

AFL-CIO/Latino Decisions Spanish Language Ads Study - December 2013

Q1. Do you feel *cares about people like me* describes the Republican Party today very well, fairly well, just a little, or not at all?

	Control	Treatment
Very well	16%	14%
Fairly well	20%	8%
Just a little	33%	28%
Not at all	24%	46%
Don't know	8%	3%

Q2. Do you feel *respects the Hispanic community* describes the Republican Party today very well, fairly well, just a little, or not at all?

	Control	Treatment
Very well	14%	11%
Fairly well	18%	9%
Just a little	44%	32%
Not at all	19%	45%
Don't know	6%	3%

Q3. Do you feel *has right ideas for America's future* describes the Republican Party today very well, fairly well, just a little, or not at all?

	Control	Treatment
Very well	19%	14%
Fairly well	20%	9%
Just a little	29%	30%
Not at all	25%	42%
Don't know	7%	5%

Q4. Do you feel *is welcoming to Hispanics* describes the Republican Party today very well, fairly well, just a little, or not at all?

	Control	Treatment
Very well	9%	12%
Fairly well	9%	8%
Just a little	39%	35%
Not at all	39%	41%
Don't know	4%	4%

Q5. Do you feel *is an anti-immigrant party* describes the Republican Party today very well, fairly well, just a little, or not at all?

	Control	Treatment
Very well	19%	29%
Fairly well	3%	13%
Just a little	34%	20%
Not at all	28%	31%
Don't know	16%	7%

Q6. Do you feel *promotes negative stereotypes of Hispanics* describes the Republican party very well, fairly well, just a little, or not at all?

	Control	Treatment
Very well	21%	22%
Fairly well	7%	10%
Just a little	42%	31%
Not at all	22%	32%
Don't know	9%	5%

Q7. Do you feel *is working to block immigration reform* describes the Republican Party today very well, fairly well, just a little, or not at all?

	Control	Treatment
Very well	16%	28%
Fairly well	11%	11%
Just a little	35%	20%
Not at all	27%	35%
Don't know	10%	6%

Q8. In the past few weeks, do you recall seeing or hearing any advertisements on Spanish-language TV about immigration reform?

	Control	Treatment
Yes	n/a	87%
No	n/a	11%
Don't know	n/a	3%

Q9. In the past few weeks, do you recall seeing or hearing any advertisements on Spanish-language TV about members of Congress making anti-immigrant comments?

	Control	Treatment
Yes	n/a	68%
No	n/a	28%
Don't know	n/a	4%

Q10. In the past few weeks, do you recall seeing or hearing any ads on Spanish-language TV about some members of Congress blocking immigration reform?

	Control	Treatment
Yes	n/a	77%
No	n/a	20%
Don't know	n/a	3%

Q11. In the past month, do you remember seeing or hearing those ads about immigration...

	Control	Treatment
Just once	n/a	9%
A few times	n/a	41%
Many times	n/a	48%
Don't know	n/a	2%

Q12. With all the issues Congress and the President must address, how important it is for them to address immigration reform before the 2014 election?

	Control	Treatment
Extremely important	25%	38%
Very important	35%	41%
Somewhat important	25%	12%
Not too important	7%	5%
Not at all important	4%	3%
Don't know	4%	1%

Q13. Thinking about the elections for Congress in 2014, do you think you will vote for the Democratic/Republican candidate in your district?

	Control	Treatment
Will vote Democrat	41%	61%
Undecided but likely DEMOCRAT	7%	8%
Undecided / Don't know	23%	20%
Undecided but likely REPUBLICAN	12%	2%
Will vote Republican	17%	9%

Q14. Would you be more likely or less likely to vote for a Republican candidate in the future if Republicans block a vote on comprehensive immigration reform and block a pathway to citizenship for undocumented immigrants?

	Control	Treatment
More likely to vote Republican	17%	14%
Less likely to vote Republican	49%	66%
Don't care what they say	12%	9%
It Depends / Don't know	22%	10%

Q15. Recently Republican members of Congress talking about immigration reform have said, "The DREAM Act is a nightmare for the American people. They're hauling 75 pounds of marijuana across the desert. I will do anything short of shooting them. These illegal aliens are criminals and we need to treat them as such." Does this make you:

	Control	Treatment
Much more favorable	7%	6%
Somewhat more favorable	13%	5%
Somewhat less favorable	11%	15%
Much less favorable	53%	65%
Have no effect	5%	3%
Don't know	12%	7%

Q16. Thinking about the quotes you just heard from some Republicans in Congress, do you think these kinds of attitudes are held by only a very small number of Republicans in Congress, or do you think most Republicans in Congress hold these kinds of attitudes?

	Control	Treatment
Only a few Republicans in Congress	37%	33%
Held by most Republicans in Congress	48%	59%
Not sure	15%	9%

Q17. If comprehensive immigration reform is not passed by next year, 2014, which political party do you think will be most responsible for that outcome? Democrats or Republicans?

	Control	Treatment
Democrats	36%	18%
Republicans	32%	59%
Both	13%	11%
Neither	2%	3%
Don't know	17%	10%

Q18. Many thought Congress would pass immigration reform including a pathway to citizenship this year, but they did not. Which party do you think is most responsible for Congress not passing immigration reform in 2013? Democrats or Republicans?

	Control	Treatment
Democrats	19%	12%
Republicans	44%	73%
Both	21%	10%
Neither	2%	2%
Don't know	15%	4%

Q19. Now take a moment to think about all the people in your family, your friends, co-workers, and other people you know. Do you happen to know somebody who is an undocumented immigrant? This is completely anonymous, and just for a simple demographic analysis.

	Control	Treatment
Yes	60%	67%
No	33%	29%
Don't know	7%	4%

Q20. Is that a family member or a friend, who is undocumented, or do you know both? (If 19=yes)

	Control	Treatment
Yes, family	2%	3%
Yes, friend	54%	51%
Both	33%	38%
Other	10%	6%
Don't know	1%	2%

Methodology

Latino Decisions interviewed a total of 1,000 Latino registered voters who regularly watch Spanish-language TV in two geographic areas. First, a total of 600 respondents were interviewed in the Denver, Orlando and Atlanta media markets where the AFL-CIO ran Spanish language advertisements. Second, 400 respondents were interviewed in a national comparison group that excluded these three media markets. Subjects were interviewed in Spanish or English at their discretion by bilingual interviewers and contacted in landline and cell phone-only households. The poll contains a margin of error of +/- 2.3% for the full sample, +/- 4.0% for those in the media markets with ads, and +/- 4.9% for those in the comparison group. Interviewing was conducted from November 22 – 30, 2013 by Latino Decisions.