

Latino Decisions – California Poll – July 2007

MAIN QUESTIONNAIRE

1. How closely are you following news about the 2008 presidential race? Are you following the race very closely, somewhat closely, not too closely, or not closely at all?

Very closely	25
Somewhat closely	42
Not too closely	24
Not closely at all.....	9
Don't Know.....	1
Refused	*

2. Thinking about the candidates who are running for President on the Democratic side, can you recall any of their names? [OPEN ENDED, DO NOT READ LIST, ALLOW MULTIPLE RESPONSES – Record order of mention]

Joe Biden	1
Hillary Clinton	62
Christopher Dodd.....	1
John Edwards	6
Mike Gravel	1
Dennis Kucinich	2
Barack Obama	27
Bill Richardson	6
Mention name not on list1
Don't know any.....	31
Refused	1

3. Now thinking about the candidates who are running for President on the Republican side, can you recall any of their names? [OPEN ENDED, DO NOT READ LIST, ALLOW MULTIPLE RESPONSES – Record order of mention]

Sam Brownback	1
Newt Gingrich.....	1
Rudy Giuliani.....	16
Duncan Hunter	1
John McCain.....	7
Mitt Romney.....	3
Tom Tancredo.....	0
Fred Thompson	2
Mention name not on list	2
Don't know any.....	77
Refused	2

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4. Now I'd like to ask you about some people who have been mentioned in the news recently. For each, please tell me whether you have heard of the person, and if your impression is very favorable, somewhat favorable, unfavorable, or very unfavorable.
If you have no opinion, or have never heard of the person, just let me know.

How about [READ NAME.] Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of [NAME]?

RANDOMIZE LIST	very fav	some fav	some unfav	very unfav	no opin	never heard
1. _George Bush	8	16	15	53	6	1
2. _Nancy Pelosi (peh-LO-see)	13	23	8	7	16	33
3. _Democrats in Congress	24	36	13	6	12	9
4. _Republicans in Congress	5	19	23	26	17	10
5. _Hillary Clinton	50	27	6	7	7	2
6. _Barack Obama (o-bah-ma)	12	29	9	6	14	30
7. _Bill Richardson	10	23	8	5	19	35
8. _John Edwards	11	30	11	6	15	26
9. _John McCain	7	25	14	11	17	25
10. _Rudy Giuliani (julie-ah-nee).....	10	26	17	11	15	21
11. _Fred Thompson.....	3	11	9	4	20	54
12. _Mitt Romney	2	11	9	7	19	51
13. _Antonio Villaraigosa (via-rye-go-sah)	35	33	9	7	10	7
14. _Arnold Schwarzenegger	8	24	18	39	9	3
15. _Dianne Feinstein (fine-stine)	25	32	9	7	10	16
16. _Barbara Boxer	28	35	8	9	9	12

5. [IF 4.5 = 1-4] Just thinking about Hillary Clinton, why would you say that you have a [INSERT Q4.5 ANSWER] impression? Is it based more on (ROTATE: her role as a Senator from New York; her role as the wife of President Bill Clinton) your impression of Bill Clinton, or some other reason?

US Senate	29
Wife of Bill	16
Impression of Bill	7
Other reason	45
Don't know	3
Refused	*

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Let's talk for a moment about the 2008 election...

7. **SPLIT A:** If the 2008 election for President were held today and the candidates were **[READ AND ROTATE]** _Republican Rudy Giuliani OR _Democrat Hillary Clinton, for whom would you vote, or are you undecided?

[IF CANDIDATE:] Would you say you support that candidate strongly or not so strongly?
[IF UNDECIDED:] Well, if you had to choose, who would you lean towards?

Giuliani – strong	11	
Giuliani – not-so-strong.....	5	
undecided – lean Giuliani	1	17
Clinton– strong	53	
Clinton– not-so-strong.....	6	
undecided – lean Clinton	1	60
Undecided/don't know.....	22	
(Refused)	1	

7. **SPLIT B:** And if the 2008 election for President were held today and the candidates were **[READ AND ROTATE]** _Republican Rudy Giuliani OR _Democrat Barack Obama, for whom would you vote, or are you undecided?

[IF CANDIDATE:] Would you say you support that candidate strongly or not so strongly?
[IF UNDECIDED:] Well, if you had to choose, who would you lean towards?

