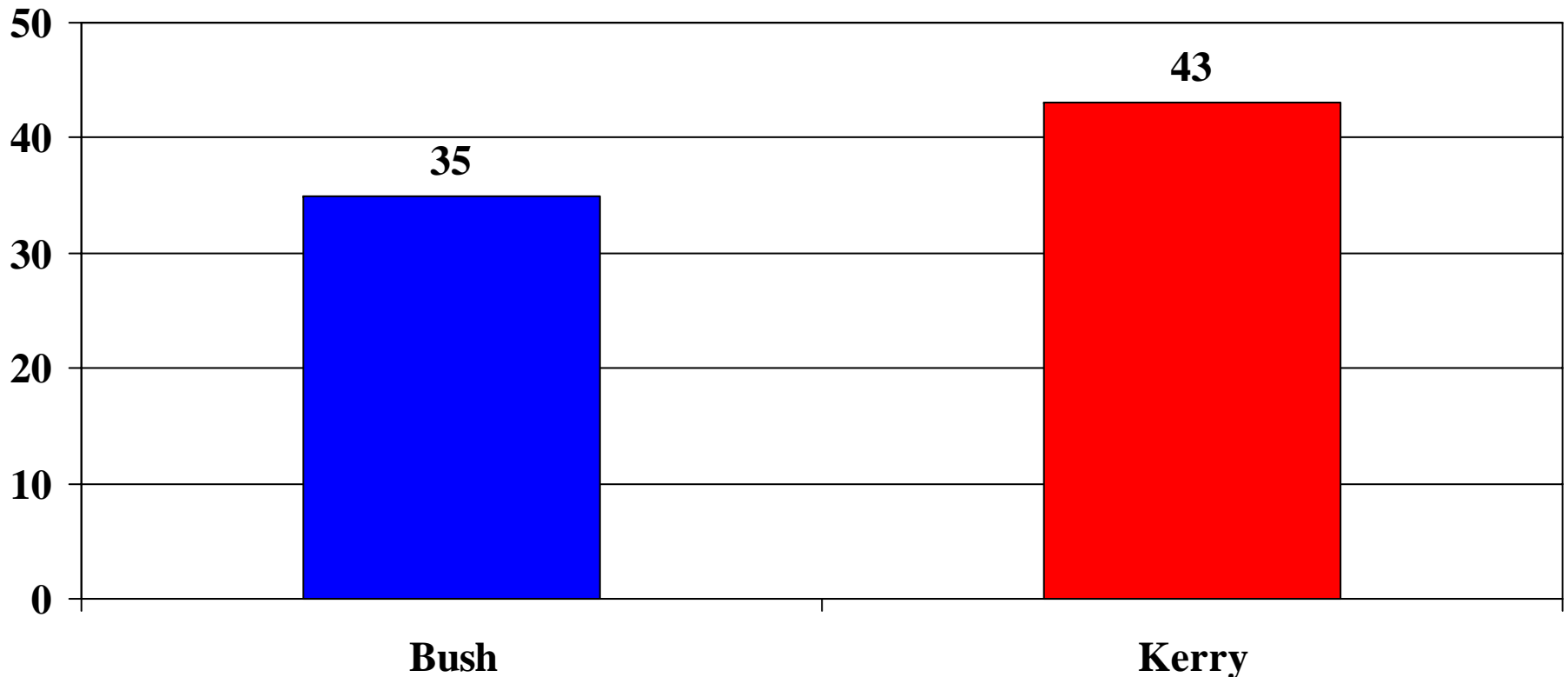
(Registered Voters Oct. 2004)



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

“Representing your views on immigration”

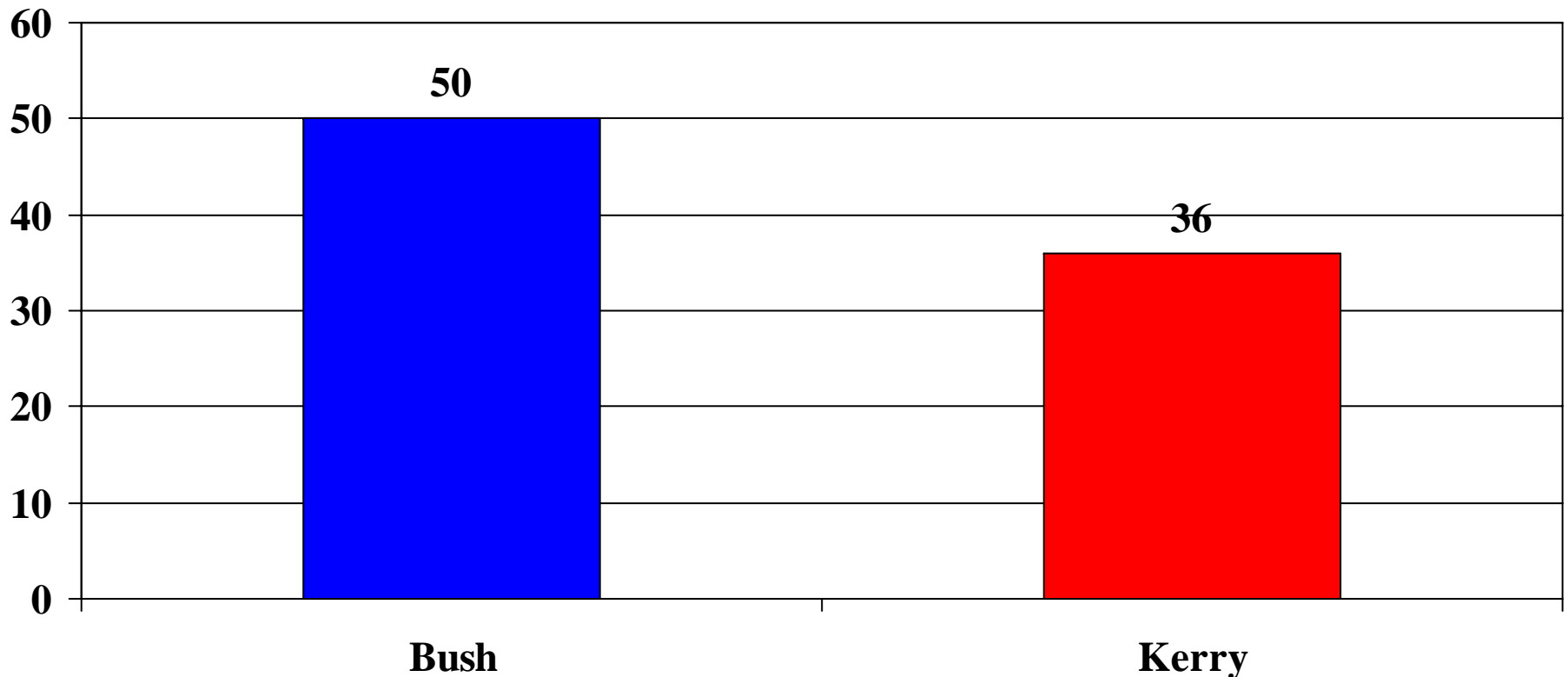
(Registered Voters Oct. 2004)



