

PewResearchCenter



November 2, 2012

Latinos Express Growing Confidence In Personal Finances, Nation's Direction

Mark Hugo Lopez, Associate Director

Seth Motel, Research Assistant

FOR FURTHER INFORMATION CONTACT:

1615 L St, N.W., Suite 700

Washington, D.C. 20036

Tel (202) 419-3600

Fax (202) 419-3608

info@pewhispanic.org

www.pewhispanic.org

Copyright © 2012

About the Pew Hispanic Center

The Pew Hispanic Center is a nonpartisan research organization that seeks to improve public understanding of the diverse Hispanic population in the United States and to chronicle Latinos' growing impact on the nation. It does not take positions on policy issues. The Center is part of the Pew Research Center, a nonpartisan "fact tank" based in Washington, D.C., and it is funded by The Pew Charitable Trusts, a Philadelphia-based public charity. All of the Center's reports are available at www.pewhispanic.org.

The staff of the Pew Hispanic Center is:

Paul Taylor, Director

Rakesh Kochhar, Associate Director for Research

Richard Fry, Senior Research Associate

Gretchen Livingston, Senior Researcher

Seth Motel, Research Assistant

Mary Seaborn, Administrative Manager

Mark Hugo Lopez, Associate Director

Jeffrey S. Passel, Senior Demographer

Ana Gonzalez-Barrera, Research Associate

Eileen Patten, Research Assistant

About this Report

This report explores the economic attitudes and experiences of Hispanics. It is based on an analysis of several data sources. Hispanic attitudes and financial self-assessments are based on the 2012 National Survey of Latinos (NSL). The survey was conducted from September 7 through October 4, 2012, in all 50 states and the District of Columbia among a randomly selected, nationally representative sample of 1,765 Latino adults. The survey was conducted in both English and Spanish on cellular as well as landline telephones. The margin of error for the full sample is plus or minus 3.2 percentage points. Interviews were conducted for the Pew Hispanic Center by Social Science Research Solutions (SSRS).

The report also contains an analysis of unemployment rate trends among Hispanics and other groups based on Pew Hispanic Center tabulations of the U.S. Census Bureau's Current Population Survey (CPS). In addition, statistics on poverty rates and median household income published by the federal government are used.

This report was written by Associate Director Mark Hugo Lopez and Research Assistant Seth Motel. Paul Taylor and Rakesh Kochhar provided editorial guidance. The authors thank Paul Taylor, Scott Keeter, Leah Christian, Ana Gonzalez-Barrera, Rakesh Kochhar, Rich Morin, Kim Parker, Eileen Patten and Antonio Rodriguez for guidance on the development of the survey instrument. Patten number-checked the report. Molly Rohal was the copy editor.

A Note on Terminology

“Native born” refers to persons who are U.S. citizens at birth, including those born in the United States, Puerto Rico or other U.S. territories and those born abroad to parents at least one of whom was a U.S. citizen.

“Foreign born” refers to persons born outside of the United States, Puerto Rico or other U.S. territories to parents neither of whom was a U.S. citizen.

“Foreign-born U.S. citizens” refers to persons who indicate they are “foreign born” and who indicate they are U.S. citizens. “Foreign-born legal residents” refers to persons who indicate they are foreign born and who say they have a green card or have been approved for one. “Foreign born who are not legal residents and not U.S. citizens” refers to persons who indicate they are foreign born, who say they do not have a green card and have not been approved for one, and who indicate they do not hold U.S. citizenship.

Table of Contents

About the Pew Hispanic Center	1
About this Report	2
A Note on Terminology	2
Overview	4
Hispanics and Personal Finances	6
Satisfaction with the Country's Direction	9
Changing Economic Conditions of Latinos	11
References	12
Appendix A: People in Poverty and Median Household Income, 1976-2011	13
Appendix B: 2012 National Survey of Latinos Methodology	15

Overview

Hispanics have grown more satisfied with the nation's direction and more confident in their finances since 2011, according to a new survey from the Pew Hispanic Center, a project of the Pew Research Center.

