



**PRRI 2013 Hispanic Values Survey**  
**August 23 – September 3, 2013**  
**N=1,563 Hispanic adults (age 18+)**

Q.1 Do you approve or disapprove of the way Barack Obama is handling his job as President?

38	Approve
19	Disapprove
41	Mixed/Approve and disapprove
<u>1</u>	Refused
100	Total

**[ROTATE Q2 & Q3]**

Q.2 Over the last two years do you think your own financial situation has gotten better, gotten worse or stayed about the same?

22	Better
28	Worse
49	About the same
<u>1</u>	Refused
100	Total

And...

Q.3 Over the last two years do you think the economy has gotten better, gotten worse or stayed about the same?

31	Better
27	Worse
40	About the same
<u>1</u>	Refused
100	Total

**ASK ALL:**

REGIST These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register. Are you NOW registered to vote in your precinct or election district or haven't you been able to register so far?

54	Yes, registered
36	No, not registered
8	Not sure if registered
<u>1</u>	Refused
100	Total

Thinking about the 2012 presidential election...

Q.4 A lot of people have been telling us they didn't get a chance to vote in this past election. How about you... did things come up that kept you from voting, or did you happen to vote?

48	Yes, Voted
28	No, Did not vote
22	Not eligible to vote
<u>2</u>	Refused
100	Total

**IF VOTED (Q4=1), ASK [N=908]:**

Q.5 Did you happen to vote for [INSERT; RANDOMIZE], [INSERT], or for some other candidate?

68	Barack Obama, the Democrat
29	Mitt Romney, the Republican
2	Some other candidate/Independent/Third Party candidate
<u>1</u>	Refused
100	Total

**IF VOTED FOR OBAMA (Q5=1), ASK [N=605]:**

Q.6 Would you say that your vote for Barack Obama was more of a vote for Obama or a vote against Mitt Romney?

82	Vote for Obama
17	Vote against Romney
1	Other [SPECIFY]
<u>0</u>	Refused
100	Total

**IF VOTED FOR ROMNEY (Q5=2), ASK [N=263]:**

Q.7 Would you say that your vote for Mitt Romney was more of a vote for Romney or a vote against Barack Obama?

55	Vote for Romney
42	Vote against Obama
3	Other [SPECIFY]
<u>0</u>	Refused
100	Total

Q.8 Regardless of whether you voted in 2012, in general how often would you say you vote...

30	Always
18	Nearly always
10	Part of the time
7	Seldom
33	Never
<u>1</u>	Refused
100	Total

**ASK FORM 1 ONLY [N=638]:**

Q.9a What is the first word or phrase that comes to your mind when you think about the Republican Party?<sup>1</sup>

15	Conservative/Traditional Values
15	Rich/Corporate
10	Racist/Intolerant/Anti-immigrant
5	Old fashioned/Out of touch
3	Patriotic/Strong military
3	Obstructionist/Uncompromising
2	Small government/Fiscal Responsibility
15	Other negative
11	Other neutral
6	Other positive
<u>16</u>	No opinion
100	Total

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<sup>1</sup> Percentages exclude non-response.

**ASK FORM 2 ONLY [695]:**

Q.9b What is the first word or phrase that comes to mind when you think about the Democratic Party?<sup>2</sup>

13	For the people
11	Liberal/progressive
6	Big government/Socialist
6	Fairness/Equality
5	Inclusive/Compassionate
5	Democracy/Liberty
4	Weak/Disappointing
12	Other negative
15	Other neutral
11	Other positive
<u>11</u>	No opinion
100	Total

Q.10 Now we would like your views on some political leaders and groups. Please say whether your overall opinion of each of the following is very favorable, mostly favorable, mostly unfavorable, or very unfavorable. **[RANDOMIZE LIST]**

a. Barack Obama

27	Very favorable
36	Mostly favorable
14	Mostly unfavorable
15	Very unfavorable
4	Have not heard of
<u>4</u>	Refused
100	Total

b. The Democratic Party

20	Very favorable
41	Mostly favorable
18	Mostly unfavorable
12	Very unfavorable
6	Have not heard of
<u>4</u>	Refused
100	Total

