

**HISPANICS: A CLOSER LOOK**

July 7 - 14, 2008

Presumptive Democratic nominee Barack Obama now holds a large lead over Republican nominee John McCain among Hispanic voters. And these voters hold very different views of the two candidates, with Obama seen in a more favorable light than McCain on caring about people and saying what he believes. McCain leads on patriotism and being commander in chief.

Like Americans overall, Hispanics are highly critical of the direction of the country and the President. Many are concerned about the economy specifically.

**PRESIDENTIAL POLITICS**

By a large margin, Hispanics who voted in a Democratic primary this year supported Hillary Clinton. In fact, the only states in which Barack Obama won the Hispanic vote in Democratic primaries were Illinois, his home state, Connecticut and Virginia. But now Hispanics support the presumptive Democratic nominee over Republican John McCain in this race by almost three to one -- 62% to 23%.

**IF THE ELECTION WERE TODAY, WOULD YOU VOTE FOR...?**

(Among registered voters)

	All	Hispanics
Obama	45%	62%
McCain	39	23
Undecided	12	11
Won't vote	2	3

In 2004, George W. Bush received a sizable chunk of the Hispanic vote, and lost narrowly to John Kerry among them. But Hispanics' current presidential preference suggests they have returned to supporting the Democratic candidate at a level similar to their support of Al Gore in 2000.

**HISPANICS: PAST PRESIDENTIAL VOTE**

CBS News Exit Poll

2004:

John Kerry	53%
George W. Bush	44

2000:

Al Gore	62%
George W. Bush	35

CBS News and The New York Times conducted additional interviews among Hispanics for this poll, in order to obtain a larger sample of them. The poll includes interviews with 246 Hispanics. Interviews were conducted in both English and Spanish.

Among Hispanic voters overall, 31% feel enthusiastic about Barack Obama; just 6% feel that way about John McCain.

48% are paying a lot of attention to the campaign, about the same as among voters overall. 64% of those interviewed said they are registered to vote, lower than the level reported among Americans overall (81%). Nearly half of Hispanics now identify themselves as Democrats (44%), while just 13% say they are Republicans and 42% are independents.

#### **VIEWS OF THE CANDIDATES**

Hispanics have very different perceptions of the two candidates. In general and on many specific qualities, Obama is seen in a much more positive light than McCain. Obama is viewed as caring about people, bringing change and saying what he believes. Fewer Hispanic voters perceive McCain as saying what he believes.

Hispanics are three times more likely to say Obama cares a lot about them than to say McCain does, and four in 10 think McCain does not.

#### **HISPANICS: ... CARES ABOUT PEOPLE LIKE YOURSELF**

(Among registered voters)

	Obama	McCain
A lot	44%	15%
Some	39	46
Not much/not at all	16	38

More so than McCain, Obama is viewed by Hispanics as saying what he believes rather than what people want to hear. In fact, most Hispanics think McCain does not say what he believes.

#### **HISPANICS: DOES ... SAY WHAT HE BELIEVES**

(Among registered voters)

	Obama	McCain
Yes	52%	37%
No	43	59

And where 67% think McCain will not bring change to government, just about as many -- 69% -- think Obama will.

And many Hispanics perceive McCain as more likely to favor the rich over the poor, while Obama is expected to treat both groups the same.

**HISPANICS: HE WILL FAVOR...**

(Among registered voters)

	Obama	McCain
Rich over poor	17%	58%
Poor over rich	31	1
Treat both the same	50	38

One of McCain's strengths against Obama among voters overall is the more widely held view that McCain would make an effective commander in chief. But among Hispanic voters, McCain holds only a small edge on this measure.

**HISPANICS: ... LIKELY TO BE EFFECTIVE COMMANDER IN CHIEF**

(Among registered voters)

	Obama	McCain
Very likely	31%	41%
Somewhat likely	41	35
Not too/not at all likely	26	20

Hispanics overwhelmingly call both Obama and McCain patriotic, but especially McCain. Eight in ten say Obama is patriotic, and nine in ten say McCain is, but 69% call McCain "very" patriotic, while 47% say the same of Obama.

But many Hispanic voters think a McCain presidency would represent a continuation of the Bush presidency. Seven in 10 think McCain would continue President Bush's economy policies, and 79% think he would continue the President's policies in Iraq.

Overall, 53% have a favorable opinion of Obama, and just 17% are unfavorable. 30% don't have an opinion. And although John McCain hails from a state with a substantial Hispanic population, nearly four in 10 Hispanics don't know enough about him to have an opinion. Among those who do, views are more negative than positive; Hispanic voters are nearly twice as likely to have an unfavorable rather than favorable opinion of McCain.