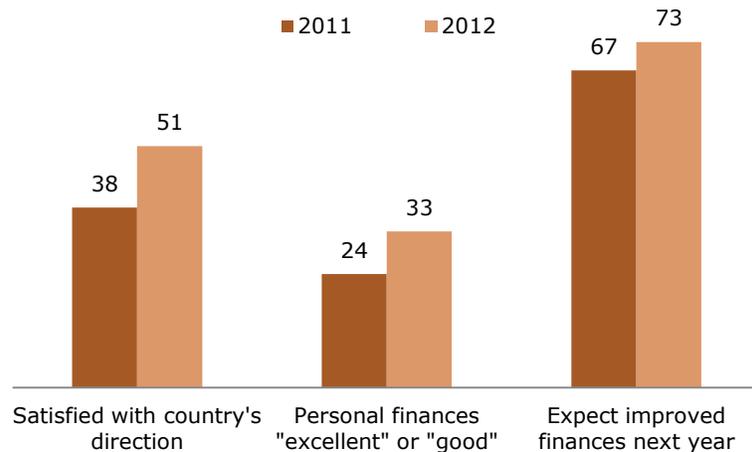
Today, half of Latinos (51%) express satisfaction with the direction of the country, a 13 percentage point increase over 2011, when 38% said the same. One-third (33%) now report that their finances are in "excellent" or "good" shape, up from one-quarter (24%) who said the same in 2011. And looking forward, Latinos have grown more optimistic about their family's finances in the next 12 months, with three-in-four (73%) expecting improvement, up from 67% who said the same in 2011.

These changing assessments about finances and the country's direction occur as some economic indicators recently have improved for Hispanics. In the third quarter of 2012, the Hispanic unemployment rate was 9.9%, down from 11.2% in the third quarter of 2011. The Hispanic unemployment rate is also now below its level at the end of the Great Recession in the third quarter of 2009, when it stood at 12.7%.¹ The poverty rate among Hispanics has also declined, falling to 25.3% in 2011 from 26.5% in 2010 ([DeNavas-Walt, Proctor and Smith, 2012](#)).

Figure 1

Latinos More Satisfied than Last Year With Finances, Country's Direction

(%)



Notes: N=1,765 Hispanics, 2012 National Survey of Latinos; N=1,220, 2011 National Survey of Latinos.

Source: Pew Hispanic Center, 2011 and 2012 National Surveys of Latinos

PEW RESEARCH CENTER

¹ The U.S. Bureau of Labor Statistics (BLS) today reported that the Hispanic unemployment rate in October 2012 was 10%, essentially unchanged from 9.9% in September. The BLS also reported that the U.S. unemployment rate in October was 7.9%, essentially unchanged from 7.8% in September. The Pew Hispanic Center 2012 National Survey of Latinos was fielded from September 7 to October 4. Note that BLS reported unemployment rates are seasonally adjusted, while those reported by the Pew Hispanic Center are not.

However, other economic indicators illustrate the difficult times that Latinos have faced since the onset of the Great Recession. Driven mainly by the collapse in the housing market, median household wealth among Latinos declined by 58% between 2005 and 2010 (the latest year for which such figures are available), more than that of either whites (18%) or blacks (54%).² In 2007, for the first time, the number of Latino children in poverty surpassed the number of white children or black children living in poverty ([Lopez and Velasco, 2011](#)). And by their own assessment, Latinos say they were hit harder by the recession than any other group ([Taylor, Lopez, Velasco and Motel, 2012](#)).

Nonetheless, the Pew Hispanic survey finds that, compared with the public as a whole, Hispanics are more satisfied with the country's direction. Just 31% of the general public ([Pew Research Center for the People & the Press, 2012](#)) says they are satisfied with how things are going in the country today, compared with 51% among Hispanics.