Giuliani – strong	11	
Giuliani – not-so-strong.....	2	
undecided – lean Giuliani	1	14
Obama – strong	37	
Obama– not-so-strong.....	9	
undecided – lean Obama	3	49
Undecided/don't know.....	36	
(Refused)	1	

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7. **SPLIT C:** And if the 2008 election for President were held today and the candidates were **[READ AND ROTATE]** _Republican Rudy Giuliani OR _Democrat Bill Richardson, for whom would you vote, or are you undecided?

[IF CANDIDATE:] Would you say you support that candidate strongly or not so strongly?
[IF UNDECIDED:] Well, if you had to choose, who would you lean towards?

Giuliani – strong	11	
Giuliani – not-so-strong.....	5	
undecided – lean Giuliani	2	18
Richardson – strong	26	
Richardson– not-so-strong	9	
undecided – lean Richardson	4	39
Undecided/don't know.....	42	
(Refused)	2	

8. **SPLIT A:** And if the 2008 election for President were held today and the candidates were **[READ AND ROTATE]** _Republican Mitt Romney OR _Democrat Hillary Clinton, for whom would you vote, or are you undecided?

[IF CANDIDATE:] Would you say you support that candidate strongly or not so strongly?
[IF UNDECIDED:] Well, if you had to choose, who would you lean towards?

Romney – strong.....	7	
Romney – not-so-strong.....	1	
undecided – lean Romney	1	9
Clinton– strong	57	
Clinton– not-so-strong.....	4	
undecided – lean Clinton	1	62
Undecided/don't know.....	29	
(Refused)	*	

8. **SPLIT B:** And if the 2008 election for President were held today and the candidates were **[READ AND ROTATE]** _Republican Mitt Romney OR _Democrat Barack Obama, for whom would you vote, or are you undecided?

[IF CANDIDATE:] Would you say you support that candidate strongly or not so strongly?
[IF UNDECIDED:] Well, if you had to choose, who would you lean towards?

Romney – strong.....	7	
Romney – not-so-strong.....	1	
undecided – lean Romney	1	9
Obama – strong	34	
Obama– not-so-strong.....	12	
undecided – lean Obama	3	49
Undecided/don't know.....	42	
(Refused)	1	

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8. **SPLIT C:** And if the 2008 election for President were held today and the candidates were **[READ AND ROTATE]** _Republican Mitt Romney OR _Democrat Bill Richardson, for whom would you vote, or are you undecided?

[IF CANDIDATE:] Would you say you support that candidate strongly or not so strongly?
[IF UNDECIDED:] Well, if you had to choose, who would you lean towards?

Romney – strong.....	5	
Romney – not-so-strong.....	1	
undecided – lean Romney	1	7
Richardson – strong	31	
Richardson– not-so-strong.....	9	
undecided – lean Richardson	5	45
Undecided/don't know.....	47	
(Refused)	2	

9. Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?

Republican.....	12
Democrat.....	62
Independent.....	17
Other party.....	4
Don't know	5
Refused	1

Party identification scale including leaners

Strong Democrat.....	36
Democrat.....	25
Indep – lean Dem	14
Independent.....	8
Indep – lean Rep	5
Republican.....	6
Strong Republican.....	6

10. [IF Q9 = 2 OR Q9B = 2] Out of the following leading Democratic candidates for President, who are you planning to vote for in the primaries at this time – (ROTATE: Hillary Clinton; Barack Obama; Bill Richardson; John Edwards; Joe Biden; Christopher Dodd)

Interviewer note – Read entire list before accepting answer

Clinton	59
Obama	8
Richardson	5
Edwards.....	4
Biden	*
Dodd.....	*
Other candidate.....	1
Undecided/Don't know	22
Refused	*

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10.B Democratic Primary vote with undecided leaners

Clinton	64
Obama	9
Richardson	5
Edwards.....	5
Biden	*
Dodd.....	*
Other candidate.....	2
Undecided/Don't know	14
Refused	*

11. Political party's and candidates sometimes send people postcards or flyers in the mail before the election. Are you more likely to pay attention to these if they are in Spanish, in English, or in Spanish and English equally?

