

THE PULSE OF THE LATINO VOTER: THE FLORIDA SAMPLE

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GENERAL DESCRIPTION & METHODOLOGY

Florida

I. GENERAL DESCRIPTION

Quantitative Study

Successful call s: 10,248

720 completed interviews

± 3.65 margin of error

95% Confidence level

II. SAMPLE DISTRIBUTION AND METHODOLOGY

Characteristics

Conducted statewide using 20,004 telephones. The area covered 67 Florida counties.
Calls were made between 6:30 PM - 8:30 October 10 and 11, 2012

Methodology

Newlink's Newbot was used for data collection. The Newbot system utilizes a software that incorporates the script of the questionnaire so that as the interviewing is being conducted in English or in Spanish, survey responses are recorded directly to the database.

III. SOFTWARE USED

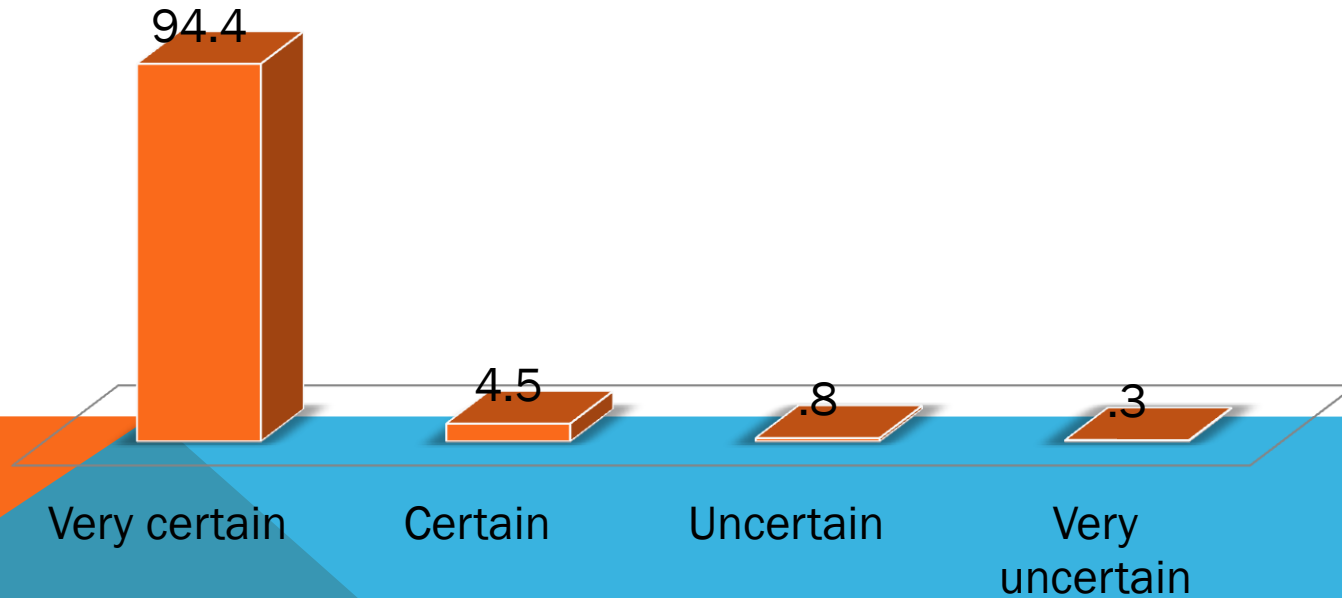
Data Processing

SPSS 18.0

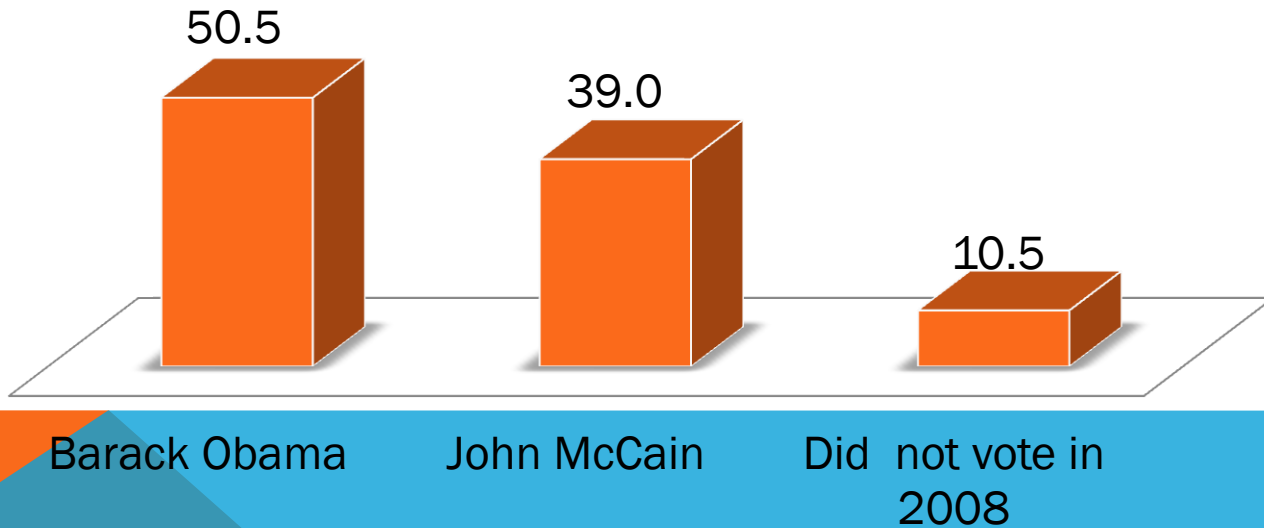
IV. REPORTING

AT 95% confidence level

How certain are you to vote in the November 2012 presidential elections?

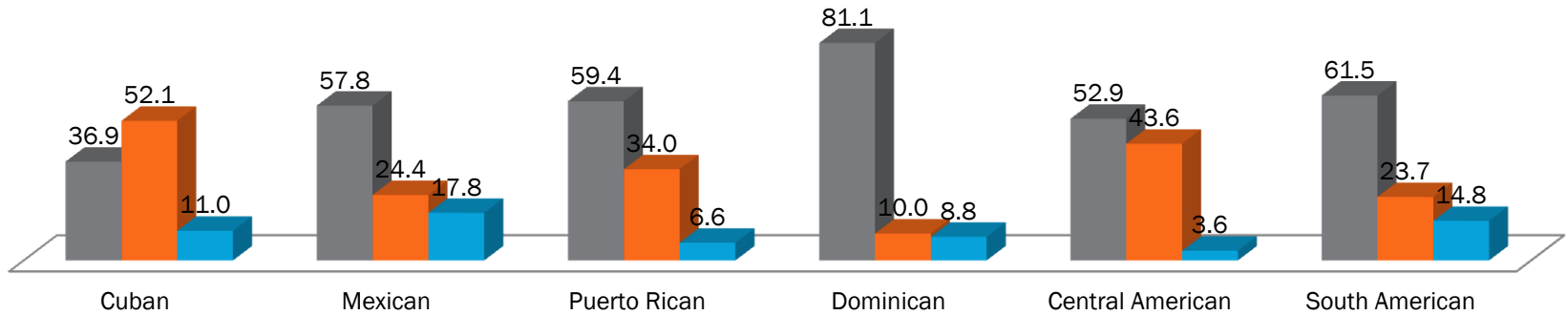


Do you remember for whom you voted in the 2008 presidential elections?