**HISPANICS: VIEWS OF THE CANDIDATES**

(Among registered voters)

	Obama	McCain
Favorable	53%	23%
Unfavorable	17	38
Undecided/haven't heard enough	30	38

In addition, Obama is seen as the better candidate when it comes to handling immigration.

**HISPANICS: CONFIDENCE IN HANDLING IMMIGRATION**

(Among registered voters)

	Obama	McCain
A lot	25%	14%
Some	47	41
Not much/not at all	25	43

**THE COUNTRY AND THE PRESIDENT**

Hispanics share other Americans' concerns about the direction of the country and the economy, and are critical of President George W. Bush.

Over eight in 10 think the country is off on the wrong track.

**DIRECTION OF THE COUNTRY**

	All	Hispanics
Right direction	14%	12%
Wrong track	81	83

Just two in 10 Hispanics approve of the job George W. Bush is doing as president, while 72% disapprove. Just 18% approve of how the President is handling the economy.

**BUSH'S JOB APPROVAL**

	All	Hispanics
Overall:		
Approve	28%	21%
Disapprove	65	72
Handling Economy:		
Approve	20%	18%
Disapprove	71	77

**ISSUES THEY ARE CONCERNED ABOUT**

Hispanics view the economy and jobs as the most important problem facing the country, as do Americans overall. But Hispanics place a somewhat higher priority on the war in Iraq, and are less likely than all Americans to volunteer gas prices as a problem.

**MOST IMPORTANT PROBLEM**

	All	Hispanics
Economy and jobs	39%	45%
Gas prices	14	7
War in Iraq	14	18
Environment	3	3
Health care	3	3

## **GAS PRICES AND THE ECONOMY**

Only 19% think the economy is good -- fully 79% think it is bad, including 39% who think it is very bad.

### **CONDITION OF THE ECONOMY**

	All	Hispanics
Good	19%	19%
Bad	80	79

64% think the economy is getting worse.

### **THE ECONOMY IS GETTING:**

	All	Hispanics
Better	3%	3%
Worse	67	64
Same	29	33

Despite the bad economy, Hispanics are doing nearly as well financially as the rest of the country; about two in 3 say their financial situation is good.

### **THE FINANCIAL SITUATION IN YOUR HOUSEHOLD**

	All	Hispanics
Very good	13%	8%
Fairly good	61	59
Fairly bad	19	24
Very bad	7	9

But they feel the pinch of higher gas prices more. 42% say these prices have caused them serious financial hardship, much higher than the 34% of all Americans who say the same.

### **HAVE GAS PRICES CAUSED YOU FINANCIAL HARDSHIP?**

	All	Hispanics
Yes, serious	34%	42%
Yes, not serious	31	34
No	35	24

## **IRAQ**

58% think the war in Iraq is now going badly, and just 39% of Hispanics think it is going well. That is a slightly more negative assessment than among Americans as a whole.

### **WAR IN IRAQ IS GOING...?**

	All	Hispanics
Well	45%	41%
Badly	51	56

Compared to Americans overall, fewer Hispanics think going to war in Iraq was the right thing to do.

## IMMIGRATION

Hispanics' views of LEGAL immigration are much the same as those of Americans as a whole.

### LEGAL IMMIGRATION SHOULD BE:

	All	Hispanics
Kept at present level	38%	43%
Increased	23	27
Decreased	32	25

Many -- 47% -- see ILLEGAL immigration as a very serious problem in the U.S. But that is lower than the percentage of Americans overall who view illegal immigration that way.

### ILLEGAL IMMIGRATION IS A:

	All	Hispanics
Very serious problem	60%	48%
Somewhat serious	29	30
Not too/not at all serious	10	20

By a wide margin, Hispanics see the Democratic Party as the party best able to handle the issue of immigration.

However, very few Hispanics -- only 3% -- and just 2% of Americans overall volunteer immigration as the most important problem facing the country.

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This poll was conducted among a random sample of 1796 adults nationwide interviewed by telephone July 7-14, 2008. Oversamples of African Americans and Hispanics were interviewed, for a total of 297 interviews with African Americans and 246 interviews with Hispanics.

Respondents could be interviewed in either English or Spanish, and the poll included a sample of cell phones. The results then weighted in proportion to the racial composition of the adult population in the U.S. Census.