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<sup>2</sup> Percentages exclude non-response.

c. The Republican Party

6	Very favorable
18	Mostly favorable
32	Mostly unfavorable
33	Very unfavorable
7	Have not heard of
<u>4</u>	Refused
100	Total

d. The Tea Party

5	Very favorable
15	Mostly favorable
24	Mostly unfavorable
29	Very unfavorable
23	Have not heard of
<u>4</u>	Refused
100	Total

**ASK FORM 1 [N=749]:**

e. Senator Marco Rubio

7	Very favorable
19	Mostly favorable
22	Mostly unfavorable
18	Very unfavorable
29	Have not heard of
<u>4</u>	Refused
100	Total

f. Joe Biden

11	Very favorable
28	Mostly favorable
22	Mostly unfavorable
16	Very unfavorable
19	Have not heard of
<u>4</u>	Refused
100	Total

g. The Catholic Church

20	Very favorable
34	Mostly favorable
19	Mostly unfavorable
17	Very unfavorable
7	Have not heard of
<u>3</u>	Refused
100	Total

**ASK FORM 2 [N=814]:**

h. Hillary Clinton

28	Very favorable
34	Mostly favorable
18	Mostly unfavorable
11	Very unfavorable
6	Have not heard of
<u>3</u>	Refused
100	Total

i. Senator Ted Cruz

5	Very favorable
15	Mostly favorable
14	Mostly unfavorable
14	Very unfavorable
49	Have not heard of
<u>4</u>	Refused
100	Total

j. Pope Francis

33	Very favorable
36	Mostly favorable
10	Mostly unfavorable
5	Very unfavorable
13	Have not heard of
<u>3</u>	Refused
100	Total

Q.11 Thinking about some issues in the country today, please read the issues below and indicate whether you think it is a critical issue facing the country, one among many important issues, or not that important compared to other issues. **[RANDOMIZE LIST]**

a. Same-sex marriage

22	Critical issue
34	One among many
42	Not that important
<u>3</u>	Refused
100	Total

b. Immigration

53	Critical issue
35	One among many
9	Not that important
<u>3</u>	Refused
100	Total

c. Jobs and Unemployment

72	Critical issue
21	One among many
4	Not that important
<u>3</u>	Refused
100	Total

d. The cost of health care

65	Critical issue
28	One among many
5	Not that important
<u>3</u>	Refused
100	Total

e. Abortion

32	Critical issue
43	One among many
23	Not that important
<u>3</u>	Refused
100	Total

f. Growing gap between rich and poor

43	Critical issue
43	One among many
12	Not that important
<u>2</u>	Refused
100	Total

g. The federal deficit

54	Critical issue
36	One among many
7	Not that important
<u>3</u>	Refused
100	Total

**ASK FORM 1 ONLY [N=749]:**

h. The quality of public schools

55	Critical issue
35	One among many
6	Not that important
<u>4</u>	Refused
100	Total

**ASK FORM 2 ONLY [N=814]:**

i. Cost of college

53	Critical issue
38	One among many
7	Not that important
<u>2</u>	Refused
100	Total



Q.12 We would like to get your views on some issues that are being discussed in the country today. Do you strongly favor, favor, oppose or strongly oppose the following... [RANDOMIZE LIST]

a. Allowing gay and lesbian couples to marry legally

21	Strongly favor
34	Favor
21	Oppose
22	Strongly Oppose
<u>3</u>	Refused
100	Total

b. Increasing the tax rate on Americans earning more than \$250,000 a year

39	Strongly favor
38	Favor
15	Oppose
5	Strongly Oppose
<u>4</u>	Refused
100	Total

c. Allowing immigrants who were brought to the U.S. illegally as children to gain legal resident status if they join the military or go to college

