THE PULSE OF THE LATINO VOTER: THE FLORIDA SAMPLE

PIR-SIPA FIU, THE MIAMI HERALD, NEWLINK GROUP
## GENERAL DESCRIPTION & METHODOLOGY

### I. GENERAL DESCRIPTION

Quantitative Study
Successful calls: 10,248
720 completed interviews
± 3.65 margin of error
95% Confidence level

### II. SAMPLE DISTRIBUTION AND METHODOLOGY

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>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</th>
</tr>
</thead>
</table>

| 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?

- Very certain: 94.4%
- Certain: 4.5%
- Uncertain: 0.8%
- Very uncertain: 0.3%
Do you remember for whom you voted in the 2008 presidential elections?

- Barack Obama: 50.5
- John McCain: 39.0
- Did not vote in 2008: 10.5
For whom did you vote in the 2008 presidential elections?

For whom did you vote in the 2008 presidential elections?

- **Barack Obama**
- **John McCain**
- **Did not vote in 2008**

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Barack Obama</th>
<th>John McCain</th>
<th>Did not vote in 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cuban</td>
<td>36.9</td>
<td>52.1</td>
<td>11.0</td>
</tr>
<tr>
<td>Mexican</td>
<td>24.4</td>
<td>57.8</td>
<td>17.8</td>
</tr>
<tr>
<td>Puerto Rican</td>
<td>17.8</td>
<td>34.0</td>
<td>6.6</td>
</tr>
<tr>
<td>Dominican</td>
<td>81.1</td>
<td>10.0</td>
<td>8.8</td>
</tr>
<tr>
<td>Central American</td>
<td>52.9</td>
<td>43.6</td>
<td>3.6</td>
</tr>
<tr>
<td>South American</td>
<td>61.5</td>
<td>23.7</td>
<td>14.8</td>
</tr>
</tbody>
</table>
With which political party do you most identify today?

- Democratic Party: 36.6%
- Republican Party: 35.9%
- Libertarian Party: 1.7%
- No political party: 25.8%
With which political party do you most identify today?

- Democratic Party
- Republican Party
- Libertarian Party
- No political party

- Cuban: 25.3% Democratic, 35.3% Republican, 3.1% Libertarian, 1.3% No party
- Mexican: 50.0% Democratic, 23.4% Republican, 14.1% Libertarian, 1.3% No party
- Puerto Rican: 55.3% Democratic, 20.7% Republican, 12.4% Libertarian, 2.5% No party
- Dominican: 59.7% Democratic, 27.5% Republican, 3.1% Libertarian, 2.5% No party
- Central American: 42.6% Democratic, 19.7% Republican, 2.3% Libertarian, 1.3% No party
- South American: 40.5% Democratic, 23.2% Republican, 2.5% Libertarian, 33.8% No 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

54% 46%
In general are you better off today than you were four years ago?

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

- Cuban: 63.1% Yes, 36.9% No
- Mexican: 68.9% Yes, 31.1% No
- Puerto Rican: 57.2% Yes, 42.8% No
- Dominican: 72.5% Yes, 27.5% No
- Central American: 51.5% Yes, 48.5% No
- South American: 49.9% Yes, 50.1% No
Has President Obama fulfilled his promises to the Hispanic Community?

- Yes: 35.6%
- No: 50.7%
- He has fulfilled some promises: 12.0%
- Don't Know: 1.7%
Has President Obama fulfilled his promises to the Hispanic community

- Cuban: 63.7% Yes, 27.3% No, 8.6% He has fulfilled some promises, 4.4% Don't Know
- Mexican: 52.7% Yes, 14.6% No, 32.7% He has fulfilled some promises, 6.4% Don't Know
- Puerto Rican: 45.8% Yes, 35.3% No, 16.5% He has fulfilled some promises, 2.4% Don't Know
- Dominican: 59.4% Yes, 17.2% No, 23.4% He has fulfilled some promises, 0% Don't Know
- Central American: 44.0% Yes, 41.2% No, 9.8% He has fulfilled some promises, 5.0% Don't Know
- South American: 39.1% Yes, 39.1% No, 16.5% He has fulfilled some promises, 8.6% Don't Know

- 8.6% Don't Know
Who will do a better job at fixing the US economy?

- President Obama: 51.5
- Governor Romney: 48.5
Who will do a better job at fixing the economy?

- Cuban: 37.9% (Obama), 62.1% (Romney)
- Mexican: 52.4% (Obama), 47.6% (Romney)
- Puerto Rican: 35.6% (Obama), 64.4% (Romney)
- Dominican: 90.8% (Romney), 9.2% (Obama)
- Central American: 56.6% (Romney), 43.4% (Obama)
- South American: 56.2% (Romney), 43.8% (Obama)
Who is more capable of conducting US foreign policy?