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

“Keeping America safe and fighting terrorism”

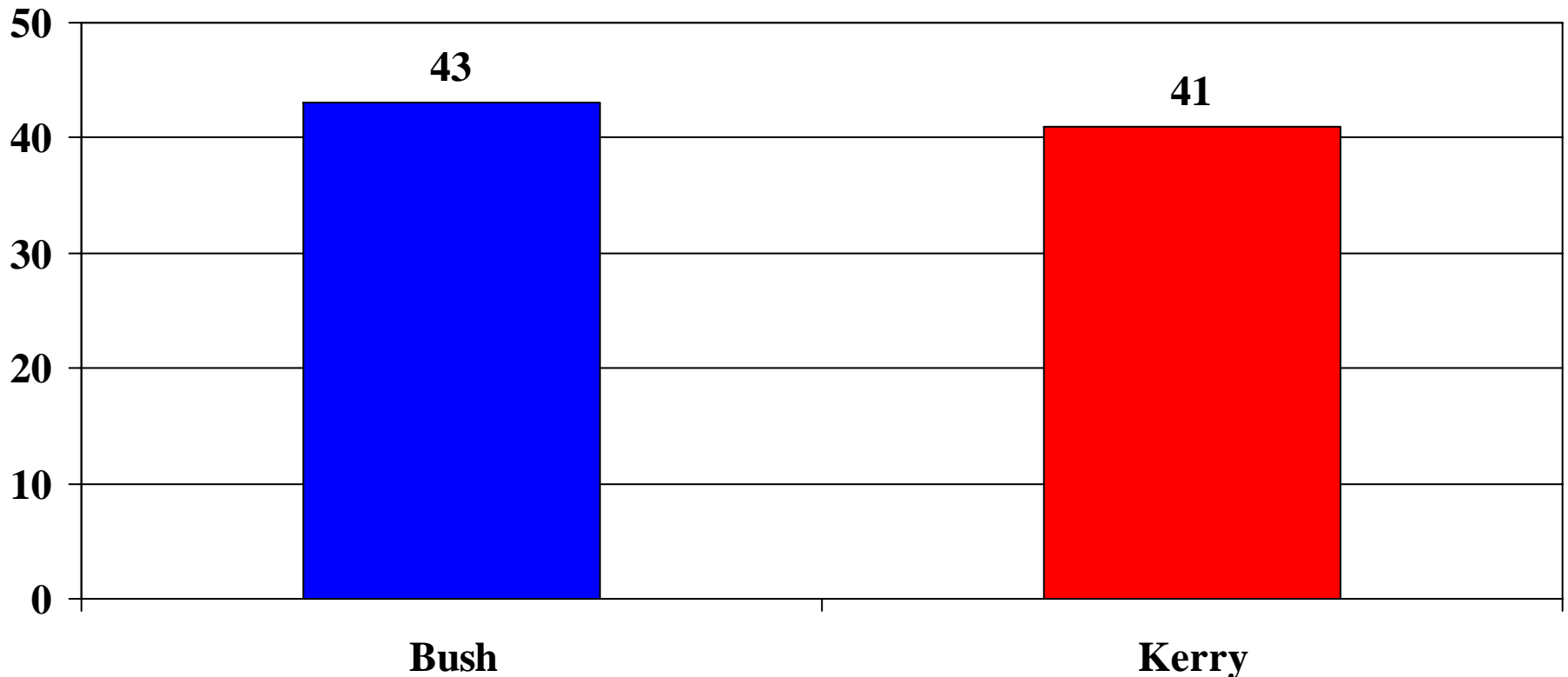
(Registered Voters Oct. 2004)



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

“Handling the war in Iraq”