44	Strongly favor
36	Favor
10	Oppose
6	Strongly Oppose
<u>3</u>	Refused
100	Total

d. Increasing the minimum wage from \$7.25 an hour to \$10.00 an hour

51	Strongly favor
32	Favor
9	Oppose
5	Strongly Oppose
<u>3</u>	Refused
100	Total

e. Repealing and eliminating the 2010 health care law

16	Strongly favor
32	Favor
34	Oppose
13	Strongly Oppose
<u>5</u>	Refused
100	Total

Q.13 Do you think abortion should be... **[RANDOMIZE LIST ORDER 1-4; 4-1]**

15	Legal in all cases
31	Legal in most cases
31	Illegal in most cases
21	Illegal in all cases
<u>2</u>	Refused
100	Total

Q.14 Which punishment do you prefer for people convicted of murder: **[INSERT; ROTATE OPTIONS]**?

37	The death penalty
54	Life in prison with no chance of parole
2	Depends on situation
5	Other [SPECIFY]
<u>2</u>	Refused
100	Total

On a different subject...

Q.15 Which statement comes closest to your view about how the immigration system should deal with immigrants who are currently living in the U.S. illegally? The immigration system should... **(FORM 1 READ 1-3 IN ORDER, FORM 2 READ 1-3 REVERSE ORDER)**

67	Allow them a way to become citizens provided they meet certain requirements
17	Allow them to become permanent legal residents, but not citizens
10	Identify and deport them
3	Other [SPECIFY]
<u>3</u>	Refused
100	Total

Q.16 Next, I'm going to read you a series of statements about personal behavior. Regardless of whether or not you think it should be legal, for each one, please indicate whether you personally believe that it is MORALLY ACCEPTABLE or MORALLY WRONG. Please indicate whether each of the following is morally acceptable, or morally wrong... **[RANDOMIZE LIST]**

a. Having an abortion

9	Morally acceptable
32	Morally wrong
48	Depends on the situation
9	Not a moral issue
<u>2</u>	Refused
100	Total

b. Sex between two adults of the same gender

18	Morally acceptable
45	Morally wrong
8	Depends on the situation
26	Not a moral issue
<u>3</u>	Refused
100	Total

c. Using artificial birth control methods also known as contraceptives

48	Morally acceptable
7	Morally wrong
17	Depends on the situation
25	Not a moral issue
<u>3</u>	Refused
100	Total

Q.17 Now, as I read a pair of statements, please indicate whether the FIRST statement or the SECOND statement comes closer to your own views – even if neither is exactly right. **[RANDOMIZE LIST; ROTATE OPTIONS]**

a.

33	It is not really that big a problem if some people have more of a chance in life than others
31	One of the big problems in this country is that we don't give everyone an equal chance in life
18	Neither
14	Both equally
<u>3</u>	Refused
100	Total

b.

31	The federal government should provide more services, even if it means higher taxes
27	The federal government should provide fewer services and reduce taxes
29	Neither
11	Both equally
<u>3</u>	Refused
100	Total

Q.18 Which do you think is the best way to promote economic growth in the U.S.? **[ROTATE STATEMENTS]**

33	Lower taxes on individuals and businesses and pay for those tax cuts by cutting spending on some government services and programs
58	Spend more on education and the nation's infrastructure, and raise taxes on wealthy individuals and businesses to pay for that spending
5	Other [SPECIFY]
<u>3</u>	Refused
100	Total

Q.19 In your view, are most people who receive welfare payments genuinely in need of help or are they taking advantage of the system?

30	In need of help
56	Taking advantage of the system
8	Other/Depends (VOL.)
3	Both (VOL.)
<u>3</u>	Refused
100	Total

Q.20 Now, as you read some statements on a few different topics, please indicate if you completely agree, mostly agree, mostly disagree or completely disagree with each one. **[RANDOMIZE LIST]**

a. It is the responsibility of the government to take care of people who can't take care of themselves.