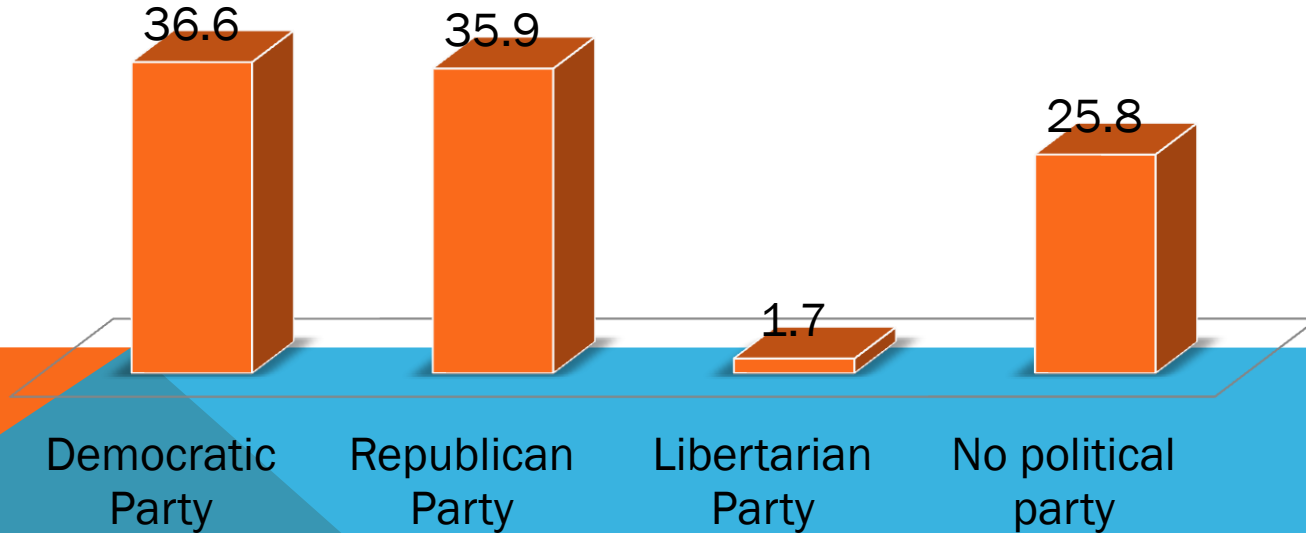


For whom did you vote in the 2008 presidential elections?

■ Barack Obama ■ John McCain ■ Did not vote in 2008

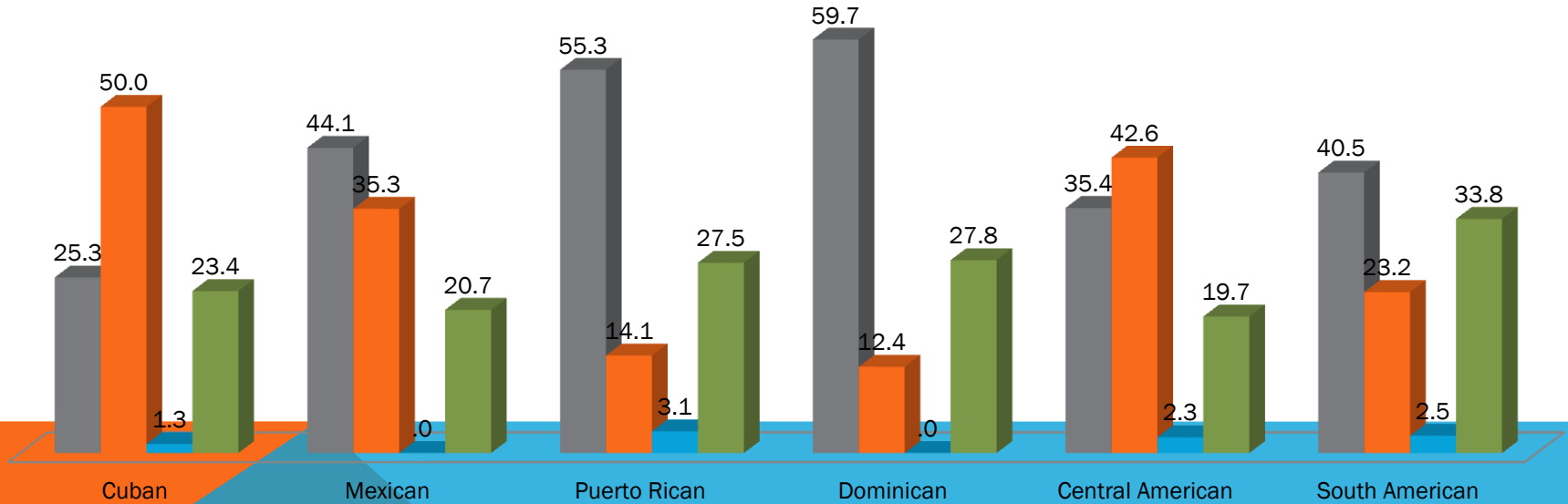


With which political party do you most identify today?



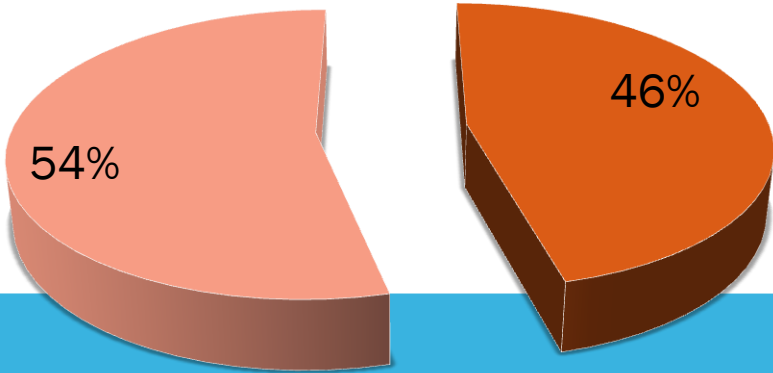
With which political party do you most identify today?

