

The American Values Survey Latino Findings (500 Latino Americans)

August 9 - 23, 2006

2,502 American Adults

Hispanic and African American Over Samples (n=500 each)

Interviews in Spanish and English

Hispanic Over Sample Margin of Error: $\pm 4.38\%$

National Sample Margin of Error: $\pm 1.95\%$

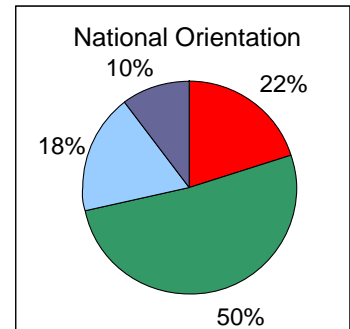
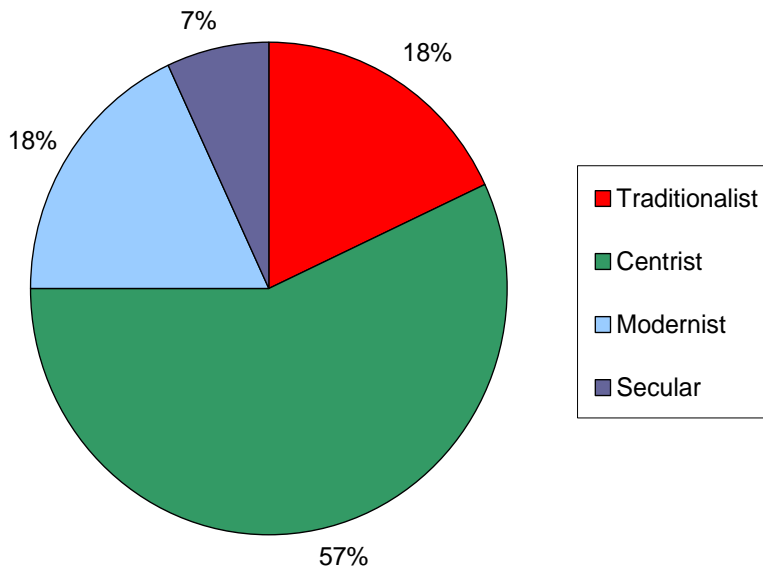
Conducted by Braun Research, Inc.

All Analysis by Robert P. Jones, Ph.D. and Dan Cox

www.centerforamericanvalues.org

Funded by People For the American Way Foundation and People For the American Way

Latinos and Religious Orientation: Majority of Latinos are Religious Centrists



2

Note: The religious orientation scale was based on a composite religiosity factor that utilized three basic types of religious measures: belief, practice and salience.



- Latinos are more centrist (57% vs. 50%) and slightly less secular (7% vs. 10%) than the general public.
- When asked to self-identify as liberal/progressive or traditional, more Latino Christians say that they are either liberal or progressive (34%) than traditional (31%). Among American Christians generally, only 27% claim to be liberal/progressive and 41% say they are traditional.
- The majority of Hispanics identify as Catholic (65%) but a growing minority are identifying as Protestant (25%).
 - Almost 7 in 10 Hispanic Protestants say they are born-again Christians.
 - 3 in 10 Latino Catholics say they are born again, compared to 20% of non-Latino Catholics.

Religious Orientations: Traditionalists, Centrists, and Modernists



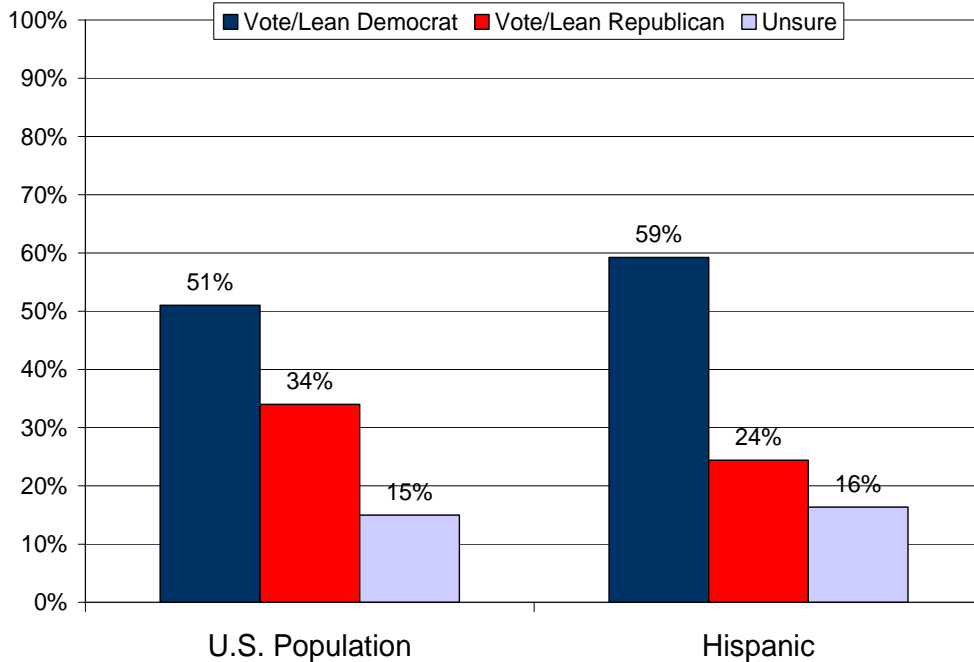
- **Religious Traditionalists Tend to:**
 - Attend religious services weekly or more
 - Pray daily
 - Believe in a literal interpretation of the Bible
 - Believe God exists without any doubts
 - Report that religion is a very important or the most important thing in their lives
- **Religious Centrists Tend to:**
 - Attend religious services weekly or a few times a month
 - Pray frequently but not necessarily daily
 - Believe that Bible is inspired but not literal word of God
 - Believe God exists without any doubts
 - Report that religion is very important part of their lives
- **Religious Modernists Tend to:**
 - Attend religious services once in a while or infrequently
 - Pray occasionally or infrequently
 - Believe that Bible is inspired but not literal word of God or an ancient book of myths and legends
 - Believe God exists but some have doubts
 - Report that religion is fairly important to their lives

