MAIN QUESTIONNAIRE

1. How closely are you following news aborclosely, somewhat closely, not too closely,		
	out the 2008 presidential race? Are you following the or not closely at all?	race very
	Very closely	49
	Somewhat closely	
	Not too closely	
	Not closely at all	
	Don't Know	
	Refused	
	(I	Ref: NEWS08)
	UBLICAN candidate won the Iowa caucus back in J OTE TO INTERVIEWER, MIKE HUCKABEE WA LEAST GIVE LAST NAME]	
	Mike Huckabee	18
	Other candidate	
	(Don't know/Unsure)	
	(Refused)	
	(1014004)	
	ucus in Iowa? [IF NECESSARY: "Again, if you can re VIEWER, BARACK OBAMA WAS THE WINNER 'E LAST NAME]	
tell me the name?"] [NOTE TO INTERV	VIEWER, BARACK OBAMA WAS THE WINNER 'E LAST NAME]	, , , , , , , , , , , , , , , , , , ,
tell me the name?"] [NOTE TO INTERV	VIEWER, BARACK OBAMA WAS THE WINNER E LAST NAME] Barack Obama	43
tell me the name?"] [NOTE TO INTERV	VIEWER, BARACK OBAMA WAS THE WINNER 'E LAST NAME] Barack Obama Other candidate	43 12
tell me the name?"] [NOTE TO INTERV	VIEWER, BARACK OBAMA WAS THE WINNER 'E LAST NAME] Barack Obama Other candidate (Don't know/Unsure)	43 12 45
tell me the name?"] [NOTE TO INTERV	VIEWER, BARACK OBAMA WAS THE WINNER 'E LAST NAME] Barack Obama Other candidate	43 12 45
tell me the name?"] [NOTE TO INTERV	VIEWER, BARACK OBAMA WAS THE WINNER 'E LAST NAME] Barack Obama Other candidate (Don't know/Unsure) (Refused)	43 12 45

(Ref: PRIMRFEB)

3B. How about the on the Democratic side, which candidate did the best on February 5th? [OPEN-ENDED PRECODE]

Hillary Clinton	28
Barack Obama	38
BOTH Clinton and Obama (tie)	3
(Don't know/Unsure)	
(Refused)	

(Ref: PRIMDFEB)

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 <u>very favorable</u>, <u>somewhat</u> favorable, somewhat <u>unfavorable</u>, or <u>very</u> 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 <u>very favorable</u>, <u>somewhat</u> favorable, somewhat <u>unfavorable</u>, or <u>very</u> unfavorable impression of [**NAME**]?

very	some	some	very	no	never
fav	fav	unfav	unfav	opin	heard
13	21	16	40	9	1
12	24	6	7	20	32
23	37	10	5	18	8
7	24	17	20	24	9
50	28	7	8	6	1
29	39	10	9	9	4
16	24	9	6	22	23
16	31	13	15	16	8
	20	12	12	23	28
4	13	9	10	27	36
14	29	13	13	14	16
2	7	2	3	21	65
7	10	4	3	22	54
5	16	7	9	21	43
15	22	8	8	16	30
10	17	5	2	20	46
9	18	6	9	16	41
	fav 13	fav fav 13 2123 377 2450 2829 3916 246 204 1314 292 77 105 16	fav fav unfav 13 21 1624 6	fav fav unfav unfav 13 21 16 40 12 24 6 7	fav fav unfav unfav opin 13 21 16 40 9 12 24 6 7 20 23 37 10 5 18 7 24 17 20 24 50 28 7 8 6 29 39 10 9 9 16 24 9 6 22

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	23
Wife of Bill	18
Impression of Bill	9
Other reason	
Don't know	2
Refused	1

Latino Decisions - Texas Poll - February/March 2008

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

6. SPLIT A : And if the 208 election for President were held today and the candidates were [READ AND
ROTATE]_Republican John McCain 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?

McCain – strong	16
McCain – not-so-strong	
undecided – lean McCain	
Clinton – strong	56
Clinton– not-so-strong	
undecided – lean Clinton	
Undecided/don't know	16
(Refused)	2

6. **SPLIT B:** And if the 2008 election for President were held today and the candidates were **[READ AND ROTATE]** _Republican John McCain 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?