■ Democratic Party ■ Republican Party ■ Libertarian Party ■ No political party



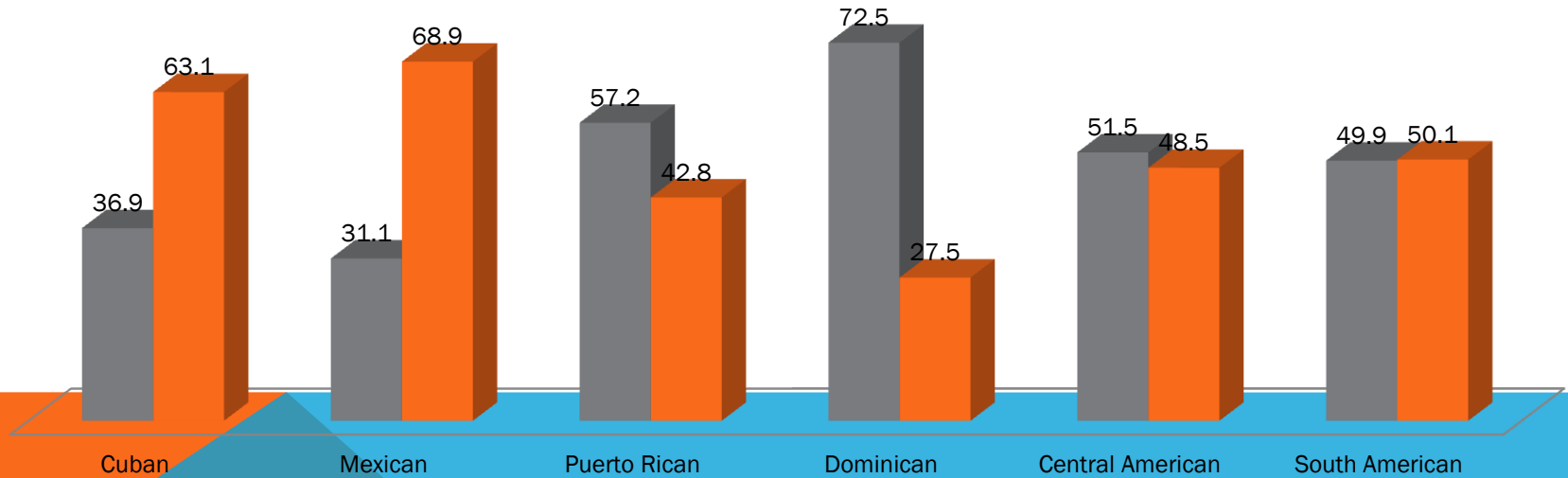
In general are you better off today than you were four years ago?

■ Yes, I am better off ■ No, I am not better off

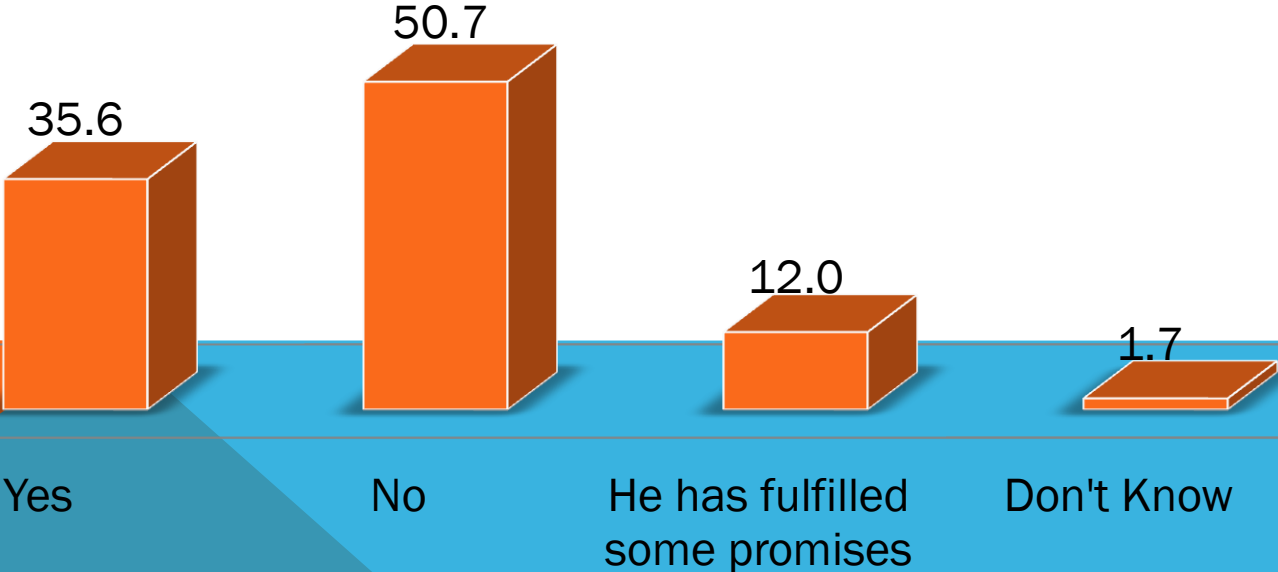


In general are you better off today than you were four years ago?