When it comes to personal finances, Hispanics' self-assessments, while improving, are not as positive as those of the general public. One-third (33%) of Hispanics say their current situation is "excellent" or "good" while 43% of the general public says the same. On the other hand, Hispanics are somewhat more optimistic than the general public about the future of their family finances. Some 73% of Hispanics say they think their finances will improve in the coming 12 months, while 67% of the general public says the same.

During this year's presidential campaign, the issue of jobs and the economy has been a top concern for Hispanics, just as it is for the general public. According to the Pew Hispanic survey, 47% of all Hispanics rate the issue as "extremely important" to them personally ([Lopez and Gonzalez-Barrera, 2012](#)). Among Hispanic registered voters, 54% rate jobs and the economy as extremely important.

This report is based on a nationally representative bilingual telephone survey of 1,765 Latino adults with a margin of error of 3.2 percentage points at the 95% confidence level. The survey was fielded from September 7 to October 4, 2012, largely before the first presidential debate, which occurred on October 3, 2012. For a full description of the survey methodology, see Appendix B. The report is also based on a Pew Hispanic Center analysis of the U.S. Census Bureau's Current Population Survey data. In addition, the report uses poverty and household income data published by the federal government.

² See "[The Great Recession & Wealth Inequality](#)" by Rakesh Kochhar, presented at the [2012 Federal Reserve Bank of Cleveland Policy Summit](#), June 28, 2012.

Hispanics and Personal Finances

According to the Pew Hispanic survey, one-in-three Hispanics (33%) rate their personal finances as “excellent” or “good” (28%), an improvement from last year when 24% rated their finances this way. Despite an improving financial self-assessment, twice as many Hispanics today rate their personal finances as either “only fair” (50%) or “poor” (16%), as rate their personal finances as either “excellent” or “good” (33%).

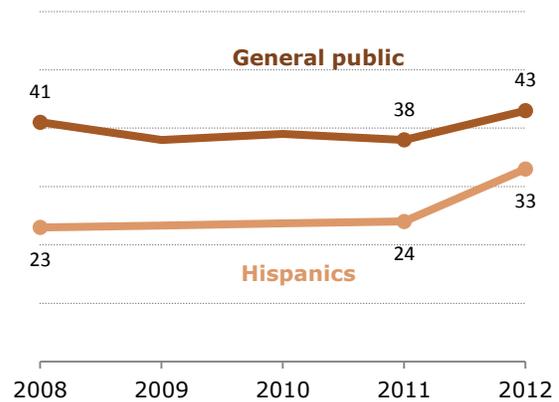
Latinos’ ratings of their own finances continue to lag behind the nation’s. While 33% of Hispanics say their personal financial situation is “excellent” or “good,” 43% of the general public says this. This gap is similar to that seen in December 2011 when 24% of Latinos said that their financial situation was “excellent” or “good,” compared with 38% of the general public surveyed then ([Taylor, Lopez, Velasco and Motel, 2012](#)).

Financial self-assessments are better among the native born than the foreign born. Four-in-ten (40%) native-born Hispanics say their personal finances are in “excellent” or “good” shape compared with 27% of the foreign born who report the same. Among foreign-born Hispanics, assessments vary based on resident status. Six-in-ten (59%) foreign-born Hispanic citizens say their finances are “only fair” or “poor,” compared with 76% of those with green cards but no citizenship. By a margin of 86% to 14%, foreign-born Hispanics who are not legal residents and not U.S. citizens say their finances are in “only fair” or “poor” shape instead of “excellent” or “good” shape.