3



Vote and Political Outlook of Latinos in 2006 Midterm Elections

2006 Vote Among Likely Latino Voters



5

Q.53. *If the election for U.S. Congress were held today, would you be voting for the Democratic candidate or the Republican candidate in your district where you live?*



- Latinos are favoring Democratic candidates by a remarkable 35 points (59% to 24%), double the lead that Democrats hold among the general public (17 points, 51% to 34%). Sixteen percent of Latino likely voters remain undecided.
- In 2006, both U.S.-born Hispanics and foreign-born Hispanics are leaning heavily toward the Democrats (58% to 23% and 66% to 17% respectively).
- U.S.-born Hispanics are much more likely to vote in November. Seventy-three percent of U.S.-born Hispanics said that they will almost certainly or probably vote in the upcoming midterm elections, compared to just 49% of foreign-born Hispanics.

2004 and 2006 Vote By Religious Affiliation and Race



Vote by Religious Affiliation and Orientation				
	2004 Vote (Green)		2006 Midterm Vote (Likely Voters)	
	Bush Vote %	Kerry Vote %	Republican Vote/Lean %	Democrat Vote/Lean %
Evangelicals (25%)	78	22	52	31
Mainline Protestants (15%)	50	50	37	50
Hispanic Protestants (3%) ^{^*}	63	37	30	47
Black Protestants (10%) [^]	17	83	10	82
Catholics (18%)	53	47	34	51
Hispanic Catholics (8%) [^]	31	69	25	65
Jews (1%) [*]	27	73	25	60
	2004 Vote (NEP)			
White (68%)	58	41	41	43
Hispanic (12%) [^]	44	53	24	59
African American (13%) [^]	11	88	11	81
<i>Total</i>	<i>51</i>	<i>49</i>	<i>34</i>	<i>51</i>

6

Q.51: Reported 2004 vote, **Q. 53:** 2006 vote among likely voters.

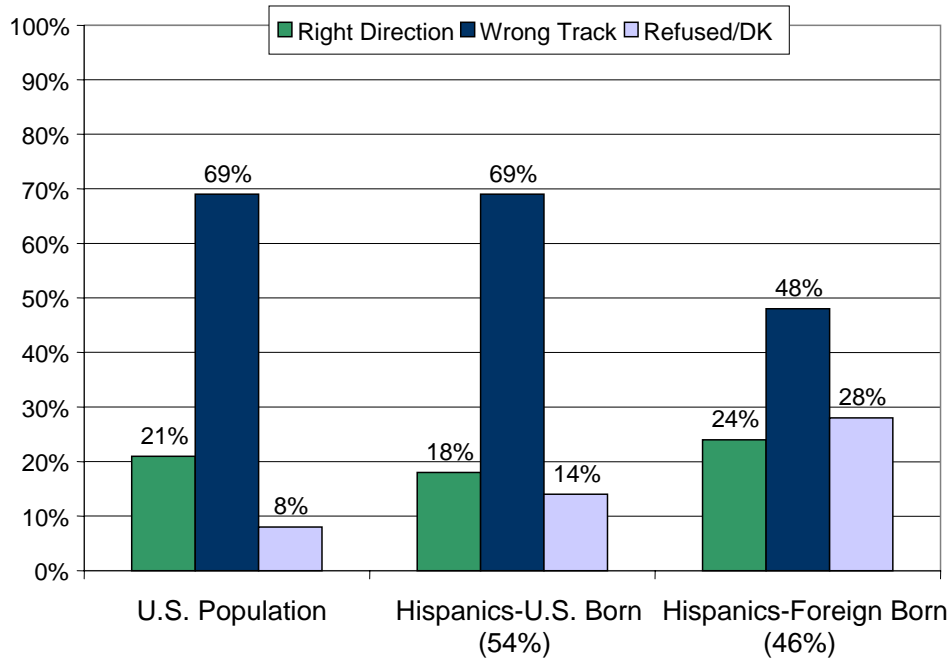
Notes: [^] indicates use of over sample; * indicates n<100 for this subgroup.



- Although there is a double-digit move away from the GOP from 2004, these shifts have not translated into direct gains for Democrats. At the national level, between 2004 and 2006, Republican support has dropped 17 points (51% to 34%) but Democratic support has only risen 2 points (49% to 51%). Fifteen percent of all likely voters remain undecided.
- A higher percentage of GOP losses are translating into direct Democratic gains among Latinos than among the general public. Among the general public, only slightly more than 1 out of 10 of those moving away from the GOP have shifted their support to Democrats, compared to 3 in 10 among Hispanics.
- Latino shifts:
 - Among Hispanic Protestants, Republican support has dropped 33 points from 2004 to 2006, and the Democratic gain is 10 points.
 - Among Hispanic Catholics, Republican support has dropped 6 points from 2004 to 2006, and Democrats have lost 4 points, an indication that they have not yet consolidated their 2004 support.
 - Among Hispanics as a whole, Republican support has dropped 20 points from 2004 to 2006, and Democrats have gained 6 points.
- Non-Latino shifts:
 - Among Mainline Protestants, Republican support has dropped 13 points since 2004; Democrats have not picked up any support over 2004.
 - Among non-Hispanic Catholics, Republican support has dropped 19 points from 2004 to 2006, but Democrats have only gained 4 points.
 - Among whites, Republican support has dropped 17 points from 2004 to 2006, but the Democratic gain is only 2 points.