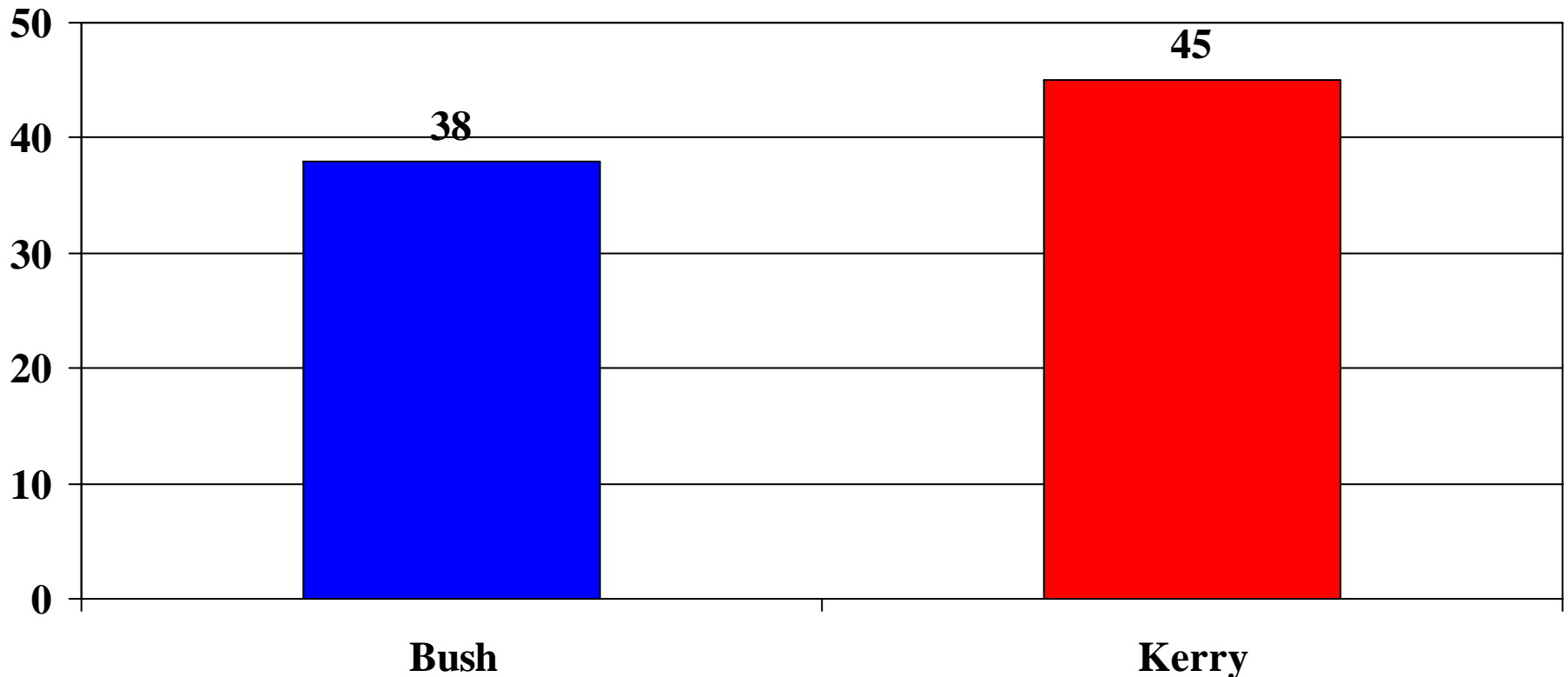
(Registered Voters Oct. 2004)



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

“Representing your personal and family values”

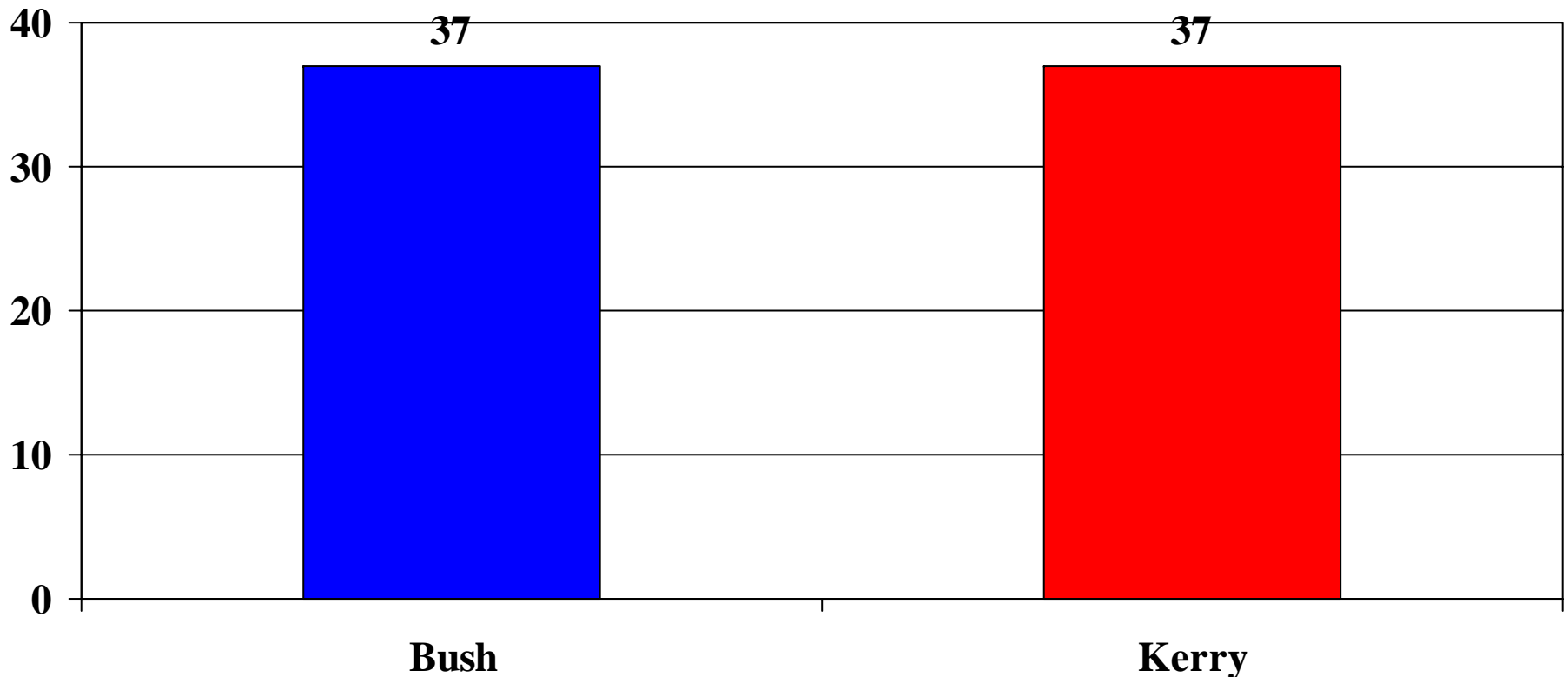
(Registered Voters Oct. 2004)