53.3% for President Obama
46.7% for Governor Mitt Romney
Who is more capable of conducting foreign policy?

Who is more capable of conducting foreign policy?

- Cuban: 37.7% President Obama, 62.3% Governor Romney
- Mexican: 37.8% President Obama, 62.2% Governor Romney
- Puerto Rican: 35.6% President Obama, 64.4% Governor Romney
- Dominican: 9.2% President Obama, 90.8% Governor Romney
- Central American: 37.5% President Obama, 62.5% Governor Romney
- South American: 39.0% President Obama, 61.0% Governor Romney
Who will do a better job at immigration reform?

- President Barack Obama: 55.5
- Governor Mitt Romney: 44.5
Who will do a better job at immigration reform?

<table>
<thead>
<tr>
<th>Country</th>
<th>President Barack Obama</th>
<th>Governor Romney</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cuban</td>
<td>39.8</td>
<td>60.2</td>
</tr>
<tr>
<td>Mexican</td>
<td>64.1</td>
<td>35.9</td>
</tr>
<tr>
<td>Puerto Rican</td>
<td>67.2</td>
<td>32.8</td>
</tr>
<tr>
<td>Dominican</td>
<td>90.8</td>
<td>9.2</td>
</tr>
<tr>
<td>Central American</td>
<td>59.5</td>
<td>40.5</td>
</tr>
<tr>
<td>South American</td>
<td>66.4</td>
<td>33.6</td>
</tr>
</tbody>
</table>
With which statement do you most agree?

- President Obama’s Health Care program should be kept: 41.7%
- Only some parts of President Obama’s Health Care program should be kept in place: 30.9%
- President Obama’s Health Care program should be completely eliminated: 27.4%
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

- Cuban: 29.7% (kept) - 34.7% (some kept) - 35.6% (eliminated)
- Mexican: 34.9% (kept) - 52.4% (some kept) - 12.7% (eliminated)
- Puerto Rican: 50.9% (kept) - 24.6% (some kept) - 24.5% (eliminated)
- Dominican: 77.9% (kept) - 15.6% (some kept) - 6.6% (eliminated)
- Central American: 45.4% (kept) - 24.2% (some kept) - 30.4% (eliminated)
- South American: 49.3% (kept) - 30.7% (some kept) - 20.0% (eliminated)
If the elections for president were held today for whom would you vote?

- Barack Obama: 50.7%
- Mitt Romney: 44.2%
- Gary Johnson: 0.3%
- Undecided: 4.7%
If the elections for president were held today for whom would you vote?

- **Barack Obama**
- **Mitt Romney**
- **Garry Johnson**
- **Undecided**

Cuban: 36.8% Barack Obama, 37.8% Mitt Romney, 5.5% Undecided
Mexican: 62.2% Mitt Romney, 0.0% Barack Obama, 0.0% Undecided
Puerto Rican: 60.7% Barack Obama, 35.9% Mitt Romney, 0.0% Undecided
Dominican: 78.3% Barack Obama, 13.7% Mitt Romney, 0.0% Undecided
Central American: 56.6% Barack Obama, 41.4% Mitt Romney, 0.0% Undecided
South American: 60.0% Mitt Romney, 0.0% Barack Obama, 0.0% Undecided
If the elections for the US Senate were held today, for whom would you vote?

- Bill Nelson: 37.1%
- Connie Mack: 29.1%
- Don’t know or undecided: 33.9%
If the elections for the US Senate were held today, for whom would you vote

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

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Bill Nelson</th>
<th>Connie Mack</th>
<th>Don't know/undecided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cuban</td>
<td>36.2%</td>
<td>37.5%</td>
<td>26.3%</td>
</tr>
<tr>
<td>Mexican</td>
<td>16.8%</td>
<td>20.6%</td>
<td>62.5%</td>
</tr>
<tr>
<td>Puerto Rican</td>
<td>39.1%</td>
<td>25.0%</td>
<td>35.8%</td>
</tr>
<tr>
<td>Dominican</td>
<td>57.2%</td>
<td>8.2%</td>
<td>34.6%</td>
</tr>
<tr>
<td>Central American</td>
<td>45.7%</td>
<td>19.1%</td>
<td>35.2%</td>
</tr>
<tr>
<td>South American</td>
<td>30.9%</td>
<td>26.6%</td>
<td>42.5%</td>
</tr>
</tbody>
</table>
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

- Cuban: Agree 88.6%, Disagree 11.4%
- Mexican: Agree 69.5%, Disagree 30.5%
- Puerto Rican: Agree 73.9%, Disagree 26.1%
- Dominican: Agree 54.7%, Disagree 45.3%
- Central American: Agree 87.9%, Disagree 12.1%
- South American: Agree 88.4%, Disagree 11.6%