■ Yes, I am better off ■ No, I am not better off

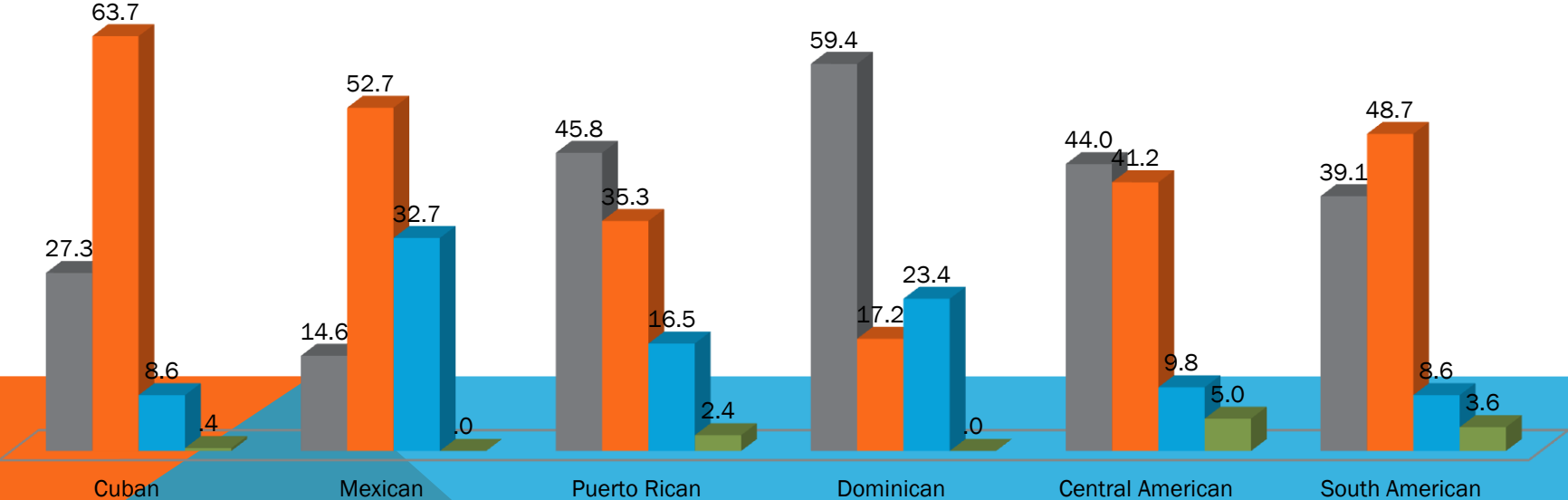


Has President Obama fulfilled his promises to the Hispanic Community?



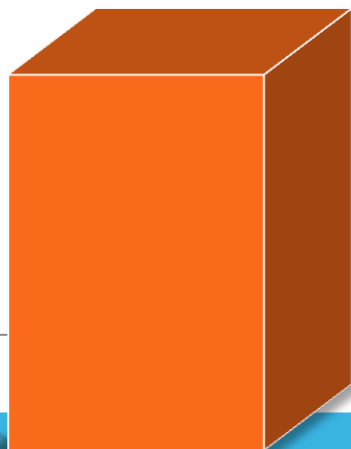
Has President Obama fulfilled his promises to the Hispanic community

■ Yes ■ No ■ He has fulfilled some promises ■ Don't Know



Who will do a better job at fixing the US economy?

51.5



48.5

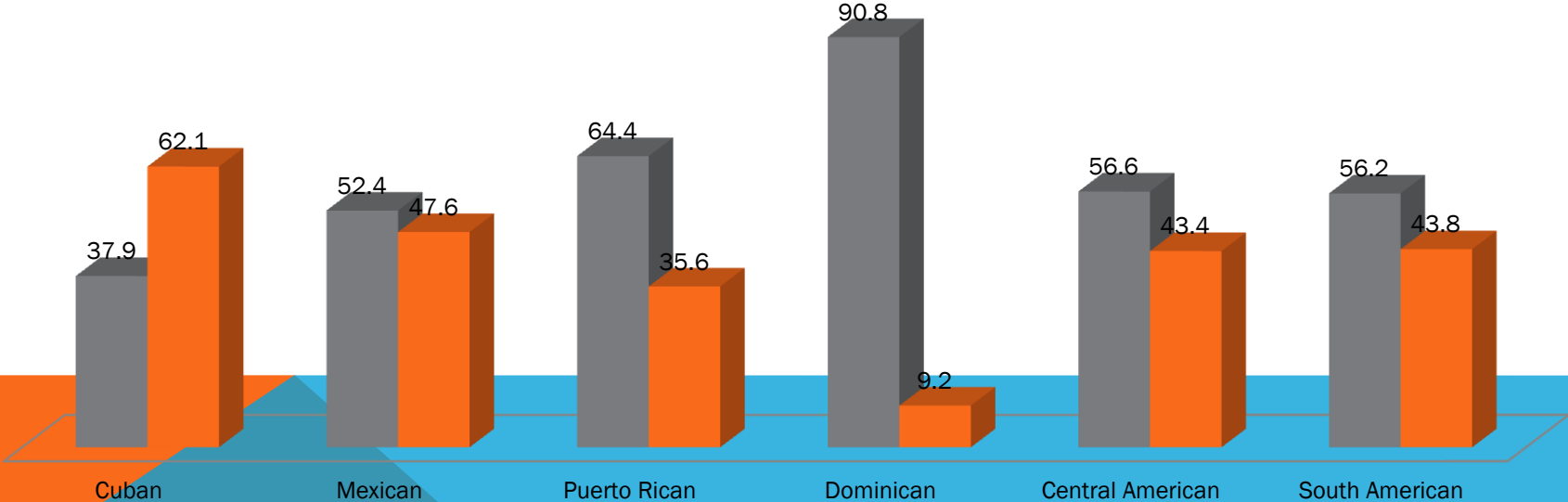


President Obama

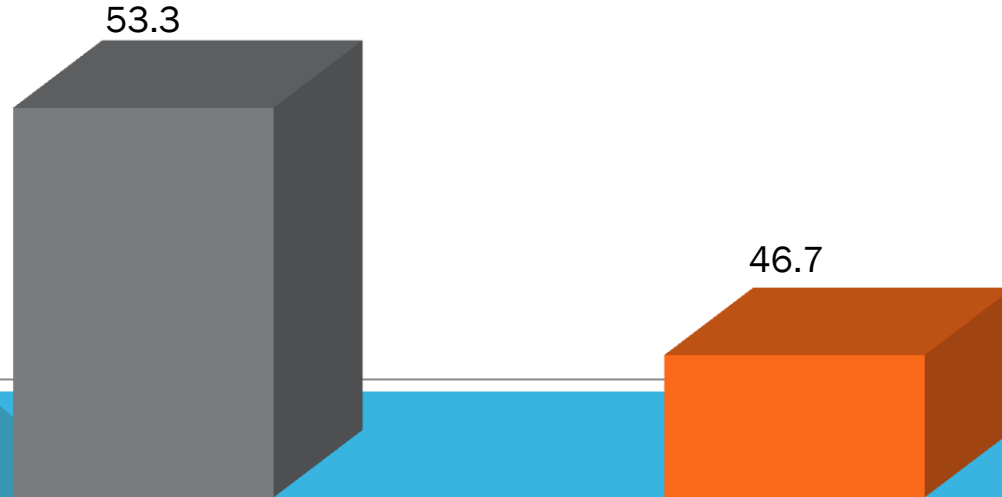
Governor Romney

Who will do a better job at fixing the economy?

■ President Obama ■ Governor Romney



Who is more capable of conducting US foreign policy?