Note: 2004 vote by religious affiliation group from Fourth National Survey of Religion and Politics, Post-Election Sample, Dec. 2004, The Bliss Institute, University of Akron; 2004 vote by race from NEP Exit Poll.

Political Mood: A New Direction



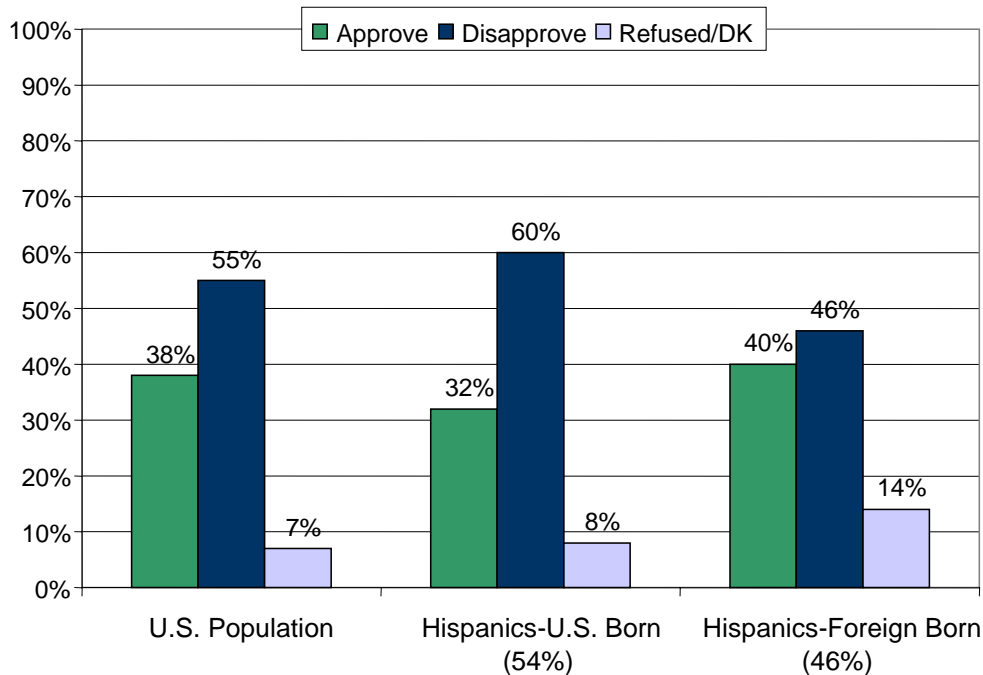
7

Q.3: *Generally speaking, do you think that things in this country are going in the right direction, or do you think things have gotten off on the wrong track?*



- Overall Latinos are somewhat less critical than the public of the direction of the country; 58% of all Latinos believe that the U.S. is heading in the wrong direction, compared to 69% of the total population.
- This difference with the public is due to the more optimistic outlook among foreign-born Latinos.
 - Only 48% of foreign-born Latinos believe the country is headed in the wrong direction.
 - U.S.-born Latinos mirror the rest of the public and are much more likely than foreign-born Latinos to believe the country is headed in the wrong direction (69%).

Political Mood: Presidential Job Approval



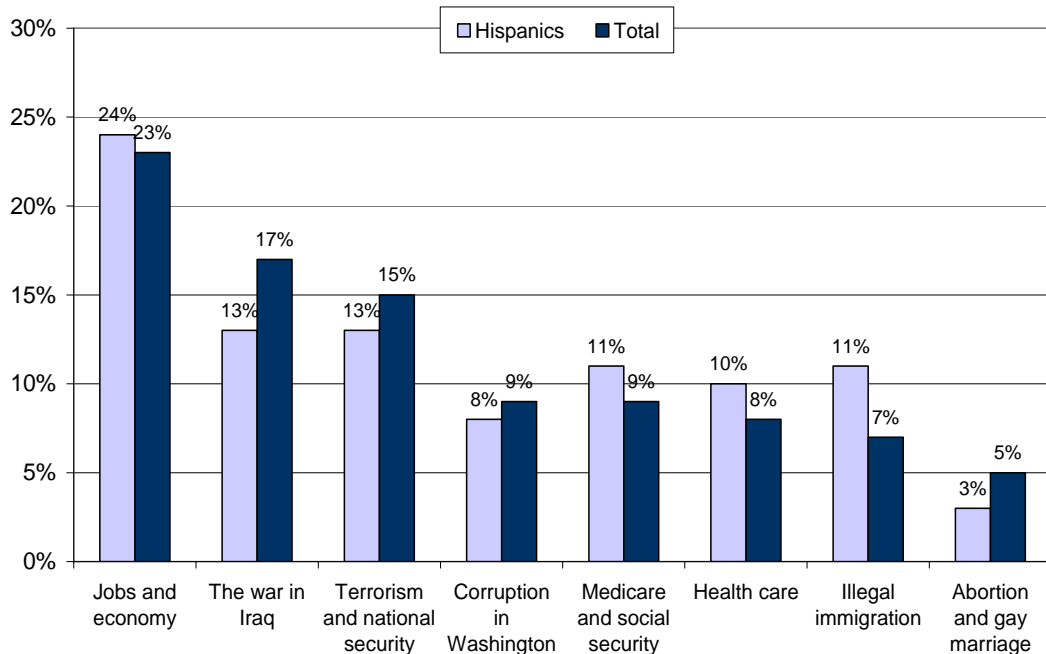
8

Q.4: Overall, do you approve or disapprove of the way George W. Bush is handling his job as president?