18	Completely agree
39	Mostly agree
26	Mostly disagree
14	Completely disagree
<u>3</u>	Refused
100	Total

b. The government should do more to reduce the gap between the rich and poor.

32	Completely agree
40	Mostly agree
17	Mostly disagree
8	Completely disagree
<u>4</u>	Refused
100	Total

c. The government should guarantee health insurance for all citizens, even if it means raising taxes.

22	Completely agree
36	Mostly agree
27	Mostly disagree
12	Completely disagree
<u>4</u>	Refused
100	Total

d. In the United States today, children from all income groups have adequate opportunities to be successful.

19	Completely agree
37	Mostly agree
28	Mostly disagree
12	Completely disagree
<u>4</u>	Refused
100	Total

e. The economic system in this country unfairly favors the wealthy.

37	Completely agree
35	Mostly agree
18	Mostly disagree
6	Completely disagree
<u>3</u>	Refused
100	Total

f. Hard work and determination are no guarantee of success for most people.

21	Completely agree
39	Mostly agree
24	Mostly disagree
12	Completely disagree
<u>4</u>	Refused
100	Total

On a different topic, thinking ahead to the 2014 elections....

Q.21 If the 2014 Congressional elections were being held today, would you vote for the **[INSERT AND ROTATE]** or the **[INSERT]** in your election district?

56	Democratic candidate
22	Republican candidate
16	Independent/Third Party candidate
<u>6</u>	Refused
100	Total

Q.22 Thinking again about your vote for Congress next year, that is 2014, please tell me whether a candidate's views on the following issues would make you more likely to vote for them or less likely to vote for them. Would you be MORE likely or LESS likely to vote for a candidate who.... **[RANDOMIZE LIST]**

a. Opposes immigration reform that includes a path to citizenship for immigrants who are living in the U.S. illegally

23	More likely
53	Less likely
21	Would not make a difference
<u>4</u>	Refused
100	Total

b. Supports allowing gay and lesbian couples to marry

27	More likely
36	Less likely
32	Would not make a difference
<u>4</u>	Refused
100	Total

c. Supports legalized abortion

26	More likely
40	Less likely
29	Would not make a difference
<u>5</u>	Refused
100	Total

Q.23 Please indicate if you think each of the following phrases better describes the REPUBLICAN Party and its leaders or the DEMOCRATIC Party and its leaders? Which party do you think is better described the phrase... **[RANDOMIZE LIST]**

a. Shares your values

15	The Republican Party
41	The Democratic Party
25	Neither
15	Both equally
<u>4</u>	Refused
100	Total

b. Looks out for the interests of people from different backgrounds

9	The Republican Party
45	The Democratic Party
27	Neither
16	Both equally
<u>3</u>	Refused
100	Total

c. Cares about people like you

12	The Republican Party
43	The Democratic Party
29	Neither
13	Both equally
<u>4</u>	Refused
100	Total

d. Is more extreme in its positions

41	The Republican Party
18	The Democratic Party
19	Neither
18	Both equally
<u>3</u>	Refused
100	Total

Q.24 And which party, the REPUBLICAN Party or the DEMOCRATIC Party could do a better job of....

a. Improving the job situation

20	The Republican Party
33	The Democratic Party
22	Neither
22	Both equally
<u>4</u>	Refused
100	Total



b. Improving the education system

15	The Republican Party
37	The Democratic Party
20	Neither
24	Both equally
<u>4</u>	Refused
100	Total

c. Dealing with immigration

16	The Republican Party
42	The Democratic Party
21	Neither
17	Both equally
<u>4</u>	Refused
100	Total

d. Dealing with the issue of abortion

15	The Republican Party
33	The Democratic Party
26	Neither
22	Both equally
<u>4</u>	Refused
100	Total

Q.25 Which of the following best describes how your feelings about the two political parties have changed in recent years?

