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LATINOS CAST OVER 800,000 BALLOTS IN FLORIDA

An turnout study, conducted by the William C. Velásquez Institute (WCVI), revealed that Latinos cast over 800,00 ballots in the 2004 Florida General Election. According to results garnered from the exit survey of 1,021 Latino voters in 34 precincts across the state, Latinos cast over 811,989 votes in the 2004 election.

cast in Florida and Latino turnout was just a little under 75% and slightly higher than the state's total turnout rate of 74.2%.

In addition, Latinos experienced a boom in voter registration. Latino voter registration was a little over 1 million. This increase translated into 10.6% of the total voter registration in the state of Florida in 2004.

In the 2004 Florida General Election, Latinos represented 10.6% of the total votes

(Continued on page 2)

Florida Total/Latino Voter Turnout: The 2004 General Elections

	TVC	TVR	Turnout %	
2004	7,641,290	10,301,290	74.2%	
	LVC	LVR	Turnout %	Share TVC
2004	811,989	1,087,000	74.7%	10.6%

TVC = Total Votes Cast
TVR = Total Voter Registration
LVC = Latino Votes Cast
LVR = Latino Voter Registration

Source: TVC / TVR - 2004 Florida Secretary of State, Division of Elections
LVC - 2004 WCVI Turnout Study
LVR - 2004 WCVI estimate of LVR as of General Election 2004

The William C. Velásquez Institute conducted an election day exit poll and turnout study on November 2, 2004 of Latino voters in the Florida. This newsletter is a brief report of the findings of the exit poll. The source for all information referenced in this newsletter is the 2004 WCVI Florida exit poll and turnout study, unless otherwise noted. Detailed methodology of the exit poll and turnout study can be found on Page 8 of the newsletter.

Florida Latino Voters: Issues Influencing Presidential Choice (ranked in order)

Which one issue mattered most in deciding how you voted for President?

Economy/Jobs	22.2%	Crime/Drugs	3.7%
Iraq War	20.8%	Immigration Policy	3.5%
Abortion	14.7%	Public Education	2.9%
War on Terrorism	11.3%	Taxes	1.7%
Health Care	8.3%	Same Sex Marriage	1.4%
Bilingual Education	4.2%	The Environment	1.2%
Other	3.8%	Gun Control	0.4%

ECONOMY/JOBS TOPS ON LATINO VOTER CONCERNS

Latinos spoke out in the 2004 election, and the Economy/ Jobs was one of the key factors in garnering the Latino vote. 25.0% of Latinos identified the economy as key to determining their vote for president. After the economy, Latinos nationally were concerned with issues abroad citing 23.1%, the Iraq War and 10.7%, the War on Terrorism.

Interestingly, Latinos were also concerned with policy issues. 10.1% identified Abortion as a key issue in their presidential vote but only 2.2% identified Same-Sex Marriage bucking national trends. Additionally, Latino voters also saw Health Care, 9.0% and Education issues (Bilingual/Public) 7.7% as crucial components of their vote.

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METHODOLOGY: WCVI 2004 EXIT POLL & TURNOUT STUDY

The William C. Velásquez Institute conducted an exit poll to measure how Latinos voted during the November 2004 General elections. The survey was administered by trained interviewers in both English and Spanish. The WCVI Florida Election Day Exit Poll of Latino Voters was based upon a proportional-stratified-random sample of 1,021 Latino voters who were interviewed upon casting their ballots on Nov. 2, 2004. The sample was drawn from 34 precincts taken from 7 counties. 80% of all Latino Voting Age Population (LVAP) reside within these 7 counties. All precincts having less than 5% or 50 LVAP were eliminated. All precincts were then weighted by total number of LVAP in all precincts. SPSS random sampling generator used to select precincts in all counties. Actual number of interviewees based on proportion of LVAP in each precinct. Intervals were every 3rd voter in sparsely populated precincts and every 5th voter in precincts having more than 60% LVAP. The voters poll touched on issues specially relevant to the Latino community which were either represented in the November election or are subject of on going local and national debate.

WCVI subsequently conducted its 2004 Election Turnout Study. Using the randomly-selected precincts identified for the exit poll conducted, actual counts of election day Latino voters were tabulated. Estimates of early voting by Latinos were used to develop a more accurate turnout figure. The results were weighted for a more exact estimate of total Latino turnout in the Florida.