- President Bush's low job approval rating is slightly lower among Latinos (36%) than the public (38%).
- As with sentiment over the direction of the country, there are significant differences between U.S.-born and foreign-born Latinos.
 - U.S.-born Latinos evince lower levels of support for Bush's job performance (32% approve and 60% disapprove, 35% disapprove strongly).
 - Foreign-born Latinos express higher levels of satisfaction with the President's job performance (40% approve and only 46% disapprove).

Abortion and Gay Marriage are the Least Cited Issues in Deciding 2006 Vote



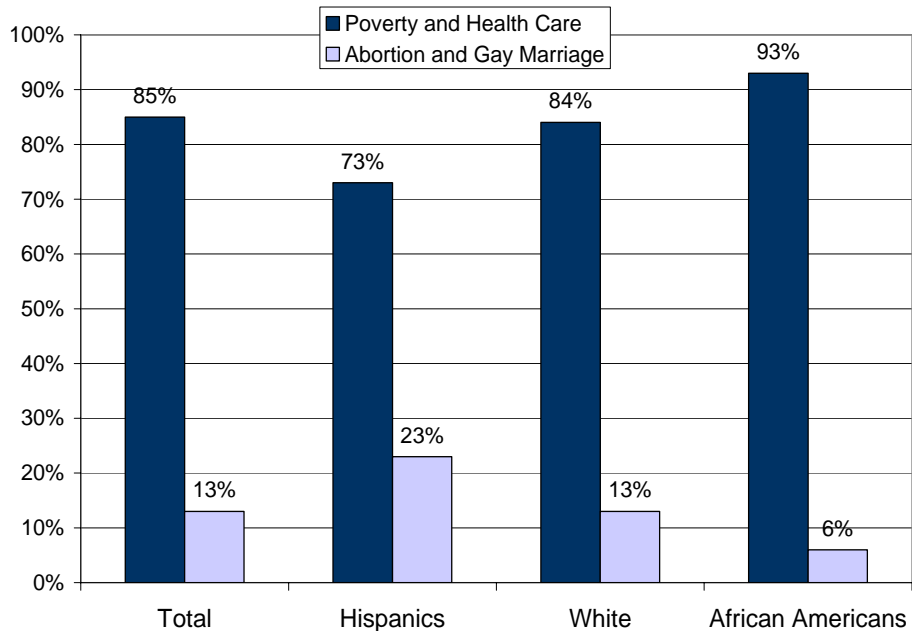
9

Q.14: Thinking about the upcoming elections this year, which ONE of the following issue areas would be MOST important to you in deciding how to vote for a candidate for Congress?



- When asked what issues were the most important in deciding their vote, social issues such as abortion and gay marriage were the least cited issues by the public (5%).
- Despite conservative views on abortion among Latinos (only 24% believe abortion should be legal all or most of the time), even fewer Latinos (3%) than the public cited abortion and gay marriage as the most important issues in their voting decisions for 2006.
- There are some significant gender and country of origin differences among Latinos on voting priorities.
 - Hispanic women are twice as likely as Hispanic men to believe that illegal immigration is important (14% to 7%). The issue of illegal immigration received the third highest support among Hispanic women after jobs and the economy and the war in Iraq.
 - U.S.-Born Hispanics are much more concerned about the war in Iraq (18% to 10%) and much less concerned about jobs and the economy (17% to 31%) than foreign-born Hispanics.

Almost Three-Quarters of Latinos Believe Poverty and Health Care More Important than Hot-button Social Issues