Spanish.....	22
English.....	30
Both equal	40
Neither / no effect	8
Don't Know.....	*
Refused	*

14. If the presidential election were being held today, what general issues would be most important to you in deciding who to vote for? [Open ended, Pre-code to list, RESPONDENT MAY SELECT ONE OR TWO – RECORD ORDER OF MENTION IF TWO]

Education	21
Jobs/Economy.....	15
War in Iraq.....	30
Ethics in government.....	1
National/homeland security	2
Immigration reform.....	28
The environment / global warming.....	2
Health care	10
Gas prices / energy-related	1
Taxes	2
War on Terrorism	2
Morals / values.....	2
Something else.....	9
Don't know	*
Refused	*

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15.A. And here in California, what do you think are the most important issues facing the state? [Open ended, Pre-code to list, RESPONDENT MAY SELECT ONE OR TWO – RECORD ORDER OF MENTION IF TWO]

Education	21
Jobs/Economy	20
War in Iraq	5
Ethics in government	1
California/homeland security	3
Immigration reform.....	33
The environment / global warming.....	4
Health care	15
Gas prices / energy-related	4
Taxes	3
War on Terrorism	1
Morals / values.....	2
Something else.....	13
Don't know	*
Refused	*

15.B. And what do you think is the most important issues facing the Latino community here in California? [Open ended, Pre-code to list, RESPONDENT MAY SELECT ONE OR TWO – RECORD ORDER OF MENTION IF TWO]

Education	20
Jobs/Economy	16
War in Iraq	1
Ethics in government	*
California/homeland security	2
Immigration reform.....	51
The environment / global warming.....	*
Health care	10
Gas prices / energy-related	1
Taxes	1
War on Terrorism	*
Morals / values.....	3
Something else.....	16
Don't know	*
Refused	*

16. Would you describe your own personal finances these days as very secure, fairly secure, fairly shaky, or very shaky?

Very secure.....	25
Fairly secure	37
Fairly shaky	20
Very shaky.....	12
Don't know	6
Refused	1

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17. Do you happen to know which political party currently has the most seats in the California State Senate in Sacramento?

Republican..... 11
 Democratic..... 41
 Both..... 1
 Neither..... 1
 (DON'T READ) Don't know 46
 (DON'T READ) Refused*

18. Do you happen to know what state-level office is now held by John Garamendi? [ROTATE LIST]

Attorney General 2
 Insurance Commissioner 7
 Secretary of State 1
 Lieutenant Governor..... 3
 (DON'T READ) Don't know 86
 (DON'T READ) Refused*

19. Do you happen to know what office is now held by Antonio Villaraigosa (via-rye-go-sah)? [ROTATE LIST]

Mayor of Los Angeles 73
 Governor of California 2
 Attorney General of the United States 0
 United States Senator 1
 (DON'T READ) Don't know 23
 (DON'T READ) Refused*

20. Switching topics...Considering the costs to the United States versus the benefits to the United States, do you think the war with Iraq has been worth fighting, or not?

Yes, worth fighting ... 14
 No, not worth fighting ... 79
 DK ... 7
 RF ... 1

21. Thinking about current circumstances and our chances of success, which of the following comes closest to your feelings about the war in Iraq?

The current policy is working and should be continued.....4
 I favor the war but favor an even larger commitment of US forces.....6
 I think the time has come to begin reducing US forces in Iraq.....24
 I favor immediate withdrawal of US forces from Iraq.....62
 Don't know.....4
 Refused.....*

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22. Now I'd like to talk about immigration. Which comes closest to your view about what government policy should be toward illegal immigrants currently residing in the United States? Should the government

(ROTATE FROM TOP TO BOTTOM, BOTTOM TO TOP EVERY OTHER CALL):

- _Make all illegal immigrants felons and send them back to their home country
- _Have a guest worker program that allows immigrants to remain in the United States in order to work, but only for a limited amount of time, or
- _Allow illegal immigrants to remain in the United States and become U.S. citizens, but only if they meet certain requirements like first returning to their home country for a visa, and paying back taxes and fines over a period of time
- _Grant amnesty to all illegal immigrants in the country, giving them residence and the right to work without the fear of being deported

All illegal immigrants felons	5
Guest worker program	18
Earned citizenship	30
Amnesty	42
Don't know	5
Refused	1

23. As you may remember, about one month ago the Senate was considering a bill on immigration reform, however the bill failed to get enough votes to pass and is now off the agenda. Who do you think deserves the most blame for the immigration bill failing to pass the Senate?