An analysis of early and absentee Latino voters was conducted by Guerra and Associates. The study was based on official vote totals including counts of early ballots and absentee ballots, data from the 2002 U.S. Census Current Population Survey (CPS) and national exit poll data of Latino voting preferences in 2004.

The margin of error for this study is ± 3.0%. Results may not add up to 100% due to rounding. Margin of error higher for sub-groups.

LATINO VOTE MAKES STRIDES IN 2004 ELECTIONS

(Continued from page 1)

With the many gains experienced by the Florida Latino electorate, it is still important to remember that much work remains undone. A special WCVI analysis of the 2004 Census Voting-Age Population Statistics shows that only 71.0% of the Latino Citizen Voting-Age Population (LCVAP) is registered to vote. A pool of 444,000 Latinos remain unregistered. (See chart above)

WCVI Analysis of 2004 Voting-Age Population	
2004	
Latino Voting-Age Population (VAP)	2,334,000
Latino Citizen Voting-Age Population (CVAP)	1,531,000
Latino Voter Registration	1,087,000
% Registered VAP	46.6%
% Registered CVAP	71.0%
Latino Potential	444,000

Source: U.S. Census Bureau, Current Population Reports, Projections of the Voting-Age Population for States: November 2002
WCVI Estimates.

EDITORIAL



Lessons from the 2004 Network Exit Polls: Garbage In, Garbage Out

Computer programmers have an old expression. Garbage in, garbage out. Simply put, it meant when a programmer incorrectly wrote one line of code in a program, the framework of the data inputting side, no matter how strong the overall program, he/she could expect bad data to be outputted. The same analogy can be applied to the 2004 network exit polls. While an overall strong framework is in place, some incorrectly written lines in the program have led to misleading data misrepresenting the Latino community.

The 2004 Network Exit Polls would have you believe that the 45% of the Latino vote went for the Republican ticket of Bush/Cheney, a strong shift from previous presidential elections and from phone polling leading up to the poll. Unfortunately, the networks are basing their poll on a national sampling frame designed to characterize the national electorate and not its subset communities. By doing so, the networks make their greatest error. A sampling frame that does not take into account the unique geographic and racial voter precinct distribution of the Latino electorate will oversample one way or another.

An analysis of the exit poll conducted by the William C. Velasquez Institute further illustrates this point. Precincts with 0-20% Latino voter registration showed 53.8-57.4% Bush support. Precincts with 20-100% Latino voter registration showed 61.5-74.8% Kerry support. A national sampling frame will over represent these precincts that show stronger Bush support, and conversely, show a much larger Bush support figure. Garbage out.

The William C. Velasquez Institute (WCVI) designed a sampling frame around the Latino electorate designed to take into account these differences, in addition, to the differences within urban and suburban precincts. WCVI's weighted numbers more closely resemble the voting patterns of the Latino electorate: 63.6% Kerry, 35.1% Bush. In addition, these numbers also resemble closely the figures of two independent phone polls conducted within a few months of the election by the Pew Hispanic Research Center and Tomas Rivera Public Policy Institute/Washington Post.

So the question begs, what seems more likely: Latinos radically changed voting behavior towards the Republican party after over twenty years of exit polling and months of phone poll tracking or were the numbers skewed misrepresenting Latino political opinion? The debate will rage on. For the Latino community, it is wonderful to see so many people interested in their opinions and views. It is now important to see those views correctly represented.

TELEVISION MOST INFLUENTIAL MEDIA SOURCE FOR LATINO VOTERS

Latino voters in the 2004 Election identified television as the most influential media source at 37.1%. English television was identified at 19.6% versus Spanish television, 17.5%.

Spanish/English language newspapers came in second at 19.6% with English and Spanish newspapers being identified at 10.4% and 9.2% respectively. Interestingly, this was the only category where Spanish had a higher percentage than its English counterpart.

Radio was identified at 9.6% also showing a smallest gap between the English/Spanish counterparts, 5.5% to 4.1%.

Overall, English language media sources were preferred over Spanish sources in almost every category and conglomerated, all English Media sources were identified over Spanish media sources, 53.4% to 46.6%.

Influence of Media Sources in 2004 Election: Florida Latino Voters

Which of the following media sources most influenced for whom you voted in the 2004 campaign?