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

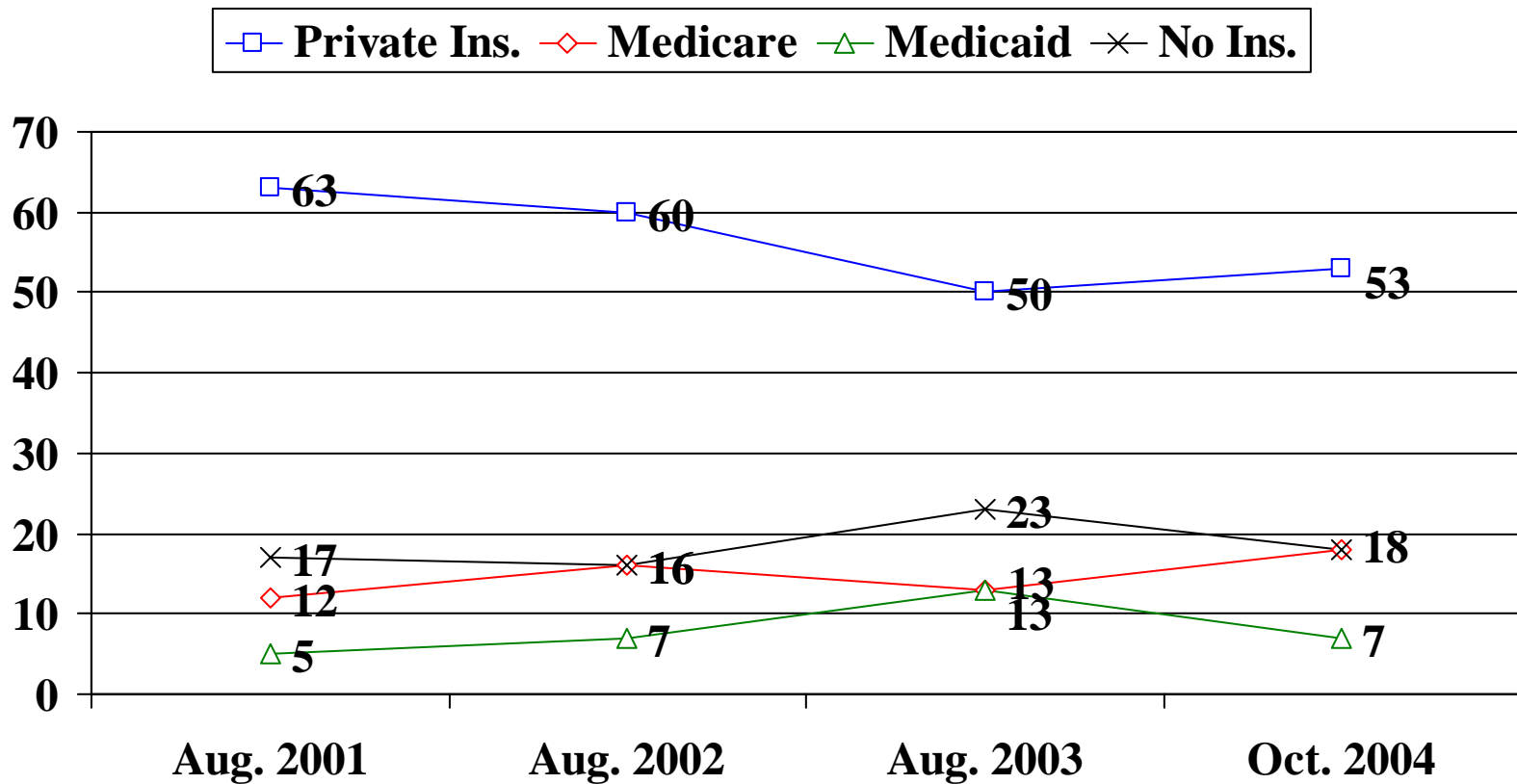
“Being in touch with the Hispanic community”

(Registered Voters Oct. 2004)