Democrats in the Congress	6
Republicans in the Congress	26
President Bush.....	10
Other (VOLUNTEERED).....	23
Don't know	34
Refused	1

24. During an average week, how often do you watch news on television at home? Is it...

Every day.....	39
Six days	4
Five days	10
Four days	9
Three days	13
Two days	11
One day	10
Never / none.....	2
Don't know	1
Refused	*

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25. When you watch television, do you watch Spanish-language stations more often, English-language stations more often, or do you watch both equally?

If Spanish, ask “Would you say you only watch in Spanish, or you mostly watch in Spanish?”

If English ask, “Would you say you only watch in English, or you mostly watch in English?”

If both equally ask, “Do you probably watch more in Spanish or in English, or is it exactly equal?”

Only Spanish.....	9
Mostly Spanish	7
More Spanish than English	10
Both exactly equal	36
More English than Spanish	12
Mostly English.....	14
Only English.....	12
Don’t know	*
Refused	*

26. How about when you listen to the radio? [If necessary: “do you listen to English-language radio stations, Spanish-language stations, or do you listen to ?”]

If Spanish, ask “Would you say you only listen in Spanish, or you mostly listen in Spanish?”

If English ask, “Would you say you only listen in English, or you mostly listen in English?”

If both equally ask, “Do you probably listen more in Spanish or in English, or is it exactly equal?”

Only Spanish.....	16
Mostly Spanish	7
More Spanish than English	6
Both exactly equal	31
More English than Spanish	6
Mostly English.....	12
Only English.....	16
Don’t know	6
Refused	1

27. Which of the major TV stations would you say you watch the most, (ROTATE: NBC, CBS, ABC, FOX, UNIVISION, TELEMUNDO)

NBC	9
ABC.....	11
CBS.....	4
FOX.....	18
UNIVISION	28
TELEMUNDO	12
Other station [SPECIFY]	11
Don’t know	6
Refused	1

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28. In addition to [ANSWER TO Q27], which major station would you say you watch the second most?

NBC	11
ABC.....	11
CBS.....	9
FOX.....	10
UNIVISION	14
TELEMUNDO	18
Other station [SPECIFY]	18
Don't know	9
Refused	1

29. Just for fun, what would you say are your two favorite programs on television that you currently watch?
OPEN ENDED

31. How about newspapers? Do you ever buy or read one of the local newspapers here in California?

Yes.....	57
No.....	42
Don't know	*
Refused	*

31B. [IF Q31=1] Which newspapers do you read the most? [OPEN-ENDED, ALLOW TWO RESPONSES]

32. Candidates will often try to get endorsements from different groups and individuals to build support among voters. If you knew that _____ had endorsed a candidate, would you be more likely or less likely to support the candidate?

And what about (second option, third option)? If you knew that _____ had endorsed a candidate, would you be more likely or less likely to support the candidate?

RANDOMIZE LIST

	More	Less	No Impact	DK
a. Jorge Ramos	42	12	19	26
b. your local teachers union	61	12	13	12
c. Antonio Villaraigosa	60	14	16	10
d. Fabian Nuñez	29	16	19	34
e. labor unions	45	20	17	18
f. the Congressional Hispanic Caucus	57	9	15	18
g. Senator Diane Feinstein	46	19	19	15
h. the Latino chamber of commerce	58	11	16	15
i. the Cesar Chavez Foundation	65	10	15	10

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DEMOGRAPHICS

D1. Latinos have their roots in many different countries. To what country do you or your family trace your ancestry?

Mexico	75
Guatemala	3
El Salvador	7
Puerto Rico	1
Cuba	*
Dominican Republic.....	*
Colombia	*
United States / America	2
Other country	8
Don't know	1
Refused	1

D2. Were you born in the United States, on the island of Puerto Rico, or in another country?

United States.....	46
Another country.....	52
Puerto Rico	*
Don't know	*
Refused	1

D3. [IF D2=1]. How about your parents, were they born in the United States or in another country?