(Mark only one box)

Spanish language newspapers	10.4%
English language newspapers	9.2%
Spanish language radio	4.1%
English language radio	5.5%
Spanish language TV	17.5%
English language TV	19.6%
Spanish language internet	1.5%
English language internet	3.8%
None influenced decision	27.7%
Multiple Responses	0.6%

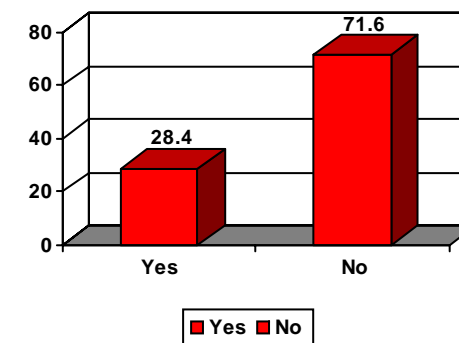
FIRST TIME VOTERS IN 2004 NUMBER OVER 230,000; OVER 343,000 NEW LATINOS REGISTER SINCE 2000 ELECTIONS

Over 28% of election day Latino voters identified the 2004 election as the first time they voted. This represents 230,605 votes cast statewide by Latino voters, identifying a large voter bloc.

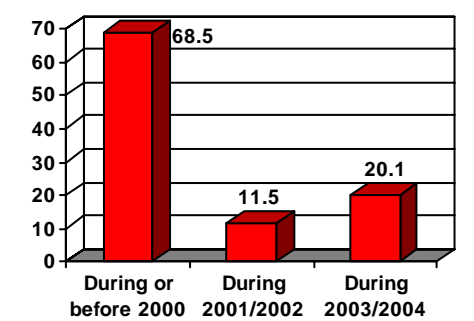
Interestingly, Latino voters also showed huge voter registration growth since 2000. 31.6% of election day Latino voters identified registering to vote after the 2000 elections. Statewide,

this represents over 343,000 new Latino voters into the state electorate. Much of this growth can be attributed to various state Latino voter registration efforts in addition to the interest in the 2004 election caused by the controversy in 2000.

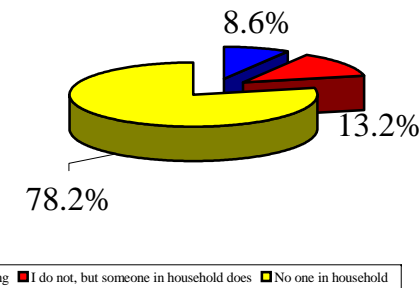
First Time Voter: Florida Latino Voters



When did you register to vote?



Latino Voter Union Membership

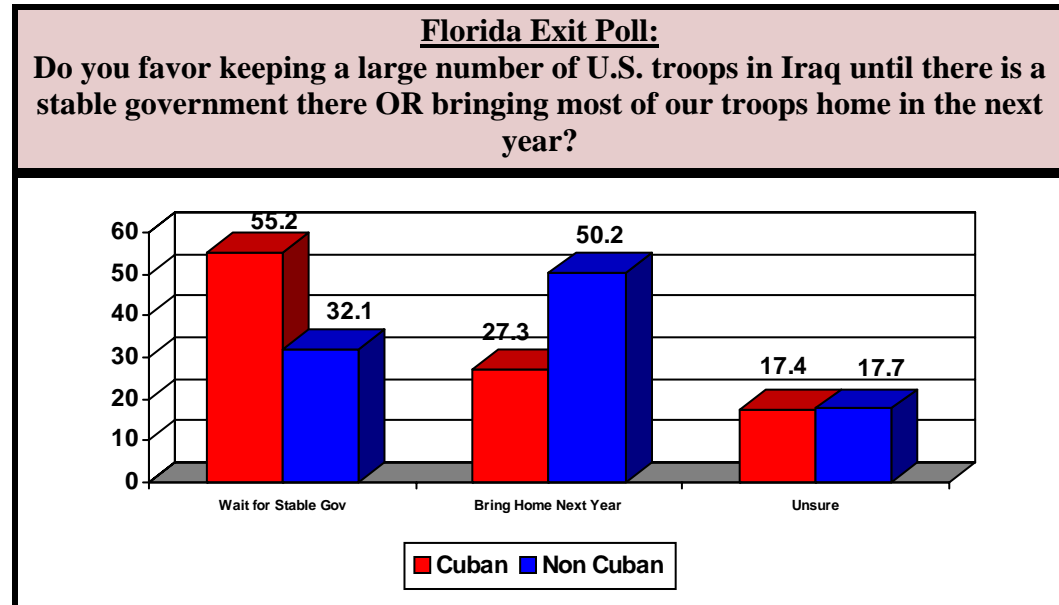


FLORIDA LATINO HOUSEHOLDS SHOW LOW UNION MEMBERSHIP

Only a little over 20% (21.8%) of all Latino voters reported a member of their household or themselves as union members. In Florida, it demonstrates that unions need to work harder to mobilize the Latino union vote.