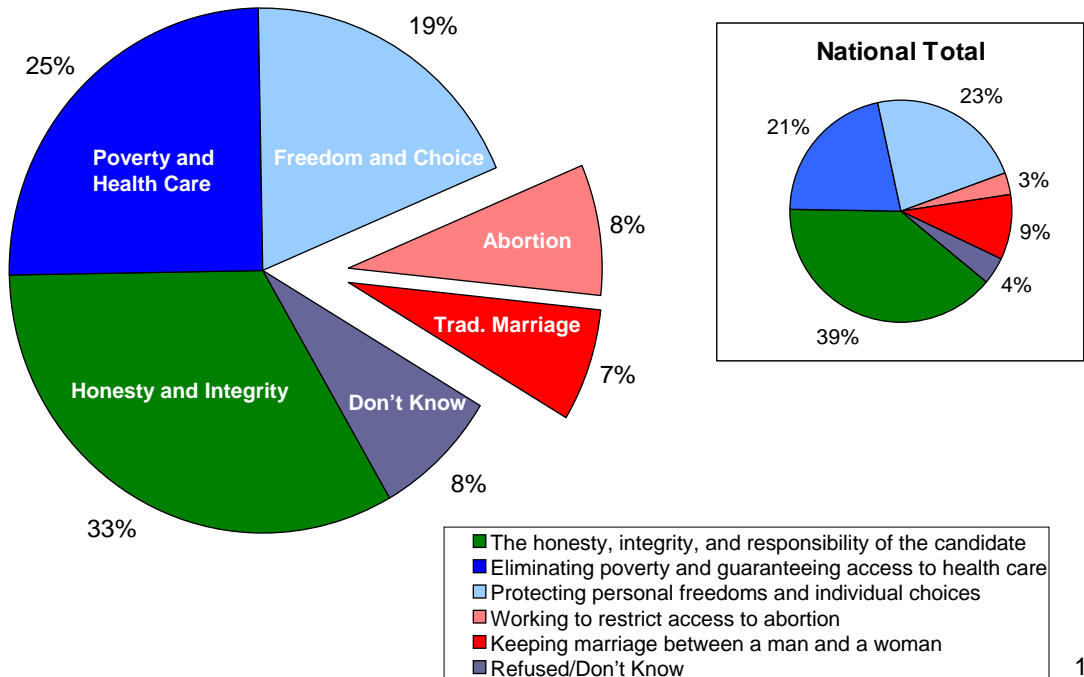
10

Q.15: *If you had to choose between the following, which of these kinds of issues are more important in the United States today?*



- Almost three quarters of Hispanics believe that issues like poverty and health care are more important than issues like abortion and gay marriage in the United States today.
- However, compared to the rest of the public, a small but significantly larger minority of Latinos say that abortion and gay marriage are more important than poverty and health care in the country today.
 - Note, however, as the previous slide makes clear, these issues are not important issues driving voting decisions.
 - And, as the next slide clarifies, these issues are also not what most Latinos have in mind when voting their values.

The Meaning of 'Voting Your Values': Latino and National Findings



Q.22: *Moral values can mean different things to different people. What comes to mind when you think about voting your values?*



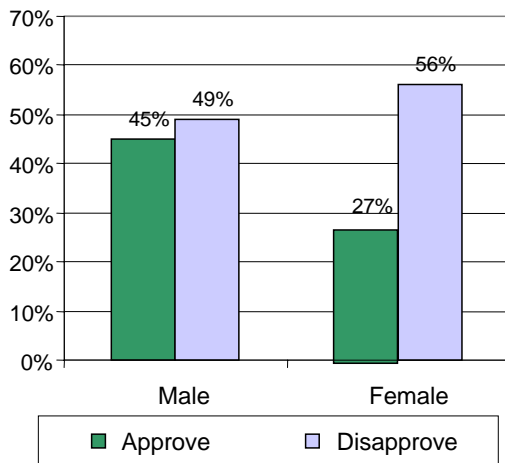
- Americans have a wide range of things in mind when they think about voting their values. More than anything else when “voting their values,” Americans think about the honesty, integrity, and responsibility of the candidate. More Latinos also selected these candidate attributes than any other values.
- Latinos differed from the public in what value received the second highest level of support. Among Latinos, eliminating poverty and guaranteeing access to health care was the next most cited value (25%), followed by protecting personal freedoms and individual choices (19%).
- When voting their values, Latinos are more likely to think of abortion (8% vs. 3%) but slightly less likely to think of keeping marriage between a man and a woman (7% vs. 9%) than the public. Even if the support for abortion and protecting traditional marriage is combined, these controversial social issues remain the least cited issues that come to mind when Latinos think about voting their values.

The Latino Gender Gap

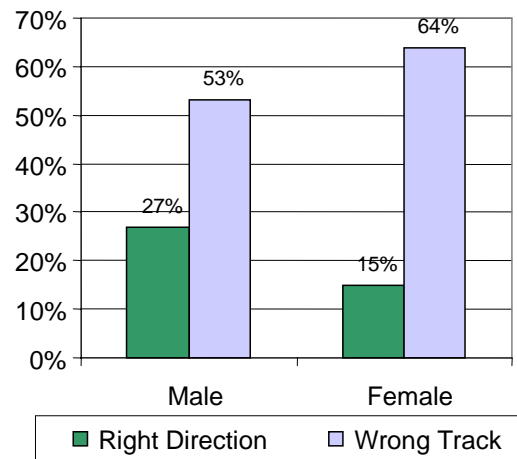
Political Mood by Gender: Hispanic Women More Pessimistic and Critical



Overall, do you approve or disapprove of the way George W. Bush is handling his job as president?



Generally speaking, do you think that things in this country are going in the right direction, or do you think things have gotten off on the wrong track?