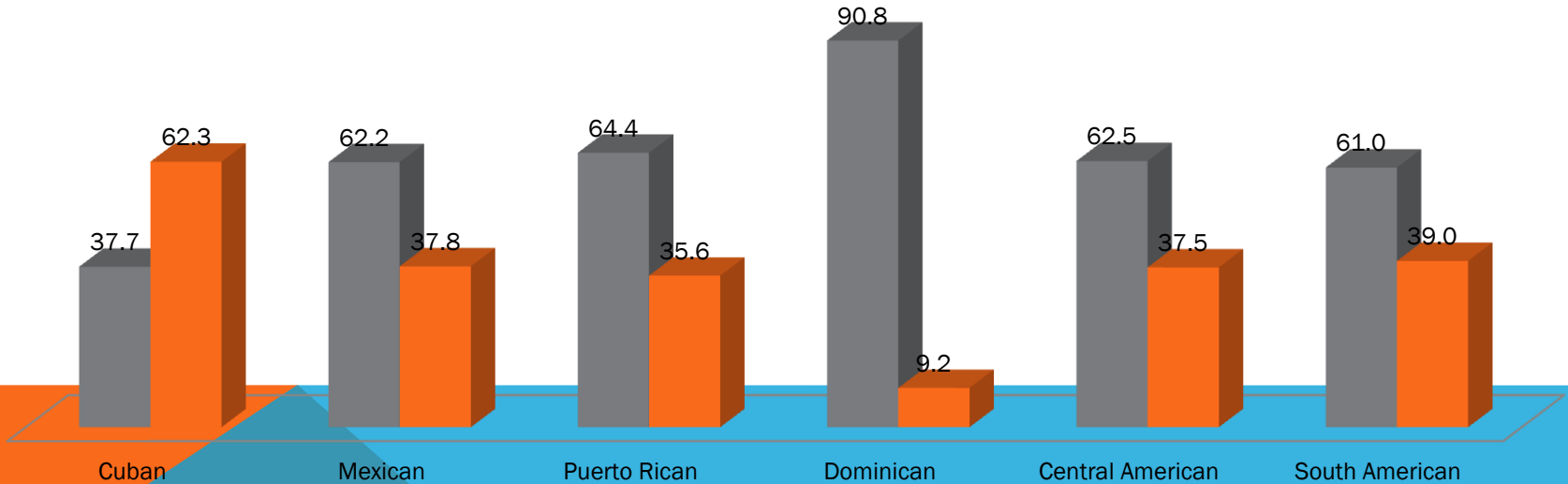


President Obama

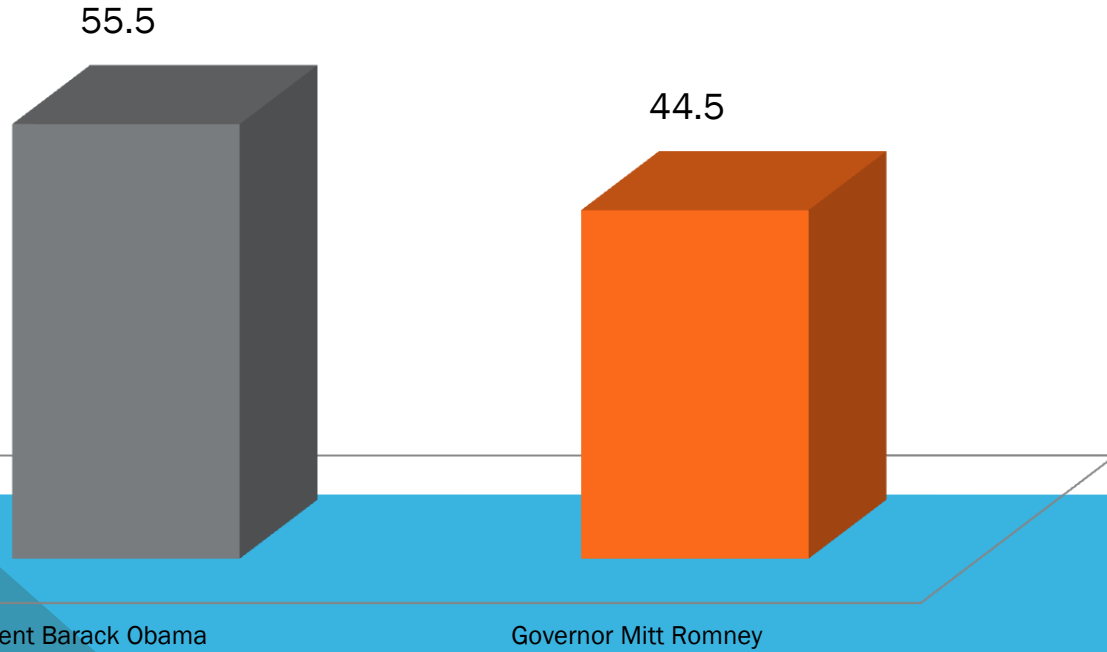
Governor Mitt Romney

Who is more capable of conducting foreign policy?

■ President Obama ■ Governor Romney

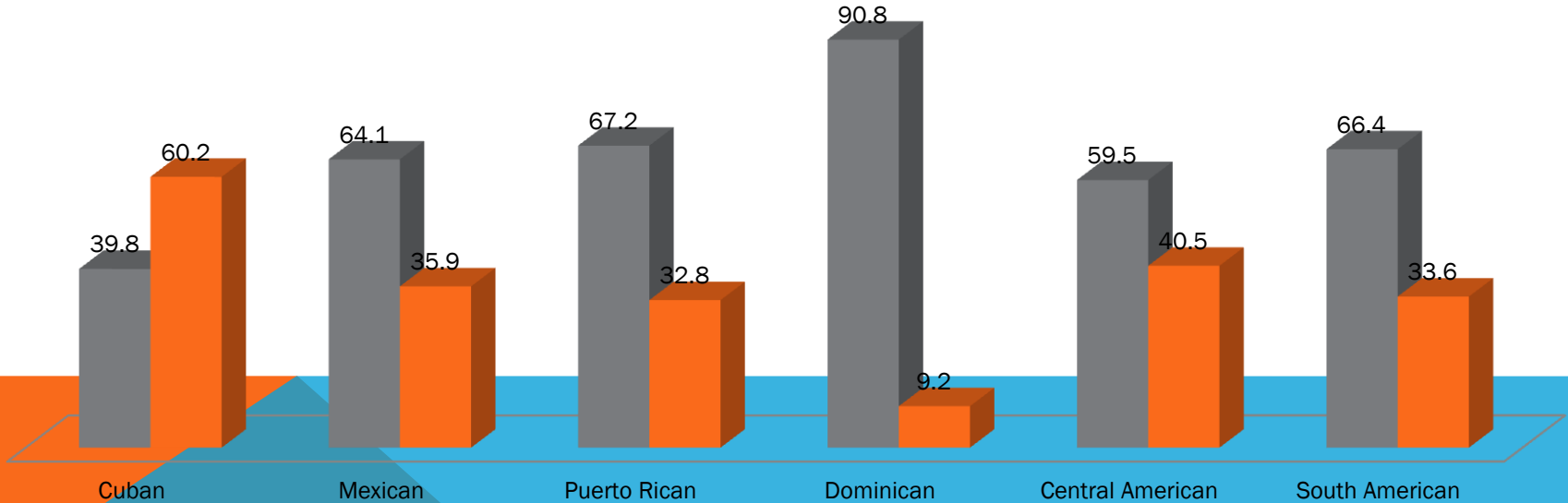


Who will do a better job at immigration reform?