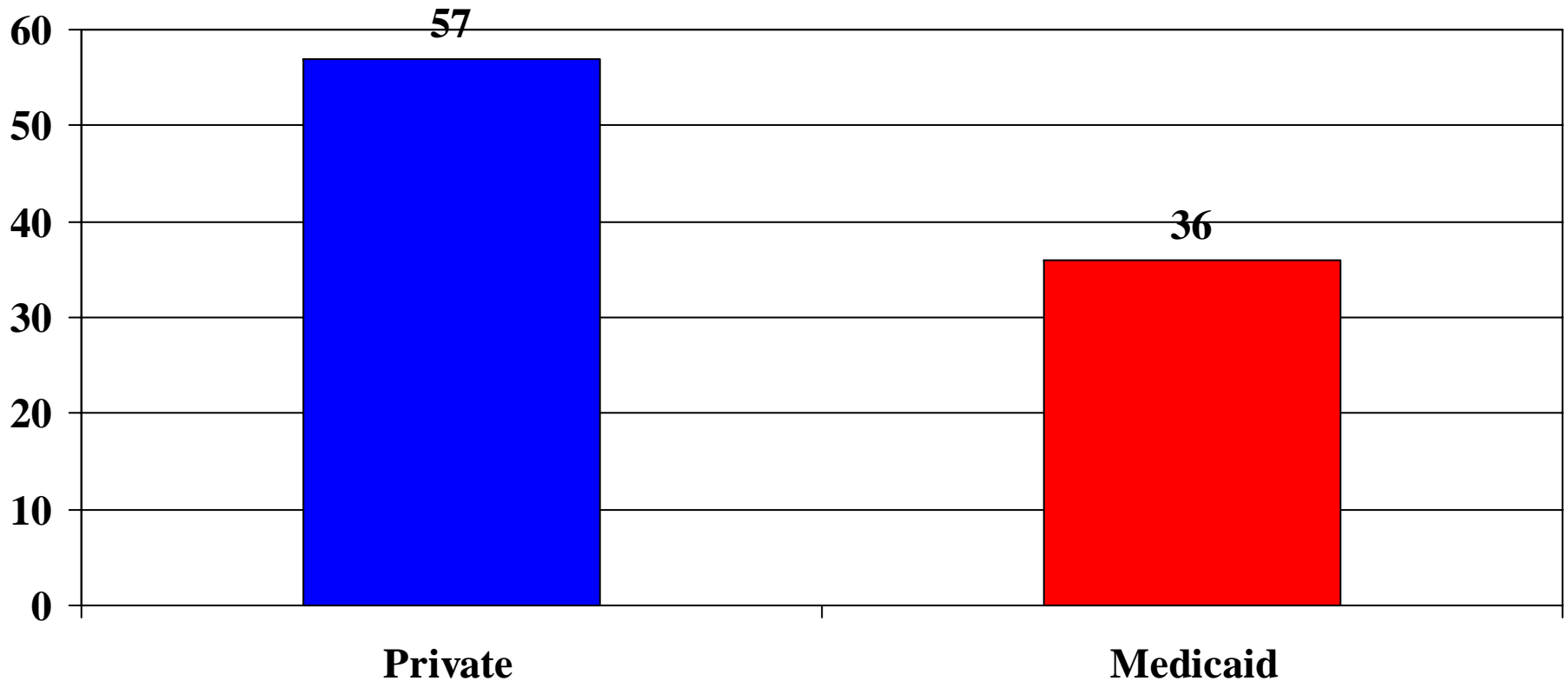
Health Care Opinions of Latino Voters

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)



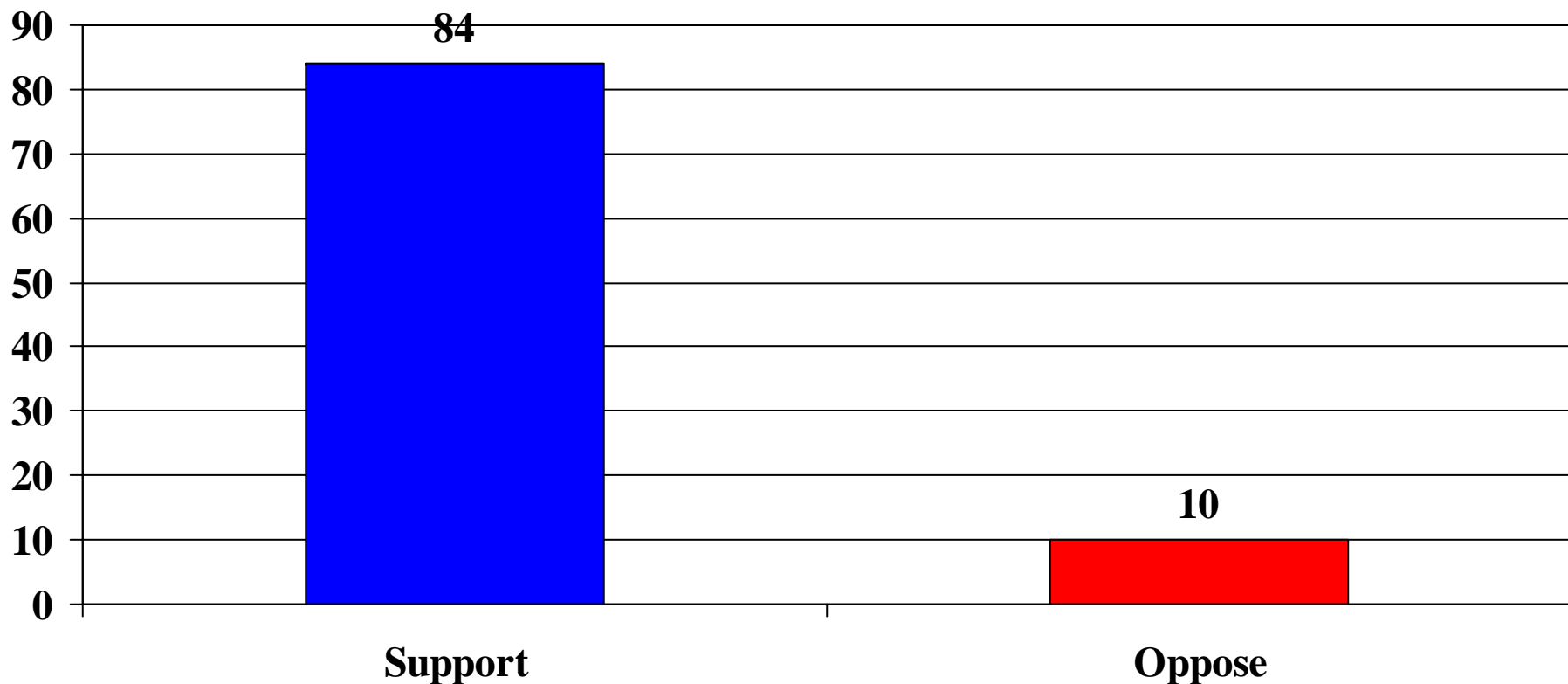
When it comes to health insurance, would you prefer to be covered by a private health care plan or a government-run program like Medicaid?