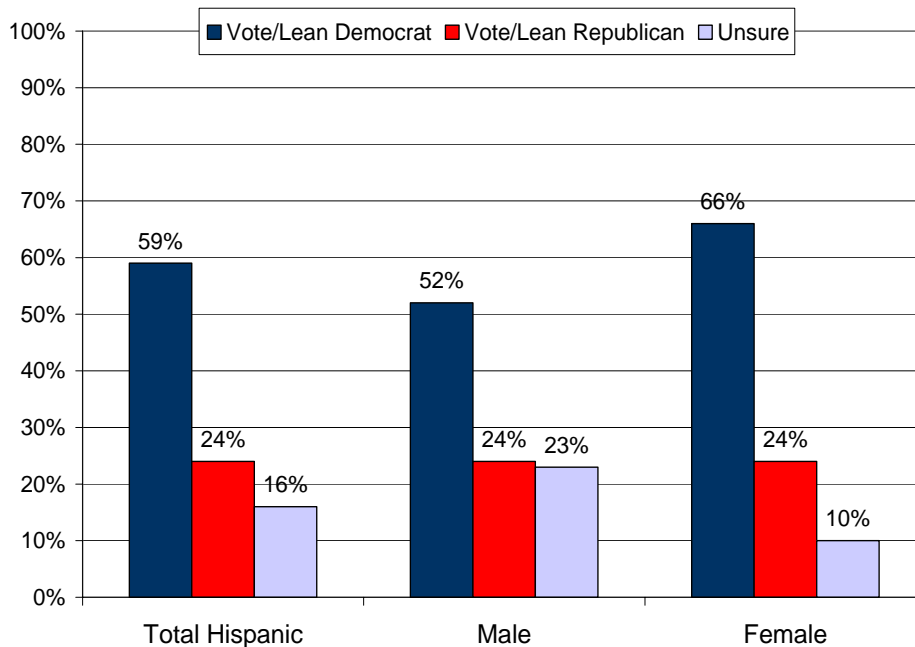
13

Q.3 & Q.4



- There is a significant gender gap among Latinos. Women are much more likely to disapprove of President Bush and the direction of the country than men.
 - Latina women are strongly dissatisfied with President Bush's performance in his job. Just 27% of Hispanic women approve of President Bush's job performance, compared to 45% of Hispanic men (a 19 point gap) and 38% of the public.
 - Fully 64% of Hispanic women believe that the country is moving in the wrong direction compared to only 53% of Hispanic men (an 11 point gap) and 69% of the public.

Prospective Vote 2006 Among Likely Voters: The Gender Gap



14

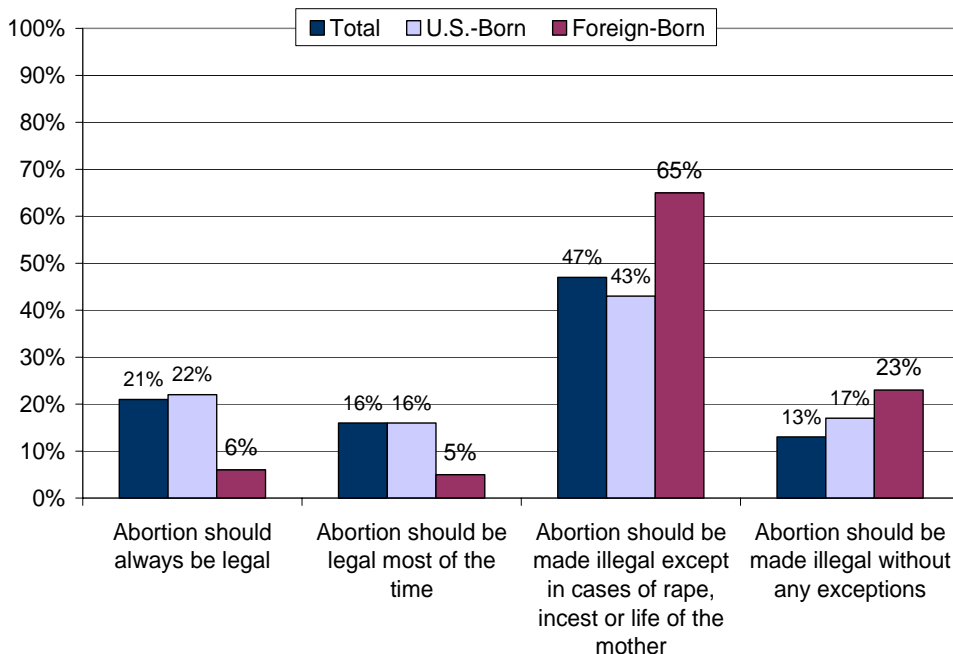
Q.53. *If the election for U.S. Congress were held today, would you be voting for the Democratic candidate or the Republican candidate in your district where you live?*



- Latina women are supporting Democratic candidates in the 2006 congressional elections at significantly higher rates than Latino men.
 - Democrats have a 42 point advantage among Latino women (66% to 24%).
 - Although Hispanic men are somewhat less inclined to support Democratic candidates (52%) they are not supporting the GOP any more than Hispanic women.
 - Among likely voters, only 10% of Latino women are undecided about whom to vote for compared to almost a quarter of Latino men. It is worth noting that even if all of the undecided likely voters broke Republican, Latinos would still strongly vote Democrat in the 2006 midterm elections.

Latinos on the Issues

Differences between U.S.-Born and Foreign-Born Latinos on Abortion



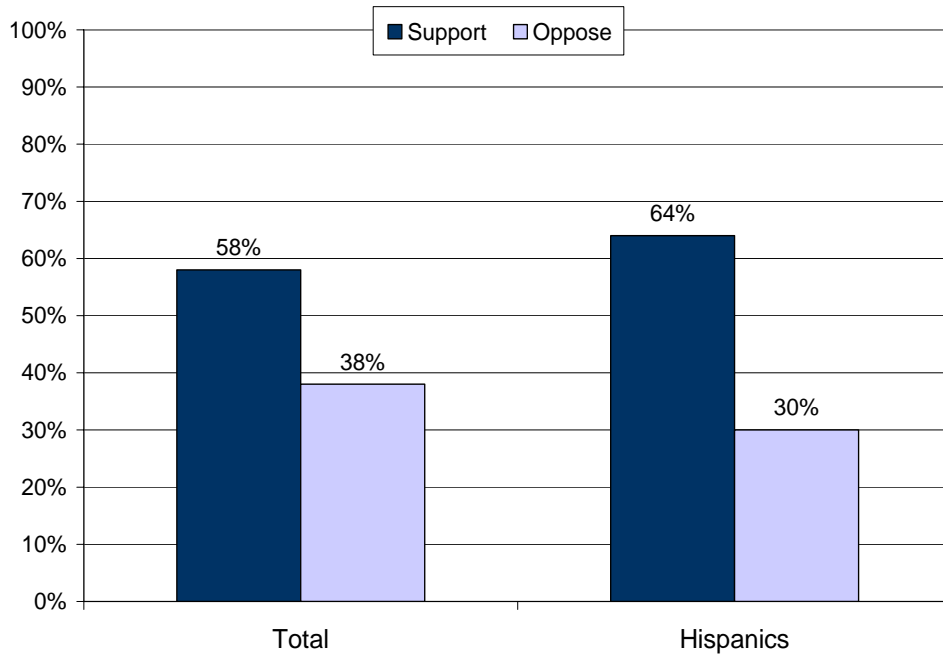
16

Q.13. Which comes closest to your view on abortion?