The distribution of Latino union members or Latino household union members was split at 8.6% and 13.2% respectively.

NON-CUBAN LATINOS SHOW MAJOR DIFFERENCES IN NATIONAL SATISFICATION AND IRAQ POLICY WITH CUBAN COUNTERPARTS



Latino voters demonstrated huge differences in their views of Iraq policy. Overall, Florida Latino Voter were split with 41.6% believing that U.S. troops should be brought home in the next year and 41.4% believe we should wait for a stable government. This policy difference is illustrated even greater when we look at the Latino opinion on this matter by Non-Cuban/Cuban Latinos.

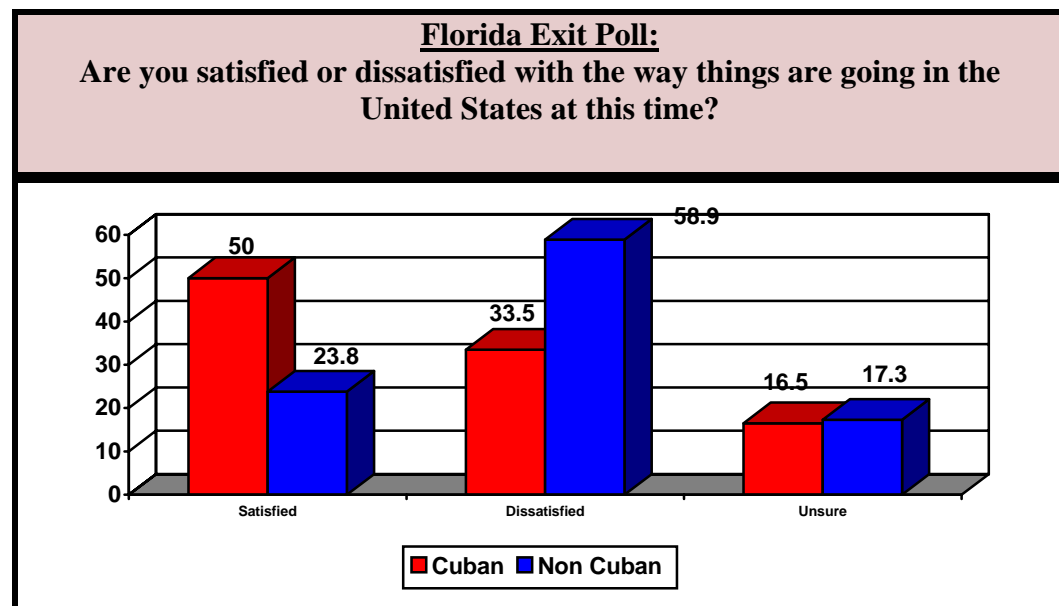
55.2% of Cubans believe we should wait for a stable government versus 27.3% of Non-Cubans Conversely, 50.2% of Non-Cubans feel troops should be brought home within the next year to only 32.1% for Cubans.

This marked difference was also found when Latino voters were if they were satisfied or dissatisfied with the way things were going in the

United States. Overall, the majority of Latino voters, 50.4%, were dissatisfied with the way things were going. Only 33.8% identified being satisfied with the present course of the country.

When we look at the national breakdown, the majority of Cubans, 50.0% are satisfied with the way things are. Conversely, nearly 60% of Non-Cubans are dissatisfied with the country presently.

The differences found by these figures illustrate the ever growing divide in this country that has occurred since the 2000 election. The polarizing effect can also be found in the Latino electorate.



BUSH WINS FLORIDA LATINO VOTE; LATINOS STILL SHOW MAJORITY SUPPORT FOR DEMOCRATIC CONGRESSIONAL CANDIDATES

An exit survey of 1,021 Latino voters conducted by the William C. Velásquez Institute (WCVI) throughout Florida revealed that presidential preference was 45.7% for John Kerry/John Edwards and 53.6% for George W. Bush/Dick Cheney. The 53.6 share garnered by Bush was the highest percentage of Latino support he received nationally, according to national exit polls.

The strong support for George W. Bush also translated into majority support for the Republican senatorial candidate, Mel Martinez. Martinez received 56.3% of the Latino vote over Betty Castor, 42.0%.