McCain – strong	
Obama – strong37Obama– not-so-strong7undecided – lean Obama4	
Undecided/don't know	

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

Republican	10
Democrat	61
Independent	17
Other party	4
Don't know	6
Refused	1

7a. [IF Q7 = 1 OR 2] Do you consider yourself to be a strong [INSERT ANSWER TO Q7] or not so strong?

Strong partisan	60
Not so strong partisan	
Don't know	
Refused	0

7b. [IF $Q7 = 3 - 99$] If you had to pict Party?	k, do you think of yourself as closer to the Republica	an or Democratic
Tarry.	Republican	26
	Democrat	
	Neither	
	Other party	
	Don't know	
	Refused	
	ot an Independent or Third party primary election, a ary or Republican primary here in Texas?	re you more likely
	Republican	17
	Democrat	48
	None/Don't know	32
	Refused	4
	2] Out of the following leading Democratic candida e Texas primaries at this time – (ROTATE: Hillary	
	Clinton	57
	Obama	20
	Richardson	0
	Edwards	0
	Other candidate	
	Undecided/Don't know	
	Refused	
9.A [IF Q9 = 88/99] If you had to de (ROTATE: Hillary Clinton or Barack	ecide, which candidate are you most likely to vote for Obama)?	r in the primaries?
	Clinton	23
	Obama	10
	Richardson	1
	Edwards	0
	Other candidate	0
	Undecided/Don't know	55
	Refused	0
	= 1] Out of the following leading Republican candidate Texas primaries at this time – (ROTATE: John M?	
	McCain	59
	Romney	
	Huckabee	
	Paul	
	Other candidate	
	Undecided/Don't know	
	Refused	
	1010000	

10.A [IF Q10 = 88]	/99] If you had to decide,	which candidate are you	u most likely to vote	for in the
primaries? (ROTA'	ΓΕ: John McCain; Mike H	uckabee, Ron Paul)?		

McCain	20
Romney	0
Huckabee	
Paul	0
Other candidate	0
Undecided/Don't know	47
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	19
English	33
Both equal	
Neither / no effect	6
Don't Know	
Refused	0

12. 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]

13.A. And here in Texas, 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	23
	Jobs/Economy	
	War in Iraq	
	Ethics in government	
	Texas Border security	
	Immigration reform	
	The environment / global warming	
	Health care	
	Gas prices / energy-related	
	Taxes	
	War on Terrorism/Homeland Security	2
	Morals / values	
	Something else	6
	Don't know	10
	Refused	1
MENTION IF TWO]	Education	
	Jobs/Economy	
	War in Iraq	
	Ethics in government	
	Texas Border security	
	Immigration reform	
	The environment / global warming	
	Health care	
	Gas prices / energy-related	
	Taxes	2
	War on Terrorism/Homeland Security	1
	Morals / values	
	Something else	
	Don't know	
	Refused	0
14. Do you happen to know which p Austin?	political party currently has the most seats in the Texas State So	enate in
	Republican	
	Democratic	
	Both	
	Neither	
	(DON'T READ) Don't know	
	(DON'T READ) Refused	1

15. Do you happen to know what state-level offic LIST]	ce is now held by David Dewhurst (Doo - hurst)? [ROTATE
	Attorney General
	Agriculture Commissioner
	Secretary of State
	Lieutenant Governor
	(DON'T READ) Don't know92
	(DON'T READ) Refused
16. Do you happen to know what office is now h	neld by Antonio Villaraigosa (via-rye-go-sah)? [ROTATE
	Mayor of Los Angeles
	Governor of California
	Attorney General of the United States
	United States Senator
	(DON'T READ) Don't know76
	(DON'T READ) Refused
17. Switching topicsConsidering the costs to to you think the war with Iraq has been worth it.	the United States versus the benefits to the United States, do fighting, or not?
	Yes, worth fighting 24
	No, not worth fighting67
	DK 6
	RF 2
18. Thinking about current circumstances and out to your feelings about the war in Iraq?	ar chances of success, which of the following comes closest
I favor the wa I think t	the current policy is working and should be continued