- There is a major difference in the views of foreign-born and U.S.-born Latinos on the issue of abortion. U.S.-born Latinos are largely in step with the rest of the public, while foreign-born Latinos are considerably more conservative.
- Foreign-born Latinos are more likely to believe that there should be greater restrictions on abortion, but only a tiny minority cite social issues like abortion and same-sex marriage as the most important issue in their 2006 vote.
 - Only 11% of foreign-born Latinos believe abortion should be legal all or most of the time, compared to 38% of U.S.-born Latinos and 37% of the public.
 - However, foreign-born Hispanics are much less likely to base their voting decision on this issue. Less than 2% said that the issues of abortion and same-sex marriage would be important in determining who to vote for in 2006.
- Despite the gender differences in political outlook, there are virtually no differences between Hispanic women and men on the issue of abortion.

Strong Majority of Hispanics Support Family Recognition for Gay Couples



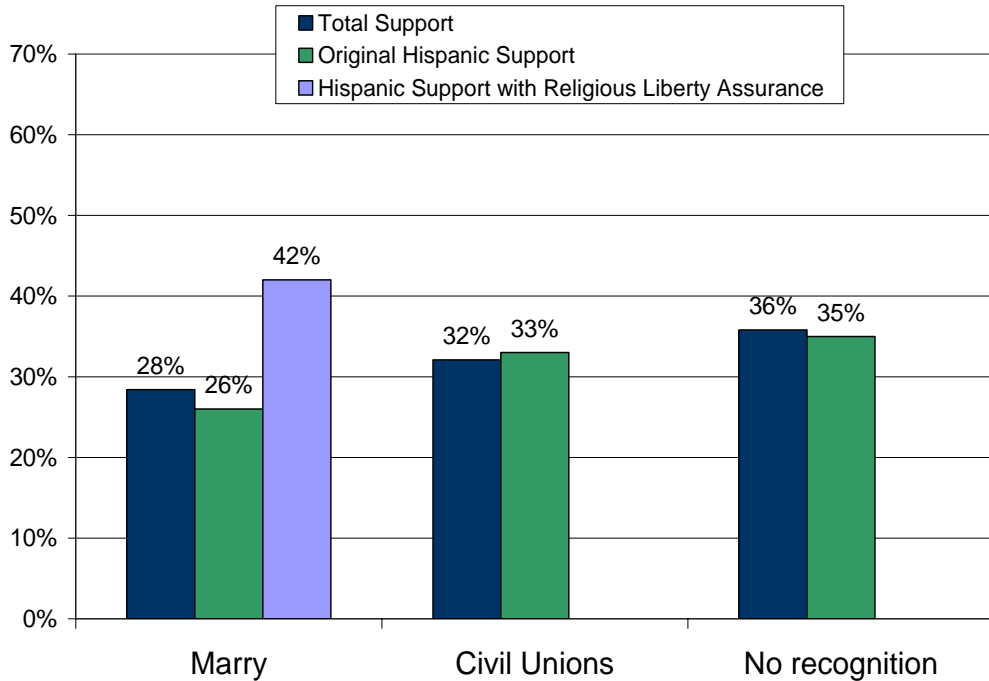
17

Q.8d: Generally speaking, gays and lesbians in long-term committed relationships should be able to have the same rights as married couples in areas of hospital visitation, health insurance, and pension coverage.



- A solid majority of Latinos (64%) believe that gay and lesbian couples ought to be afforded the same rights as married couples in the areas of hospital visitation, health insurance and pension coverage; this support is 6 points higher than the national support of 58%.
- Almost three-quarters (74%) of Hispanic Catholics support family recognition for gay and lesbian couples.
 - Hispanic Catholics are more supportive of family recognition than Hispanics as a whole.
 - Hispanic Catholics are the most supportive of all major religious groups.
- This does not mean that Hispanics are more progressive on all LGBT issues. Hispanic support for same-sex marriage mirrors public levels, and Hispanic support for adoption by gay or lesbian persons is a few points lower than the public.

Increased Support for Marriage Equality with Religious Liberty Assurance



18

Q.10: (IF CIVIL UNIONS OR NO RECOGNITION) *If the law guaranteed that no church or congregation would be required to perform marriages for same-sex couples, I would support allowing gay couples to legally marry.*



•Latinos' views on allowing gay couples to legally marry is virtually the same as the public:

- 26% support marriage vs. 28% of the public;
- 33% support civil unions vs. 32% of the public; and
- 35% support no legal recognition vs. 36% of the public.