Although, Latino voters did continue to demonstrate slight Democratic preference for

congressional candidates 50.8% to 48.1% for the Republican candidate.

Latino voters in Florida were more united in their vote for the proposed amendments. Over 69% were in favor of Amendment 1 (Parental Notification of a Minor's Termination of Pregnancy). This percentage corresponds with the high percentage of Latino voters who identify abortion as key to their presidential vote.

Along those lines, Florida Latino voters also showed strong support for Amendment 5 (Florida Minimum Wage) with over 80% identifying as in favor of the amendment. Again, this corresponds with Florida Latino voter's top issue, Economy/Jobs.

Florida Latino Vote of Candidates

VOTE FOR PRESIDENT	
KERRY	BUSH
2004	45.7%
	53.6%
VOTE FOR SENATOR	
CASTOR	MARTINEZ
2004	42.0%
	56.3%
VOTE IN CONGRESSIONAL DISTRICT	
DEM	REP
2004	50.8%
	48.1%

Florida Latino Vote of Amendments

VOTE FOR AMENDMENT 1 (PARENTAL NOTIFY)	
FAVOR	OPPOSE
2004	68.2%
	31.4%
VOTE FOR AMENDMENT 5 (FL MINIMUM WAGE)	
FAVOR	OPPOSE
2004	80.7%
	19.2%

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For more information on the academy nearest you and application guidelines, go to:

<http://www.wcvi.org/>

FL LATINO VOTE IN THE 2004 PRESIDENTIAL ELECTION PROFILE BY CANDIDATE			
	TOTAL NON_CUB	CUBAN	
LANGUAGE OF SURVEY			
English	56.7%	52.8%	49.0%
Spanish	43.3%	47.2%	51.0%
GENDER			
Male	51.1%	48.5%	54.8%
Female	48.9%	51.5%	45.2%
AGE			
18-24	14.0%	16.0%	10.8%
25-29	10.3%	11.6%	6.2%
30-34	11.6%	11.8%	8.8%
35-39	11.9%	12.8%	11.0%
40-45	12.2%	14.6%	12.2%
46-49	11.0%	11.8%	9.3%
50-54	9.1%	7.9%	11.0%
55-59	5.6%	4.9%	6.5%
60-64	5.2%	4.4%	7.1%
65+	9.1%	4.2%	17.0%
HOUSEHOLD INCOME			
<\$10,000	6.3%	7.6%	7.3%
\$10,001-20K	14.8%	17.9%	11.7%
\$20,001-30K	16.2%	17.7%	17.9%
\$30,001-40K	13.6%	13.8%	13.8%
\$40,001-50K	11.9%	13.1%	11.7%
\$50,001-60K	11.7%	13.4%	6.7%
\$60,001-70K	7.6%	5.0%	9.1%
\$70,001-100K	7.9%	5.7%	8.5%
\$100K+	9.9%	5.7%	13.2%
EDUCATION			
Some HS or less	12.8%	12.7%	16.9%
HS Graduate	26.2%	29.8%	24.4%
Some college or vocational	26.9%	28.4%	24.4%
College Graduate	20.0%	18.0%	18.3%
Post Graduate	14.0%	11.1%	16.0%
ANCESTRY			
Mexican	5.9%	11.7%	0.0%
Puerto Rican	16.6%	32.7%	0.0%
Cuban	41.3%	0.0%	100.0%
Central American	9.0%	17.6%	0.0%
South American	12.7%	24.9%	0.0%
Caribbean	6.6%	13.0%	0.0%
Latino/Hispanic	7.8%	0.0%	0.0%
PLACE OF BIRTH			
US	33.1%	26.4%	21.2%
Cuba	28.1%	1.8%	73.2%
Other	38.8%	71.8%	5.6%
NATIVE/FOREIGN BORN			
Native	45.8%	50.0%	25.4%
Foreign-Born	54.2%	50.0%	74.6%

NON-CUBAN LATINO VOTERS ADVANCE LATINO ELECTORATE IN FLORIDA IN 2004

According to a WCVI exit poll, 54.2% of all Latinos who voted in the 2004 election reported being Foreign-Born. This large percentage of Foreign-Born Latinos partially accounts for the large percentage of Latinos, 31.6%, that reported registering after the 2000 elections.

A demographic profile of Latino voters on election day also shows a relatively young group leading the way in 2004. 35.9% of all Latino voters reported being under the age of 35. Cubans voter were a much older voting bloc with 30.6 reporting being 55 or older.