10	I feel much closer to the Republicans than I used to
19	I feel somewhat closer to the Republicans than I used to
39	I feel somewhat closer to the Democrats than I used to
24	I feel much closer to the Democrats than I used to
<u>8</u>	Refused
100	Total

Q.26 Do you think the Republican Party's position on immigration has helped or hurt the party in recent elections, or do you think it has not made a difference?

8	Helped
49	Hurt
40	Not made a difference
<u>3</u>	Refused
100	Total

Now just a few questions for statistical purposes only...

RELIG What is your present religion, if any?

12	Protestant (Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, Jehovah's Witness, etc.)
53	Roman Catholic (Catholic)
2	Mormon (Church of Jesus Christ of Latter-day Saints/LDS)
*	Orthodox (Greek, Russian, or some other orthodox church)
1	Jewish (Judaism)
*	Muslim (Islam)
*	Buddhist
*	Hindu
2	Atheist (do not believe in God)
2	Agnostic (not sure if there is a God)
8	Nothing in particular
13	Just Christian
1	Unitarian (Universalist)
2	Something else [SPECIFY]
<u>3</u>	Refused
100	Total

**IF CHRISTIAN (RELIG=1-4, 12 OR 14), ASK (N=1,290):**

BORN Would you describe yourself as a "born-again" or evangelical Christian, or not?

25	Yes
74	No
<u>1</u>	Refused
100	Total

**IF NOTHING IN PARTICULAR (RELIG=11), ASK (N=132):**

SECULAR In general would you describe yourself more as a religious person or as secular, that is someone who is NOT religious?

16	Religious
65	Secular
19	OTHER [SPECIFY—VOL.]
<u>0</u>	Refused
100	Total

**ASK ALL:**

RELIG2 Thinking about when you were a child, in what religion were you raised, if any?

12	Protestant (Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, Jehovah's Witness, etc.)
69	Roman Catholic (Catholic)
2	Mormon (Church of Jesus Christ of Latter-day Saints/LDS)
*	Orthodox (Greek, Russian, or some other orthodox church)
*	Jewish (Judaism)
*	Muslim (Islam)
1	Buddhist
*	Hindu
*	Atheist (do not believe in God)
1	Agnostic (not sure if there is a God)
4	Nothing in particular
7	Just Christian
*	Unitarian (Universalist)
2	Something else [SPECIFY]
<u>2</u>	Refused
100	Total

**IF CHRISTIAN (RELIG=1-4, 12, 14), ASK (N=1,444):**

BORN2 Would you describe the religion you were raised in as a "born-again" or evangelical Christian religion, or not?

21	Yes
78	No
<u>1</u>	Refused
100	Total

**ASK ALL:**

Q.27 Which of the following comes closest to how you think about the place of religion in your life? **[READ IN ORDER]**

17	Religion is the most important thing in my life
48	Religion is one among many important things in my life
17	Religion is not as important as other things in my life
13	Religion is not important in my life
2	OTHER [SPECIFY]
<u>3</u>	Refused
100	Total

And currently...

ATTEND Aside from weddings and funerals, how often do you attend religious services?

11	More than once a week
21	Once a week
10	Once or twice a month
17	A few times a year
22	Seldom
16	Never
<u>2</u>	Refused
100	Total

BIB1 Which comes closest to your view? **[READ, IN ORDER]**

**IF BELIEVE HOLY BOOK IS WORD OF GOD (BIB1=1), ASK:**

BIB2 And would you say that **[READ, IN ORDER]**?