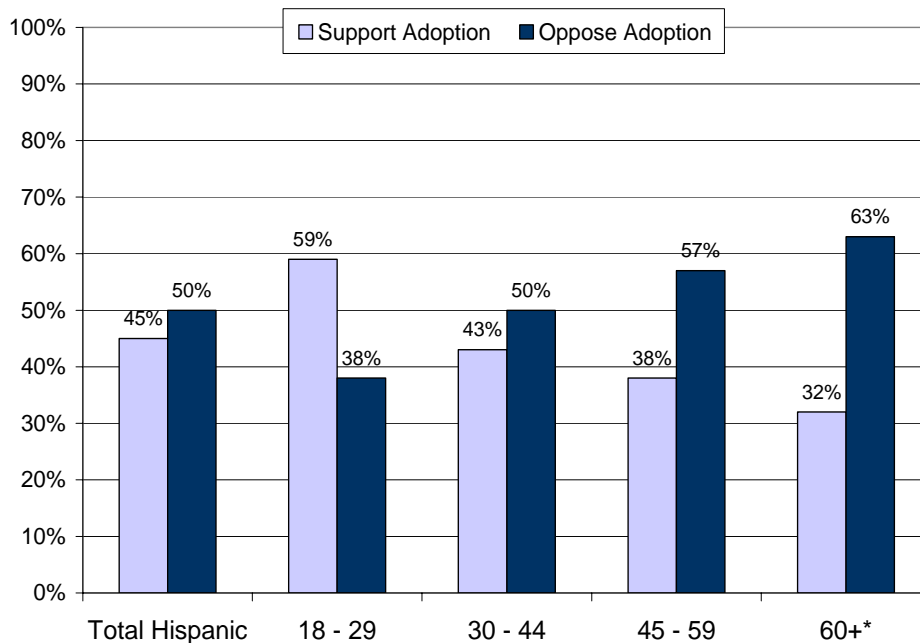
•We found a significant relationship between a religious liberty concern and opposition to same-sex marriage. Among Hispanics who were not initially supportive of allowing gay couples to marry, a large number (16% compared to 12% of the public) agreed that they would support marriage equality if the law guaranteed that no church or congregation would be required to perform marriages for same-sex couples.

- 14 points of this support came from those who initially only supported civil unions
- Only 2 points of this support came from those who initially supported no legal recognition of a gay couple's relationship.

•With this religious liberty guarantee, 42% of Hispanics support full marriage equality.

•Among the general public support rises from 28% to 40% with the religious

Young Hispanics more Supportive of Adoption Rights for Same-sex Couples



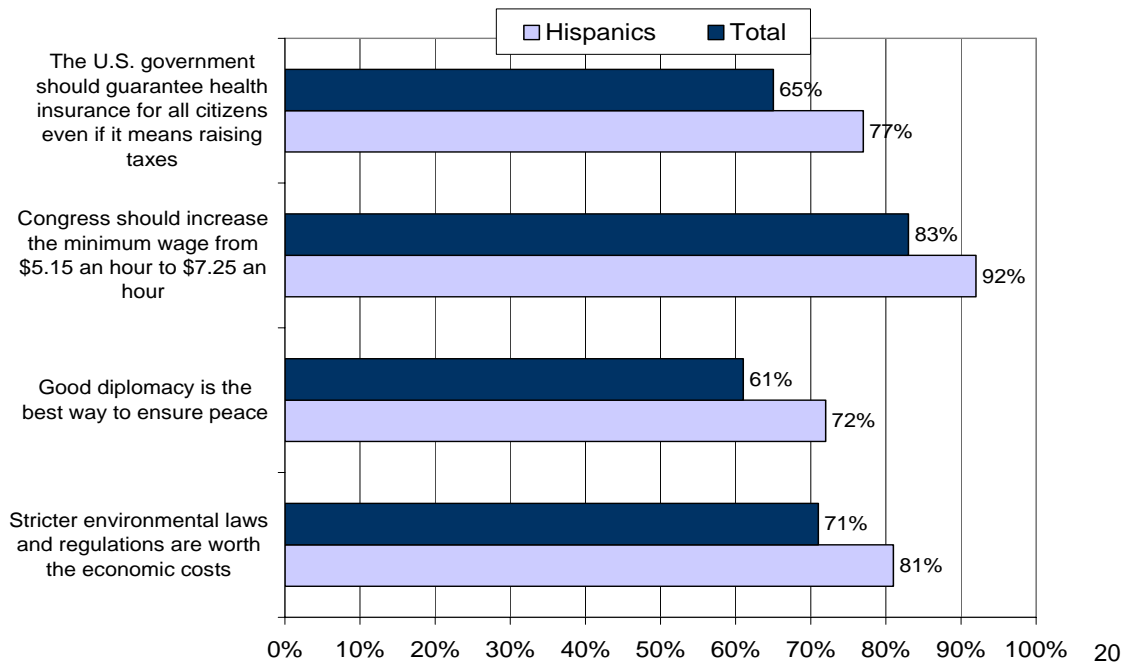
19

Q.8e: *Gay and lesbian people who meet all other qualifications should legally be able to adopt children.*



- Despite strong majority support of family rights for same-sex couples (64%), a slim majority of Hispanics oppose adoption rights for gays and lesbians.
- Among Hispanics less than 30 years old, however, a solid majority (59%) support adoption rights; this support among young Latinos is consistent with strong majority support among those under 30 years old in the general public (63%).

Progressive Issues of Opportunity: Overwhelming Support Among Hispanics



Q. 5d, 8a, 8b, 8c.



- Latinos strongly support many important progressive issues.
- In fact, Hispanics are at least 10 points higher than the general public across all four issues:
 - Guaranteeing health care (+12);
 - Raising the minimum wage (+11);
 - Emphasizing diplomacy in foreign policy (+10); and
 - Environmental protection (+10).