Surprisingly, the largest voting group, with regards to age was the 18-24 demographic at 14.0% while 9.1% reported being over 65.

Cubans made up the plurality of Latino voters at 41.3% of all election day voters. Yet the exit poll also identifies a rapidly growing group of Puerto Ricans and South Americans at 16.6% and 12.7% respectively. A growing number of Latinos are also beginning to abandon national identity in favor of a Latino/Hispanic identity, 7.8%.

50.9% of the all election day Latino voters reported a household income of \$40,000 or less. 6.3% reported a household income less than \$10,000. 25.4% reported a household income over \$60,000, while 9.9% reported a household income over \$100,000.

The largest household income class of election day Latino voters came from those reporting a

household income of \$20,001-30K. This group made up almost 16.2% of Florida Latino voters.

The exit poll also indicates there was a slight gender gap in national election day Latino voters, as 51.1% reported being male and 48.9% reported being female. Interestingly, the majority of Non-Cuban Latinos, 51.5% reported being female.

83.1% of election day Latino voters in 2004 also reported having completed a high school education or more. This number compares to 16.9% who indicated having less than a high school education. Still only 24.3% of Latino nationally identified having been a college graduate or higher. There was little difference in education between Non-Cuban and Cuban voters.

Florida Latinos also showed mixed support for the parties. 43.8% of all Latino voters self-identified as Democrats as opposed to the 41.0% that identified as Republican. 9.7% reported themselves as Independents showing a growing uneasiness with both political parties.

It is important to note the major difference along ethnic lines for party identification. 63.1% of Cubans identified as Republican versus 55.7% of Non-Cuban Latinos who self-identified as Democrats.

Election day Latino voters also appeared to be a veteran group as 28.1% reported that the 2004 General election was their first election.



(Continued on page 5)

FL LATINO VOTE IN THE 2004 PRESIDENTIAL ELECTION PROFILE BY CANDIDATE			
	TOTAL NON_CUB	CUBAN	
POLITICAL AFFILIATION			
Democrat	43.8%	55.7%	23.1%
Republican	41.0%	28.1%	63.1%
Green	0.5%	0.5%	0.3%
Other Party	0.7%	1.2%	0.6%
Independent	9.7%	8.9%	10.3%
None of the above	4.3%	5.6%	2.6%
REGISTERED			
During or before 2000	68.5%	64.1%	74.1%
During 2001/2002	11.5%	13.5%	9.5%
During 2003/2004	20.1%	22.3%	16.4%
FIRST-TIME VOTER			
Yes	28.4%	32.7%	23.6%
No	71.6%	67.3%	76.4%
HOUSEHOLD UNION MEMBER			
I belong	8.6%	8.7%	5.3%
I do not, but someone in household does	13.2%	12.3%	14.2%
No one in household	78.2%	78.9%	80.5%

(Continued from page 4)

Latinos showed low union involvement as only 21.8% of all election day Latinos reported being in a union or member of their household.

Finally, issues were a huge difference between Cuban/Non-Cuban voters. Cuban voters were twice as likely, 15.3% to 7.8%, to identify the War on Terrorism as a key reason for their presidential preference.

Conversely, Non-Cubans identified domestic issues such as the economy, 25.8 to 14.5, and Education issues, 8.1 to 6.9, at a greater rate than Cuban voters.

Interestingly, Cuban/Non-Cuban voters were fairly united on their strong support of Abortion as a key issue. Cuban and Non-Cuban voters both identified abortion as a key issue at 16.0% and 14.2% respectively.

Florida Latino Voters: Issues Influencing Presidential Choice

Which one issue mattered most in deciding how you voted for President?

	TOTAL	NONCUB	CUBAN
Abortion	14.2%	14.2%	16.0%
Bilingual Education	4.0%	4.6%	4.4%
Crime/Drugs	3.6%	3.5%	4.0%
Economy/Jobs	21.4%	25.8%	14.5%
Iraq War	20.1%	16.5%	23.6%
Gun Control	0.3%	0.3%	0.4%
The Environment	1.2%	1.3%	0.4%
Health Care	8.0%	7.6%	8.0%
Immigration Policy	3.4%	3.8%	2.9%
Public Education	2.8%	3.5%	2.5%
War on Terrorism	10.9%	7.8%	15.3%
Taxes	1.6%	1.5%	1.1%
Same Sex Marriage	1.4%	1.5%	0.7%
Other	3.7%	2.5%	4.7%
Multiple Responses	3.5%	5.6%	1.5%