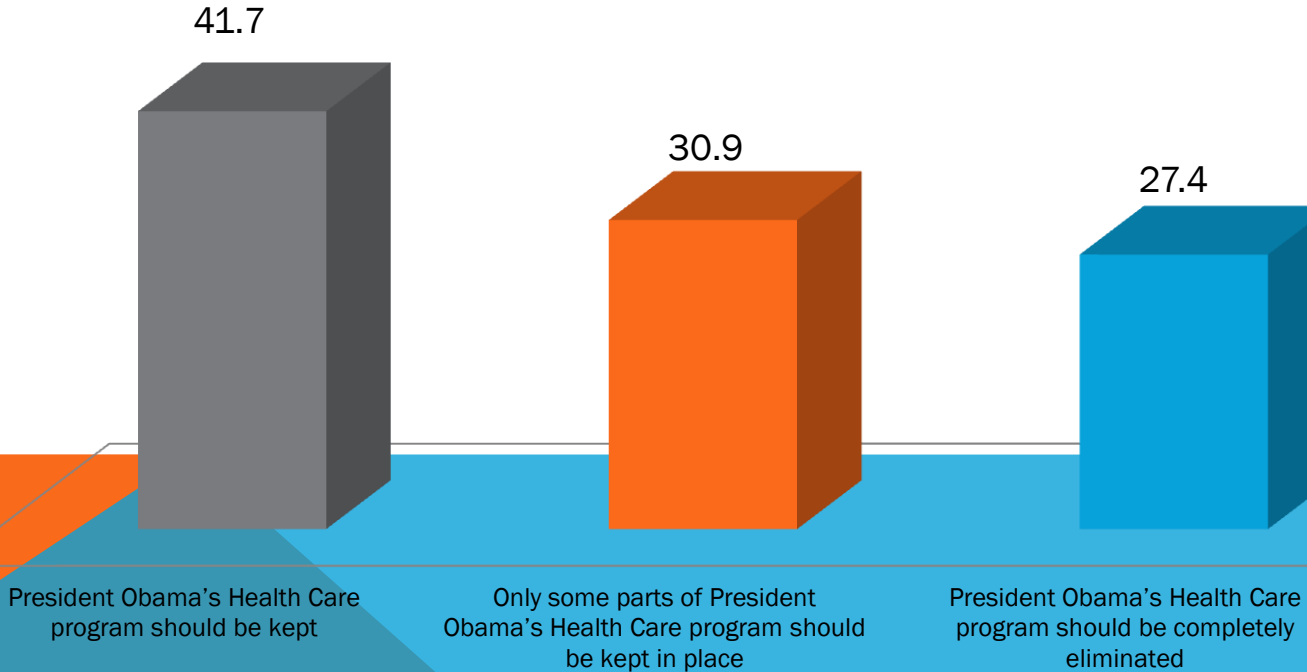


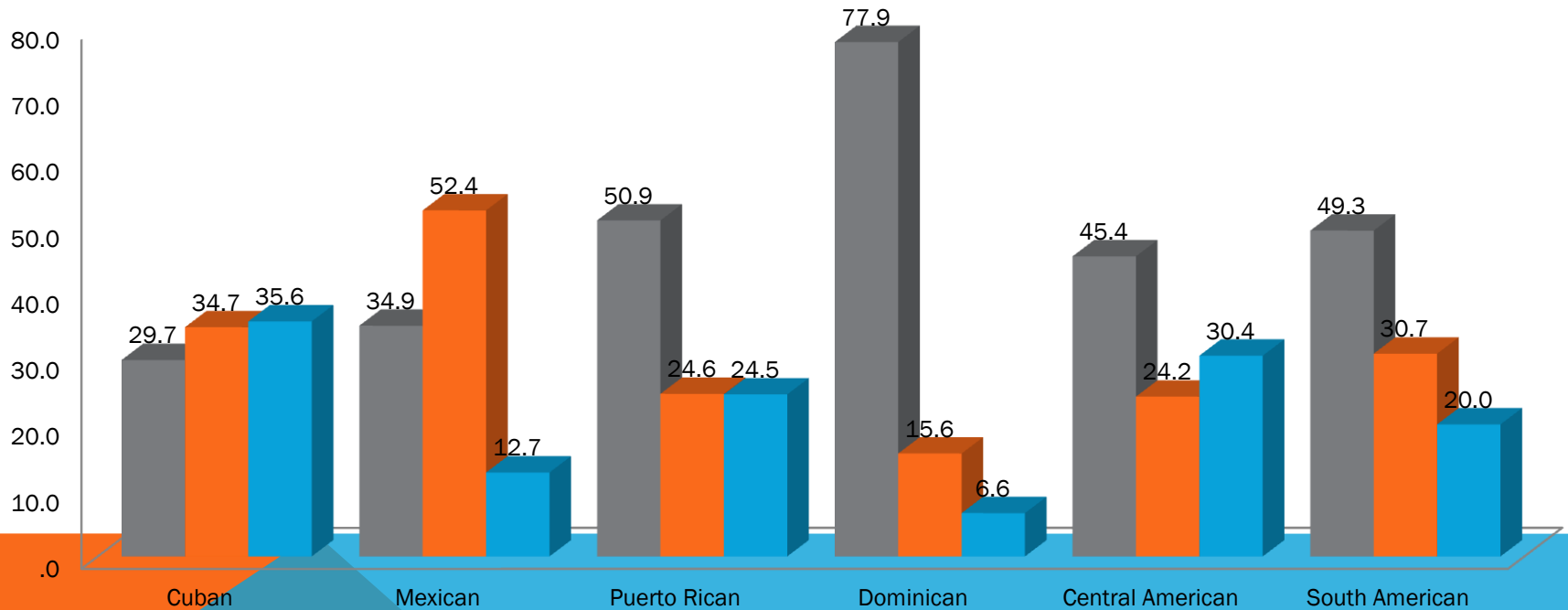
Who will do a better job at immigration reform?