(Registered Voters Oct. 2004)



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)



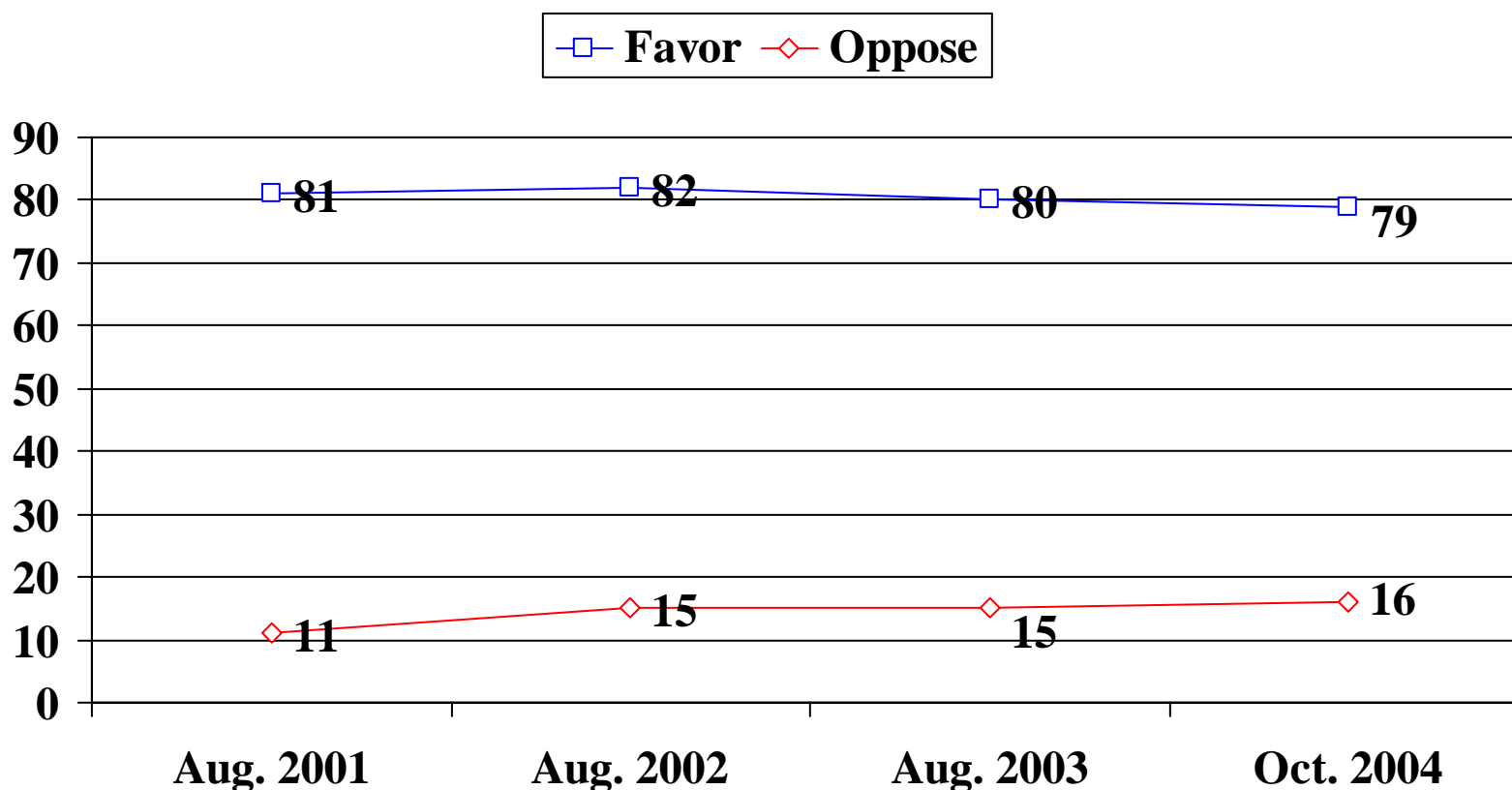
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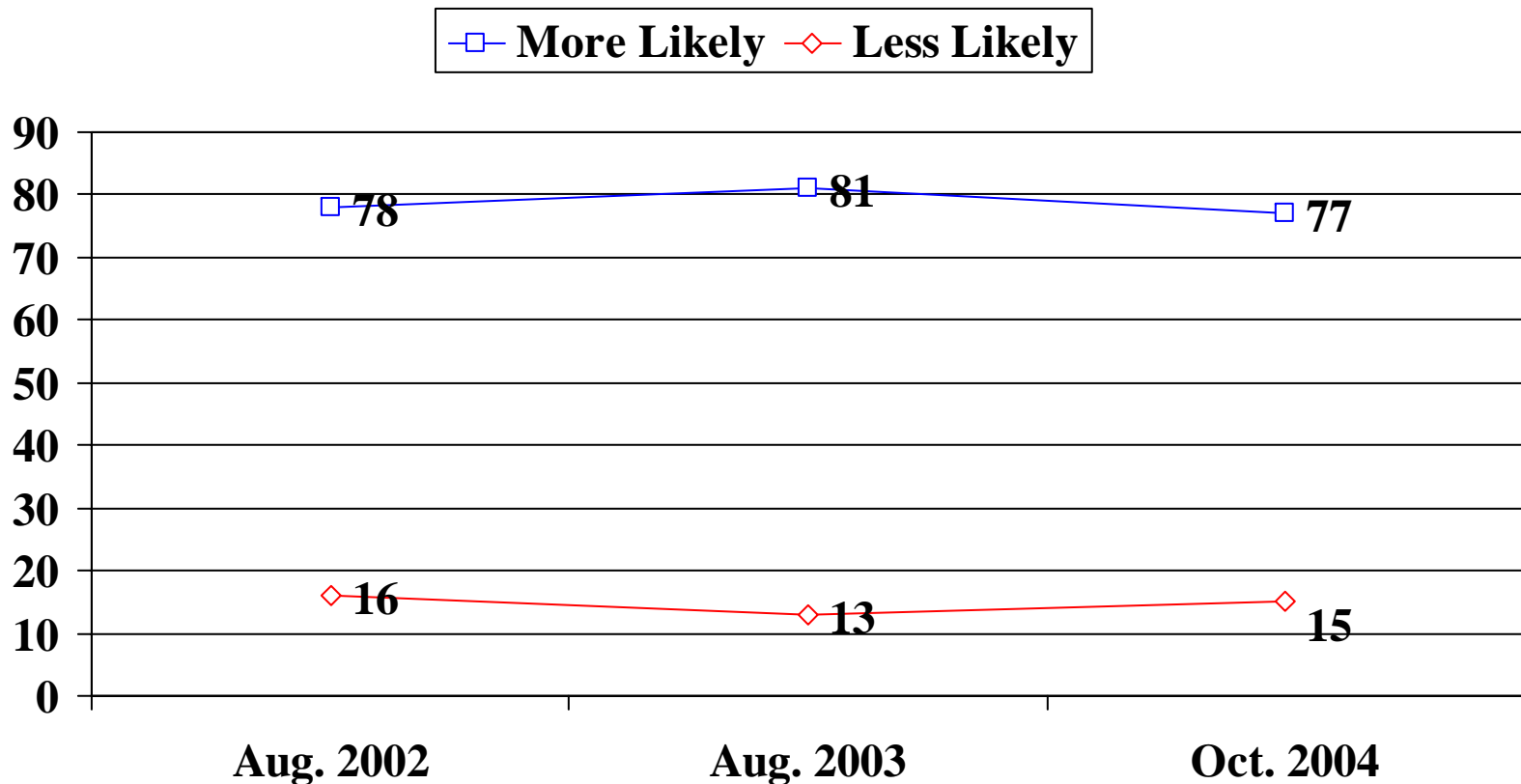
Some in Congress are promoting a new law that would give families who don't get health insurance in their jobs up to \$3,000 a year so they can buy their own health insurance.