**[Holy book: If Christian or no religion (RELIG=1-4, 9-12) insert "the Bible"; If Jewish (RELIG=5), insert "the Torah"; If Muslim (RELIG=6), insert, "the Koran"; If other non-Christian affiliations (RELIG=7,8,13,14) insert "the Holy Scripture"; IF REFUSED IN RELIGION insert "the Bible"]**

66	<b>[Holy book]</b> is the word of God, OR
33	<i><b>[Holy book]</b> is to be taken literally, word for word, OR</i>
28	<i>Not everything in <b>[Holy book]</b> should be taken literally, word for word.</i>
4	<i>Other [SPECIFY]/Refused</i>
25	<b>[Holy book]</b> is a book written by men and is not the word of God.
6	Other [SPECIFY]
<u>3</u>	Refused
100	Total

GOD Which statement comes closest to your view of God?

58	God is a person with whom people can have a relationship
27	God is an impersonal force
5	I do not believe in God
6	Other [SPECIFY]
<u>4</u>	Refused
100	Total

**IF HAS A RELIGIOUS AFFILIATION (RELIG=1-8, 12-14), ASK [N=1,320]:**

Q.28a Thinking about your religion, which of the following statements comes CLOSEST to your view? My church or denomination should **[READ IN ORDER]**

49	Preserve its traditional beliefs and practices OR
32	Adjust traditional beliefs and practices in light of new circumstances OR
11	Adopt modern beliefs and practices.
6	Other [VOL.—SPECIFY]
<u>3</u>	Refused
100	Total

**IF HAS NO RELIGIOUS AFFILIATION (RELIG=9,10,11), ASK [N=216]:**

Q.28b Thinking about religious groups in the U.S., which of the following statements comes CLOSEST to your view? Churches and religious denominations should **[READ IN ORDER]**

10	Preserve its traditional beliefs and practices OR
40	Adjust traditional beliefs and practices in light of new circumstances OR
35	Adopt modern beliefs and practices.
13	Other [VOL.—SPECIFY]
<u>1</u>	Refused
100	Total

**ASK ALL:**

Q.29 Now, read each statement and please say if you completely agree, mostly agree, mostly disagree or completely disagree with each one. **[RANDOMIZE LIST]**

a. Women are naturally better suited to raise children than men

24	Completely agree
43	Mostly agree
18	Mostly disagree
12	Completely disagree
<u>4</u>	Refused
100	Total

b. It is necessary to believe in God in order to be moral and have good values

32	Completely agree
30	Mostly agree
17	Mostly disagree
18	Completely disagree
<u>3</u>	Refused
100	Total

c. Blacks and other minorities receive equal treatment as whites in the criminal justice system

13	Completely agree
26	Mostly agree
35	Mostly disagree
23	Completely disagree
<u>4</u>	Refused
100	Total

**IF CHRISTIAN (RELG=1-4, 12), ASK (N=1,226):**

Q.30 Thinking about the teachings of your religion on certain social and political issues, do you think you can disagree with your church's teachings on any of the following issues and still be considered a good Christian?

a. Homosexuality

47	Possible
47	Not possible
3	Other [SPECIFY]
<u>3</u>	Refused
100	Total

b. Abortion

39	Possible
55	Not possible
3	Other [SPECIFY]
<u>3</u>	Refused
100	Total

c. Contraception or birth control

66	Possible
28	Not possible
3	Other [SPECIFY]
<u>3</u>	Refused
100	Total

Q.31 What worries you more, public officials who don't pay enough attention to religion or public officials who are too close to religious leaders? **[ROTATE ITEMS]**

44	Not enough attention
42	Too close
8	Other [SPECIFY]
<u>6</u>	Refused
100	Total

Q.32 Were you born in the mainland United States, on the island of Puerto Rico, or in another country?

45	Born in U.S.
47	Born in another country
4	Born in Puerto Rico
1	Born in other U.S. territories (Guam, Samoa, Virgin Islands)
<u>2</u>	Refused
100	Total

**IF BORN OUTSIDE THE U.S. [Q32=2], ASK (N=663):**

Q.33 In what country were you born?