19. 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 CAI	LL):
_Make all illegal immigrants felons and send	I them back to their home country	
_Have a guest worker program that allows in only for a limited amount of time, or	mmigrants to remain in the United States in ord	er to work, but
certain requirements like first returning to to a period of time	United States and become U.S. citizens, but only heir home country for a visa, and paying back ta	xes and fines over
_Grant amnesty to all illegal immigrants in the fear of being deported	the country, giving them residence and the right	to work without
	All illegal immigrants felons	7
	Guest worker program	
	Earned citizenship	
	Amnesty	
	Don't know	
	Refused	
21. Do you think undocumented immigrant high school in the state of Texas?	No	
	V	70
	Yes	
	No	
	(Don't know)	
	(Refused)	(Ref: IMMTUIT)
22. The federal government plans to build a you think the new border wall will decrease	70 mile long wall along the South Texas and M illegal immigration in Texas?	exico border. Do
	Yes	24
	No	
	(Don't know)	
	(Refused)	

ow)
ow)
(Ref: IMMBIED) on television at home? Is it
(Ref: IMMBIED) on television at home? Is it 54
on television at home? Is it
·54
4
10
9
rs
5
6
none1
ow1
0
age stations more often, English-language r you mostly watch in Spanish" r you mostly watch in English?" h or in English, or is it exactly equal?"
nish11
anish6
vanish
nish than English8
nish than English
nish than English
nish than English 8 ttly equal 32 glish than Spanish 16 nglish 13
 n c

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......14 Mostly Spanish9 More English than Spanish9 27. Which of the major TV stations would you say you watch the most, (ROTATE: NBC, CBS, ABC, FOX, UNIVISION, TELEMUNDO) ABC......16 CBS.......6

	DOM	4.4
	FOX	
	UNIVISION	
	TELEMUNDO	-
	Other station [SPECIFY]	10
	Don't know	4
	Refused	0
28. In addition to [ANSWER TO Q27]	, which major station would you say you watch th	e second most?
	NBC	11
	ABC	
	CBS	11
	FOX	
	UNIVISION	
	TELEMUNDO	
	Other station [SPECIFY]	
	Don't know	
	Refused	1
29. How about newspapers? Do you ev	rer buy or read one of the local newspapers here is	n Texas?
	Yes	62
	No	38
	Don't know	0
	Refused	0
30. [IF Q28=1] Which newspapers do y	rou read the most? [OPEN-ENDED, ALLOW T	WO RESPONSES]
	·	

31. Candidates will often try to get endorsem						
among voters. If you knew that	had	endorsed a ca	indidate, would	you be 1	more likel	ÿ
or less likely to support the candidate?						
And what about (second option, third option	n) 2 If you knew th	nat	h	nd endo	reed a	
candidate, would you be more likely or less li			11	au enuo	iscu a	
candidate, would you be more likely or less in	kely to support ti	ic candidate:				
RANDOMIZE LIST						
	More	Less	No Impact	DK	RF	
a. Jorge Ramos	30	15	21	32	2	
b. George W. Bush	21	49	23	5	2	
c. Henry Cisneros	41	19	23	15	1	
d. Rick Perry	28	30	26	15	1	
e. the Congressional Hispanic Caucus	38	13	25	23	1	
f. Jesse Jackson	19	32	27	21	1	
g. the Hispanic Chamber of Commerce	37	18	23	21	1	
h. the Cesar Chavez Foundation	45	14	24	15	1	
i. Bill Richardson	30	21	25	22	1	
DEMOGRAPHICS						
D1. Latinos have their roots in many different ancestry?	nt countries. To v	what country d	lo you or your fa	amily tra	ace your	
arreestry:						
	Mexico				7	6
	Refused	•••••	•••••	•••••	••••••	1
D2. Were you born in the United States, on t	the island of Puer	to Rico, or in	another country	₇ 2		
, ,		, ,				
	United Stat	tes			6	1
		•				
D3. [IF D2=1]. How about your parents, we	ere they born in t	he United Stat	tes or in another	countr	y?	
	Both paren	its born in Un	ited States		5	2
			er country			
	Refused					0

ve in your household?	99=Refused
ompleted? Again, just stop me when I read	l the correct
Grades 1 – 8	18
O	
Post-graduate education	6
Don't know	2
Refused	1
,	
(DOIN 1 KEAD) Refused	1
oorn-again Christian?	
Yes	29
No	59
Don't know	10
Refused	1
eral/Conservative" reply, WAIT AND AS	SK: Would you call
Very liberal	3
Slightly liberal	1
Very conservative	2
,	
Not thought about it/Don't know Refused	41
	Grades 1 – 8