The error due to sampling could be plus or minus three percentage points based on the entire sample. The sampling errors could be plus or minus six percentage points for the African American and Hispanic samples.

**CBS NEWS/NEW YORK TIMES POLL**  
**HISPANICS: A Closer Look**  
**July 7-14, 2008**

q1 How much attention have you been able to pay to the 2008 presidential campaign -- a lot, some, not much, or no attention so far?

	** REGISTERED VOTERS**	
	Total	Hispanics
	%	%
A lot	53	48
Some	37	40
Not much	8	10
None at all	2	3
DK/NA	0	0

q2 Is your opinion of Barack Obama favorable, not favorable, undecided, or haven't you heard enough about Barack Obama yet to have an opinion?

Favorable	39	53
Not favorable	31	17
Undecided	24	26
Haven't heard enough	4	4
Refused	2	0

q3 Is your opinion of John McCain favorable, not favorable, undecided, or haven't you heard enough about John McCain yet to have an opinion?

Favorable	31	23
Not favorable	32	38
Undecided	27	21
Haven't heard enough	10	17
Refused	0	1

q4 RELEASED SEPARATELY

q5 If the 2008 presidential election were being held today and the candidates were Barack Obama, the Democrat, and John McCain, the Republican, would you vote for Barack Obama or John McCain?

Obama	45	62
McCain	39	23
Other (Vol.)	2	1
Won't vote (Vol.)	2	3
Depends (Vol.)	3	2
Don't know/No answer	9	9

q6 RELEASED SEPARATELY

q7 Which best describes your feelings about having Barack Obama as the Democratic nominee for President: enthusiastic, or satisfied but not enthusiastic, or dissatisfied but not angry, or angry?

\*\* REGISTERED VOTERS\*\*

	Total	Hispanics
	%	%
Enthusiastic	25	31
Satisfied not enthusiastic	37	41
Dissatisfied not angry	28	22
Angry	6	4
Don't know/No answer	4	2

q8 Which best describes your feelings about having John McCain as the Republican nominee for President: enthusiastic, or satisfied but not enthusiastic, or dissatisfied but not angry, or angry?

Enthusiastic	7	6
Satisfied not enthusiastic	48	37
Dissatisfied not angry	32	40
Angry	7	10
Don't know/No answer	6	7

q9 RELEASED SEPARATELY

q10 Do you approve or disapprove of the way George W. Bush is handling his job as President?

\*\* TOTAL RESPONDENTS \*\*

Approve	28	21
Disapprove	65	72
DK/NA	7	7

q11 Do you feel things in this country are generally going in the right direction or do you feel things have pretty seriously gotten off on the wrong track?

Right direction	14	12
Wrong track	81	83
DK/NA	5	5

q12 What do you think is the most important problem facing the country today?

Economy / jobs	39	45
War in Iraq	14	18
Gas/Heating Oil Crisis	14	7
Environment	3	3
Health Care	3	3
Immigration	2	3
Foreign Policy	2	1
Defense / Military	2	1
Moral Values/Family Values	2	0
Other	16	13
DK/NA	3	6

q13 Do you approve or disapprove of the way George W. Bush is handling the economy?

\*\* TOTAL RESPONDENTS \*\*

	Total %	Hispanics %
Approve	20	18
Disapprove	71	77
DK/NA	9	5

q14 How would you rate the condition of the national economy these days? Is it very good, fairly good, fairly bad, or very bad?

Very good	1	0
Fairly good	18	19
Fairly bad	45	40
Very bad	35	39
DK/NA	1	2

q15 Do you think the economy is getting better, getting worse, or staying about the same?

Better	3	3
Worse	67	64
Same	29	33
DK/NA	1	0

q16-23 RELEASED SEPARATELY

q24 How much do you think Barack Obama cares about the needs and problems of people like yourself -- a lot, some, not much, or not at all?

\*\* REGISTERED VOTERS\*\*

A lot	37	44
Some	37	39
Not much	14	8
Not at all	9	8
DK/NA	3	1

q25 Would you consider Barack Obama very patriotic, somewhat patriotic, or not very patriotic?

Very patriotic	37	47
Somewhat	39	38
Not very	18	8
DK/NA	6	7

q26 Do you think Barack Obama says what he believes most of the time, or does he say what he thinks people want to hear?

Yes, says what he believes	43	52
No, says what people want	51	43
Don't know/No answer	6	5

q27 Regardless of how you intend to vote, how likely do you think it is that Barack Obama would be an effective commander-in-chief of the nation's military -- would you say it is very likely, somewhat likely, not very likely, or not at all likely?