69	Mexico
6	Cuba
4	Guatemala
3	Colombia
3	Peru
2	El Salvador
2	Dominican Republic
2	Honduras
2	Ecuador
1	Argentina
2	Other South American Country
1	Other Central American/Caribbean Country
1	Other [SPECIFY]
<u>1</u>	Refused
100	Total

**IF BORN OUTSIDE THE U.S. (Q32=2-4 or Refused), ASK [N=767]:**

Q.34 When did you first arrive to live in the (mainland) United States?

27	2000-2013
27	1990-1999
20	1980-1989
10	1970-1979
10	Before 1969
<u>6</u>	Refused
100	Total

**IF BORN OUTSIDE THE U.S. (Q32=2), ASK [N=664]:**

Q.35 Are you currently a citizen of the United States, or not?

47	Yes
50	No
2	Other [SPECIFY]
<u>1</u>	Refused
100	Total



**IF BORN IN THE U.S. (Q32=1), ASK (N=796):**

Q.36 How would you describe your heritage?

57	Mexican
1	Salvadorian
4	Cuban
2	Dominican
3	Colombian
1	Honduran
*	Ecuadorian
7	Puerto Rican
3	American (Hispanic American)
1	Spanish background
1	Hispanic
9	Mixed background [SPECIFY]
6	Other [SPECIFY]
<u>5</u>	Refused
100	Total

**IF BORN IN THE U.S. (32=1), ASK:**

GEN Where were your parents born? Were they both born in the U.S., was one born in the U.S., or were both born in another country?

47	Both parents born in the U.S.
21	Only one parent born in the U.S.
31	Both parents born in another country
*	Refused
<u>100</u>	Total

Q.37 Do you currently have a close friend or family member living in the U.S. illegally?

33	Yes
62	No
2	Other [SPECIFY]
<u>3</u>	Refused
100	Total

MEDIA Thinking about your sources of news about politics and current events,  
would you say you get your news...

35	Only in English
21	Mostly in English, but some in Spanish
17	About equally in English and Spanish
16	Mostly in Spanish, but some in English
8	Only in Spanish
1	Other [SPECIFY]
<u>3</u>	Refused
100	Total

*Note: Numbers may not add to 100% due to rounding*

# Survey Methodology

The 2013 Hispanic Values Survey was conducted by Public Religion Research Institute and made possible by generous funding from the Ford Foundation, with additional support from the New World Foundation. The survey was conducted among a random sample of 1,563 Hispanic adults (age 18 and up) living in the United States and who are part of GfK's Knowledge Panel. Interviews were conducted online in both English and Spanish between August 23 and September 3, 2013. Thirty-five percent of the interviews were completed in Spanish. The margin of sampling error is +/- 3.7 percentage points at the 95% confidence level.

The KnowledgePanel is a nationally representative probability sample of the U.S. adult population. Panelists are recruited by randomly selecting residential addresses using a process called address-based sampling (ABS). Since nearly 3-in-10 U.S. households do not have home Internet access, respondent households who do not have Internet access or own a computer are provided Internet service and a netbook computer to ensure that panel respondents are representative of the U.S. adult population. Unlike opt-in panels, households are not permitted to "self-select" into KnowledgePanel; nor are they allowed to participate in many surveys per week. Additional details about the KnowledgePanel can be found on the Knowledge Networks website: [www.knowledgenetworks.com/knpanel](http://www.knowledgenetworks.com/knpanel).

To reduce the effects of any non-response and non-coverage bias, a post-stratification adjustment was applied based on demographic distributions from the March 2012 Current Population Survey (CPS).<sup>3</sup> The sample was weighted to ten different parameters—sex, age, race and ethnicity, education level, geographic region, household income, metropolitan area, Internet access, home ownership status, and employment status—to ensure reliable and accurate representation of the population.

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<sup>3</sup> The parameter for Internet access was obtained from the most recent special CPS supplemental survey (October 2010).