Figure 2

Latinos See Personal Finances Improving

(% who rate own personal financial situation as “excellent” or “good”)



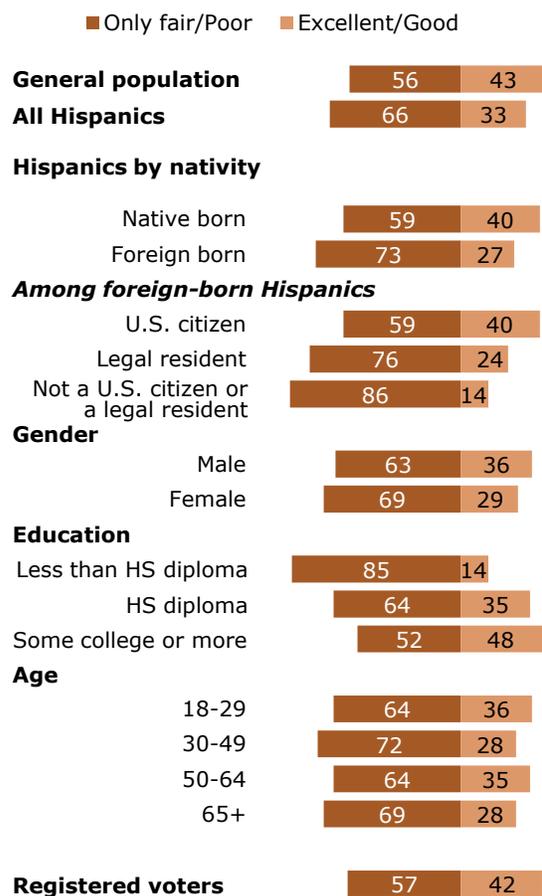
Source: For Latinos, Pew Hispanic Center, 2008-2012 National Surveys of Latinos; for general population, Pew Research Center for the People & the Press, 2008-2012 surveys

PEW RESEARCH CENTER

Financial self-assessments also vary by educational attainment. Among Latinos who do not have a high school diploma, 85% say their personal financial situation is “only fair” or “poor.” Among those with a high school diploma, but no college experience, fewer (64%) say the same. Among Latinos with some college education, even fewer (52%) say their personal finances are in “only fair” or “poor” shape.

Women are somewhat less likely than men to rate their financial situation as “excellent” or “good”—29% versus 36%.

Figure 3
How Would You Rate Your Own Personal Financial Situation?
(%)



Notes: N=1,765 Hispanics, 2012 National Survey of Latinos; N=1,455 general population. Pew Research Center for the People & the Press, September 2012. Voluntary responses of “Don’t know” and “Refused” not shown.

Source: For Latinos, Pew Hispanic Center, 2012 National Survey of Latinos; for general population, Pew Research Center for the People & the Press, September 2012

PEW RESEARCH CENTER

Hispanics See Improving Finances

By a margin of 73% to 15%, Latinos say they expect their personal financial situation and that of their family to improve over the next 12 months. This figure somewhat exceeds the expectations of the general public, two-thirds (67%) of whom predict a better year ahead.

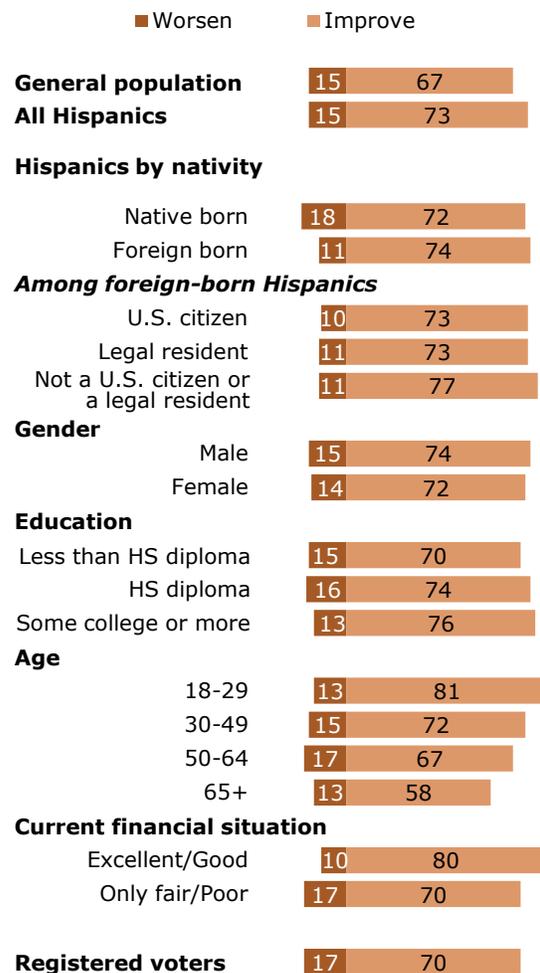
Hispanics ages 18 to 29 are the most optimistic about the next year. Eight-in-ten (81%) say they expect improving finances, compared with 72% of those ages 30 to 49, 67% of Latinos ages 50 to 64 and just 58% of Latinos ages 65 and older.