■ President Barack Obama ■ Governor Romney



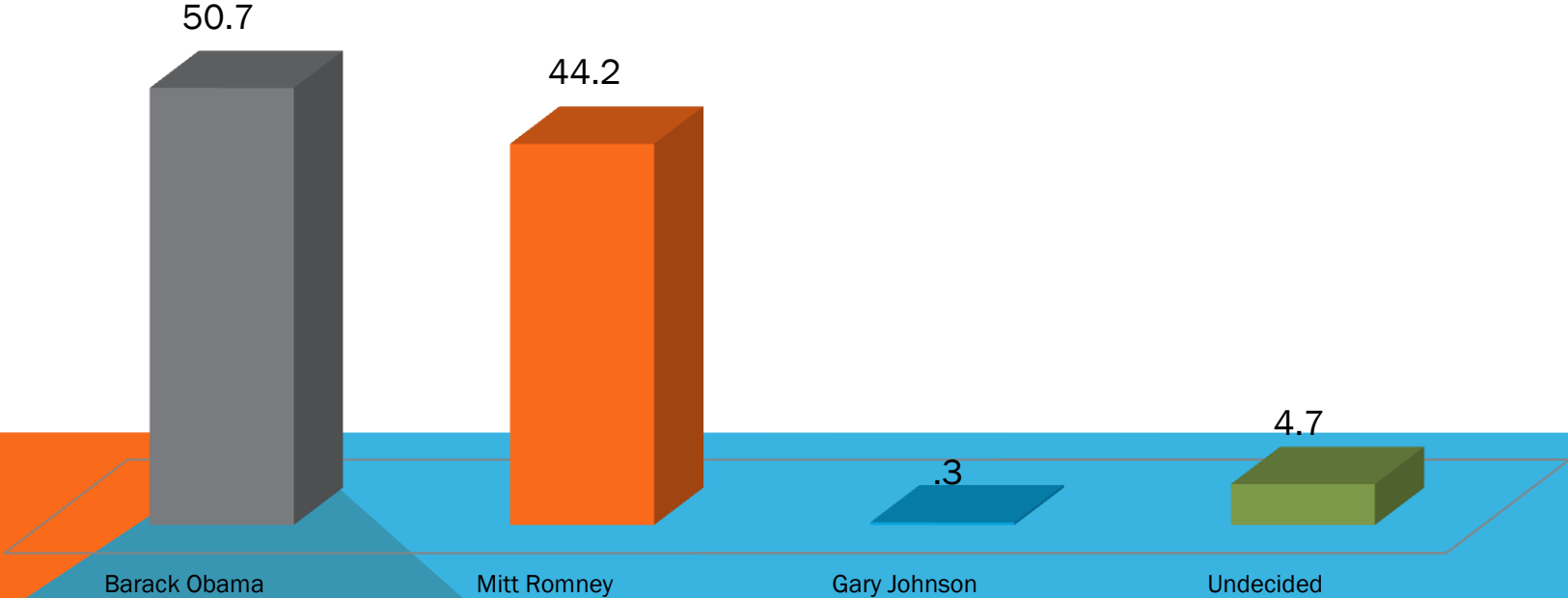
With which statement do you most agree?





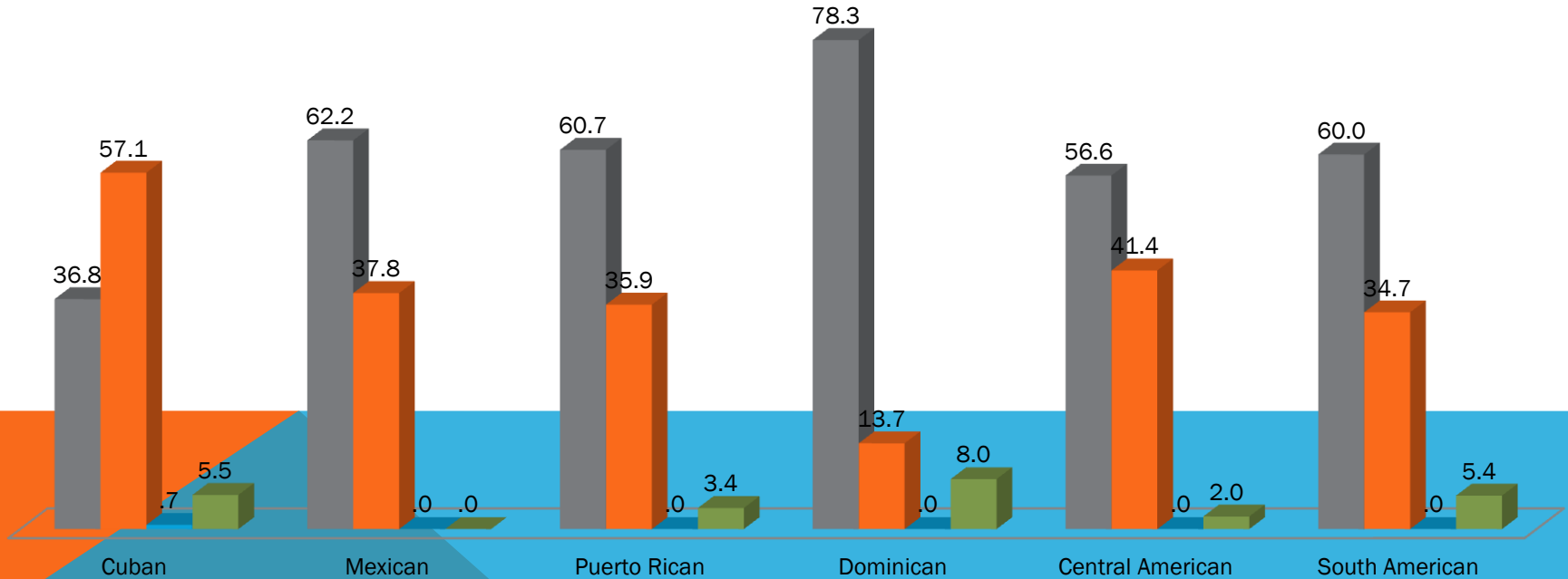
- President Obama's Health Care program should be kept
- Only some parts of President Obama's Health Care program should be kept in place
- President Obama's Health Care program should be completely eliminated

If the elections for president were held today for whom would you vote?