Both parents born in United States.....	30 (14)
Both parents born another country	58 (27)
1 parent born in U.S.	12 (5)
Don't know	*
Refused	*

D4. Are you, or is anyone in your household a member of a labor union?

If yes, probe – “Is that you and/or someone else in your household”

Yes, respondent is.....	1
Yes, household member is	2
Yes, respondent and household member.....	3
No.....	4
Don't know	88
Refused	99

D4B. How many total people over the age of 18 live in your household? Mean = 3.1

D5. Thinking about the relations between businesses and labor unions, do you think (ROTATE: unions are necessary to keep businesses honest; unions cause businesses to increase costs)

Unions are necessary	42
Unions increase costs	23
Neither (VOL).....	6
Both (VOL).....	5
Don't know	21
Refused	3

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D6. When it comes to labor unions, do you think they really improve the lives of their members, or do they not deliver much benefit to their members?

Improve lives	48
Don't deliver much.....	27
Neither (VOL).....	4
Both (VOL).....	4
Don't know	15
Refused	2

D7. What is the highest level of education you completed? Again, just stop me when I read the correct category.

Grades 1 – 8.....	14
Some High School	13
High School graduate	21
Some College/Technical School	29
College graduate	15
Post-graduate education.....	4
Don't know	1
Refused	3

D8. When it comes to religion, do you consider yourself to be Catholic, Protestant, other Christian, Mormon, or something else?

Catholic.....	66
Protestant	2
Christian	17
Mormon.....	*
Atheist or agnostic.....	*
Other.....	5
None	7
(DON'T READ) Don't know	1
(DON'T READ) Refused	3

D9. Do you consider yourself an evangelical or born-again Christian?

Yes.....	24
No.....	66
Don't know	7
Refused	3

D10. When it comes to politics, do you usually think of yourself as a Liberal, a Conservative, a Moderate, or have you not thought much about this? [If "Liberal/Conservative" reply, WAIT AND ASK: Would you call yourself very [Conservative/Liberal] or not? If "Moderate" reply, ASK: Would you say that you are slightly Liberal, slightly Conservative, or neither?]

Very liberal	5
Liberal	14
Slightly liberal.....	3
Moderate.....	19
Slightly conservative	3
Conservative	12
Very conservative.....	3
Not thought about it/Don't know.....	38
Refused	3

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D11. Are you or is anyone in your household a veteran of the U.S. armed forces or currently serving on active duty in the U.S. military or in the National Guard? [IF NEEDED, PROBE: Is that you or someone else? Is that currently serving or a veteran?]

Yes, I am currently serving in the military or in the National Guard ...	2
Yes, I am veteran of the U.S. armed forces ...	4
Yes, someone in my household is currently serving in the military or National Guard ...	8
Yes, someone in my household is a veteran of the U.S. armed forces ...	7
YES, BOTH (MEANING MORE THAN ONE HOUSEHOLD MEMBER) ...	1
No ...	75
Don't know	*
Refused	3

D12. Do you currently own or rent your home?

Own.....	59
Rent.....	33
Something else.....	3
Don't know	1
Refused	4

D13. Do you ever go online to access the Internet or World Wide Web or to send and receive email?

Yes...CONTINUE TO D13B.....	44
No...SKIP TO D14.....	53
Don't know...SKIP TO D14.....	*
Refused...SKIP TO D14	3

D13B. Did you happen to go online or check your email yesterday?

Yes	45 (20)
No.....	53 (23)
Don't know	1
Refused	*

D14. How long have you lived in the state of California?

1 – 19 years	15
20 – 29	35
30 – 39	25
40 – 90	25

D17. And finally, what was your total combined household income in 2006 before taxes. This question is completely confidential and just used to help classify the responses. Just stop me when I read the correct category.

Less than \$20,000.....	17
\$20,000 to \$39,999.....	20
\$40,000 to \$59,999.....	15
\$60,000 to \$79,999.....	10
\$80,000 to \$99,999.....	6
\$100,000 to \$150,000.....	6
More than \$150,000.....	3
Don't know	13
Refused	11

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Age

18 – 34	29
35 – 49	32
50 – 59	16
60 and over.....	23

D18. [DO NOT ASK] Gender

Male.....	47
Female.....	53

Date of (most recent) Registration

2005 – 2007.....	33
2001 – 2004.....	36
2000 or before	31