Would you favor or oppose this idea?

(Registered Voters)

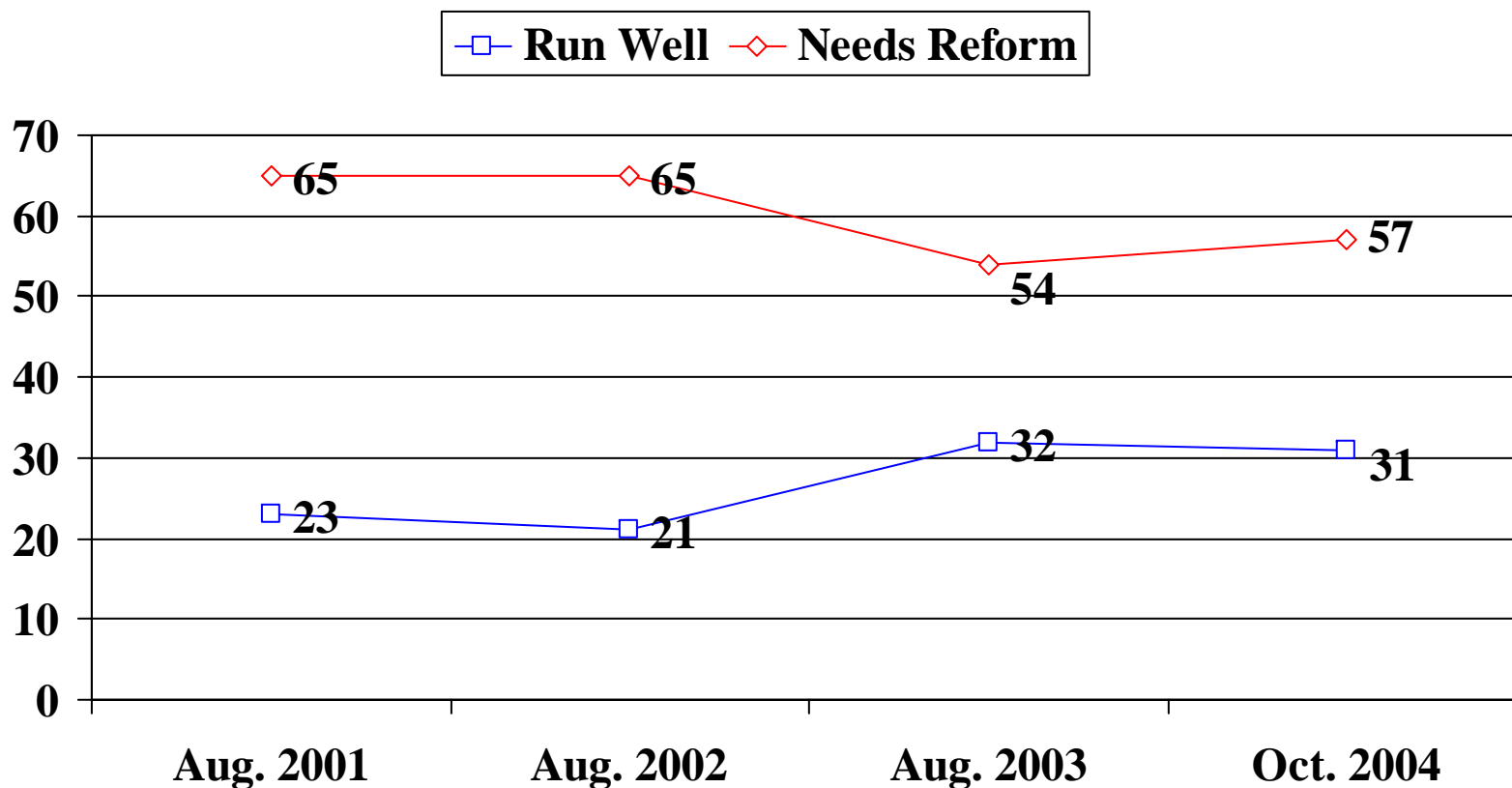


Would you be more likely or less likely to support a congressional candidate that supports giving working families \$3,000 to buy private health insurance?
(Registered Voters)



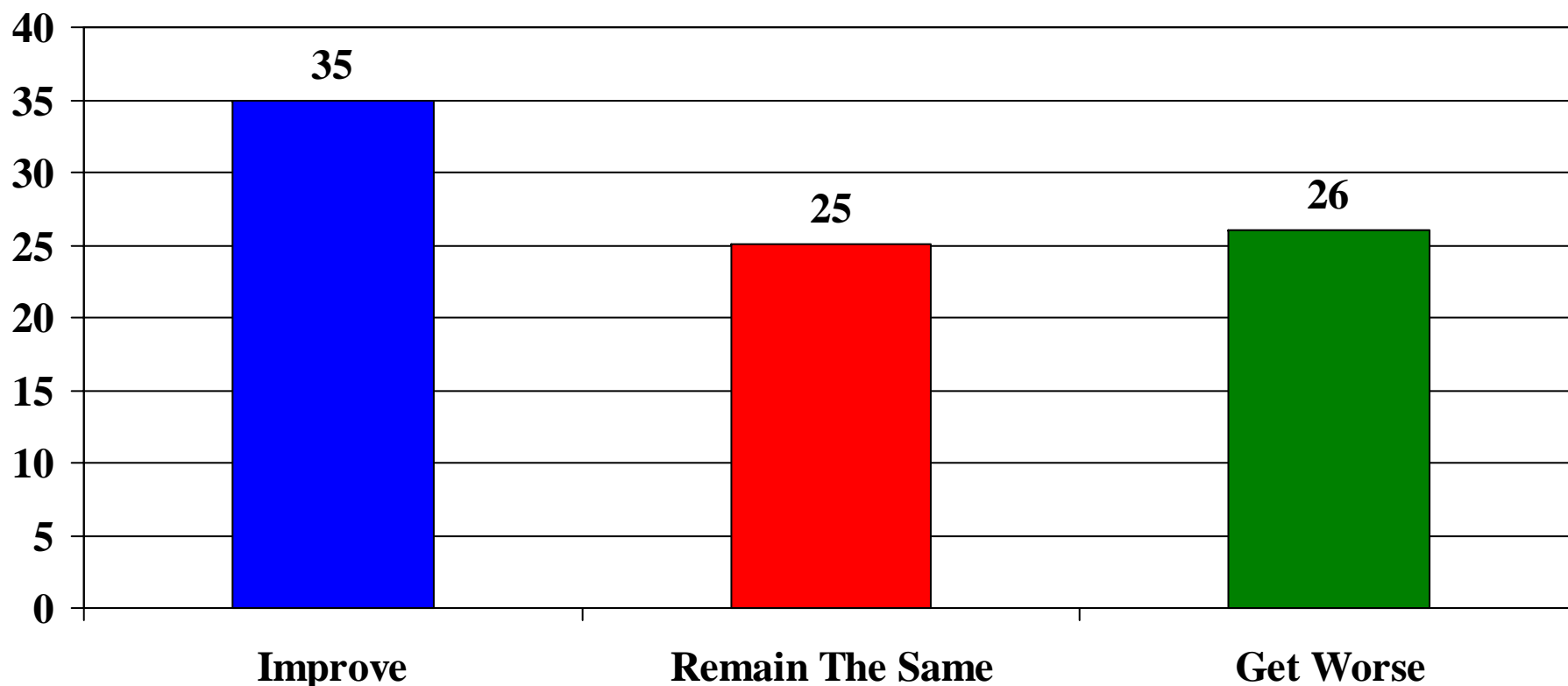
Regarding Medicaid, the government program that pays for health care for low-income citizens, from your experience, or what you have heard or read, is the Medicaid program run well, or do you think it needs to be reformed?

(Registered Voters)



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)



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