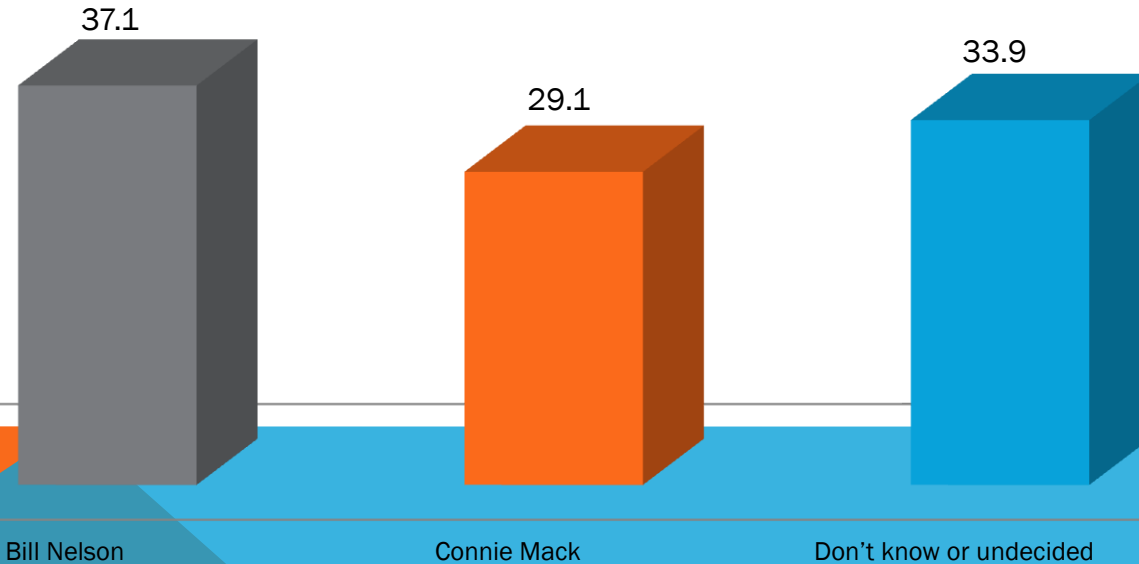


If the elections for president were held today for whom would you vote?

■ Barack Obama ■ Mitt Romney ■ Garry Johnson ■ Undecided

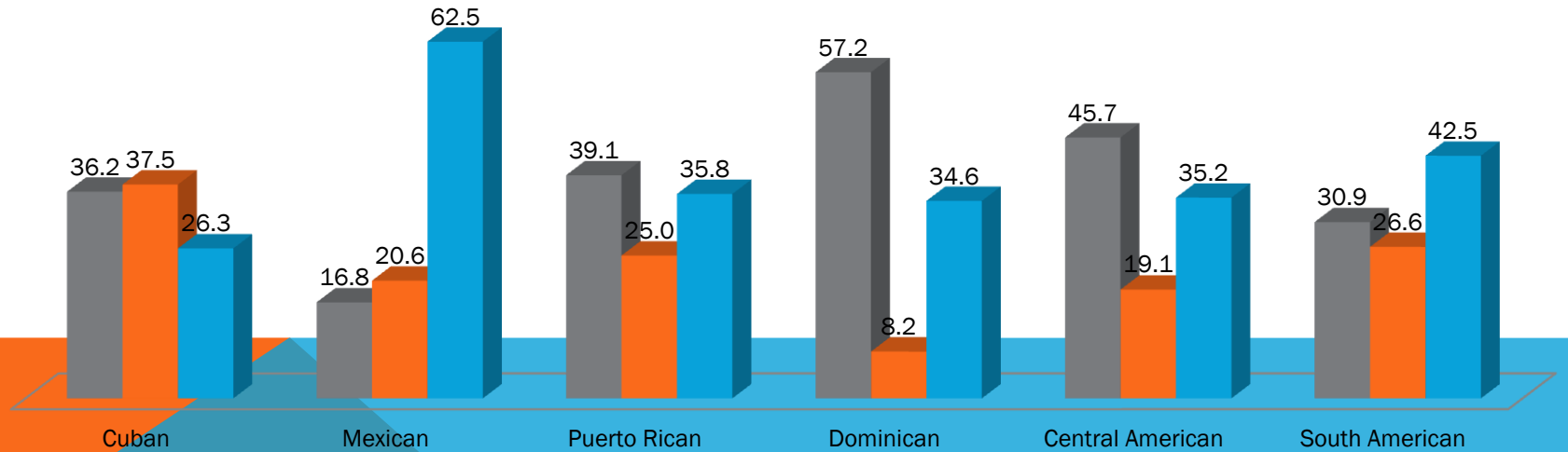


If the elections for the US Senate were held today, for whom would you vote?

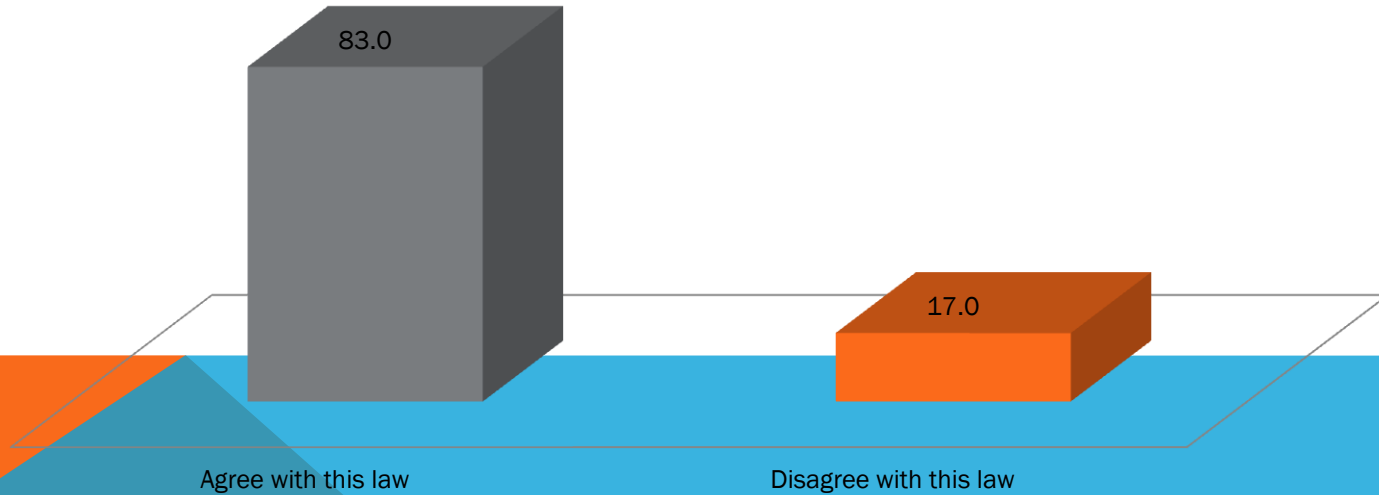


If the elections for the US Senate were held today, for whom would you vote

■ Bill Nelson ■ Connie Mack ■ Don't know/undecided



Do you agree or disagree with the Florida law that requires voters to show and ID



Do you agree or disagree with the Florida law that requires voters to show an ID

■ Agree with this law ■ Disagree with this law