\*\* REGISTERED VOTERS\*\*

	Total	Hispanics
	%	%
Very likely	24	31
Somewhat likely	38	41
Not too likely	21	18
Not at all likely	15	8
Don't know/No answer	2	2

q28 RELEASED SEPARATELY

q29 If he were elected President, do you think Barack Obama would bring about real change in the way things are done in Washington, or wouldn't he do that?

Would	58	69
Would not	35	26
DK/NA	7	5

q30-31 RELEASED SEPARATELY

q32 How much confidence do you have in Barack Obama's ability to handle the issue of illegal immigration -- a lot, some, not much, or none at all?

A lot	17	25
Some	44	47
Not much	22	17
None at all	12	8
DK/NA	5	3

q33 How much do you think John McCain cares about the needs and problems of people like yourself -- a lot, some, not much, or not at all?

A lot	21	15
Some	45	46
Not much	21	23
Not at all	12	15
DK/NA	1	1

q34 Would you consider John McCain very patriotic, somewhat patriotic, or not very patriotic?

Very patriotic	73	69
Somewhat	21	25
Not very	4	2
DK/NA	2	4

q35 Do you think John McCain says what he believes most of the time, or does he say what he thinks people want to hear?

Yes, says what he believes	46	37
No, says what people want	49	59
Don't know/No answer	5	4

q36 Regardless of how you intend to vote, how likely do you think it is that John McCain would be an effective commander-in-chief of the nation's military -- would you say it is very likely, somewhat likely, not very likely, or not at all likely?

\*\* REGISTERED VOTERS\*\*

	Total	Hispanics
	%	%
Very likely	46	41
Somewhat likely	36	35
Not too likely	9	11
Not at all likely	7	9
Don't know/No answer	2	4

q37 RELEASED SEPARATELY

q38 If he were elected President, do you think John McCain would bring about real change in the way things are done in Washington, or wouldn't he do that?

Would	28	29
Would not	65	67
DK/NA	7	4

q39-40 RELEASED SEPARATELY

q41 How much confidence do you have in John McCain's ability to handle the issue of illegal immigration -- a lot, some, not much, or none at all?

A lot	16	14
Some	47	41
Not much	22	26
None at all	10	17
DK/NA	5	2

q42-45 RELEASED SEPARATELY

q46 If Barack Obama is elected President, do you think the policies of his administration would favor rich over poor, favor poor over rich, or would they treat both groups the same?

Favor rich over poor	18	17
Favor poor over rich	30	31
Treat both the same	45	50
DK/NA	6	2

q47 If John McCain is elected President, do you think the policies of his administration would favor rich over poor, favor poor over rich, or would they treat both groups the same?

Favor rich over poor	54	58
Favor poor over rich	3	1
Treat both the same	38	38
DK/NA	5	3

Q48-68 RELEASED SEPARATELY

q69 Should LEGAL immigration into the United States be kept at its present level, increased, or decreased?

\*\* TOTAL RESPONDENTS \*\*

	Total %	Hispanics %
Present level	38	43
Increased	23	27
Decreased	32	25
DK/NA	7	5

q70 What about ILLEGAL immigration, how serious a problem do you think the issue of ILLEGAL immigration is for the country right now -- very serious, somewhat serious, not too serious, or not at all serious?

Very serious	60	48
Somewhat serious	29	30
Not too serious	8	15
Not at all serious	2	5
DK/NA	1	2

q71-73 RELEASED SEPARATELY

q74 How would you say things are going for the U.S. in its efforts to bring stability and order to Iraq? Would you say things are going very well, somewhat well, somewhat badly, or very badly?

Very well	7	3
Somewhat well	38	38
Somewhat badly	27	27
Very badly	24	29
DK/NA	4	3

q75-95 RELEASED SEPARATELY

q96 How would you rate the financial situation in your household these days? Is it very good, fairly good, fairly bad, or very bad?

Very good	13	8
Fairly good	61	59
Fairly bad	19	24
Very bad	7	9
Don't know/No answer	0	0

q97 Have recent price increases in gasoline caused any financial hardship for you or others in your household, or not?

IF YES, ASK: Has that been a serious hardship, or not serious?

Yes, serious	34	42
Yes, not serious	31	34
No	35	24
DK/NA	0	0

	<b><u>UNWEIGHTED</u></b>	<b><u>WEIGHTED</u></b>
Total Respondents	1796	
Total Hispanics	246	219