Those who say their current personal financial situation is “excellent” or “good” are more optimistic than those who rate their financial situation as “fair” or “poor”—80% versus 70%.

Figure 4

How Will the Financial Situation of You and Your Family Change Over the Next Year?

(%)



Notes: N=1,765 Hispanics, 2012 National Survey of Latinos; N=1,455 general population. Pew Research Center for the People & the Press, September 2012. Voluntary responses of “Stay the same,” “Don’t know” and “Refused” not shown.

Source: For Latinos, Pew Hispanic Center, 2012 National Survey of Latinos; for general population, Pew Research Center for the People & the Press, September 2012

PEW RESEARCH CENTER

Satisfaction with the Country's Direction

Latinos are more satisfied than the U.S. general public with the nation's direction. According to the Pew Hispanic survey, half (51%) of Latinos say they are satisfied with the nation's direction while 43% say they are dissatisfied. By contrast, among all Americans, a sizable majority (64%) is dissatisfied with the country's direction and only 31% express satisfaction.

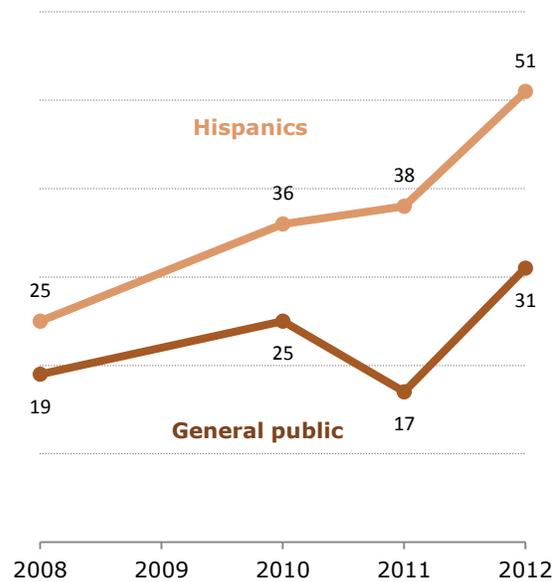
The gap in sentiment between Latinos and the general public regarding the country's direction has grown since 2008. Then 25% of Latinos said they were satisfied with the nation's direction while 19% of the general public said the same. However, since then Latinos' assessments of the country's direction have improved faster than the general public's assessments.

Among Hispanics, the foreign born express greater satisfaction with the country's direction than those who are native born. By a margin of 57% to 36%, Latino immigrants say they are satisfied with the way things are going. Native-born Hispanics are more divided, as just 45% say they are satisfied and 49% are dissatisfied.

Figure 5

Majority of Latinos Now Satisfied with Nation's Direction

(% who say they are satisfied with the way things are going in this country today)



Source: For Latinos, Pew Hispanic Center, 2008-2012 National Surveys of Latinos; for general population, Pew Research Center for the People & the Press, 2008-2012 surveys

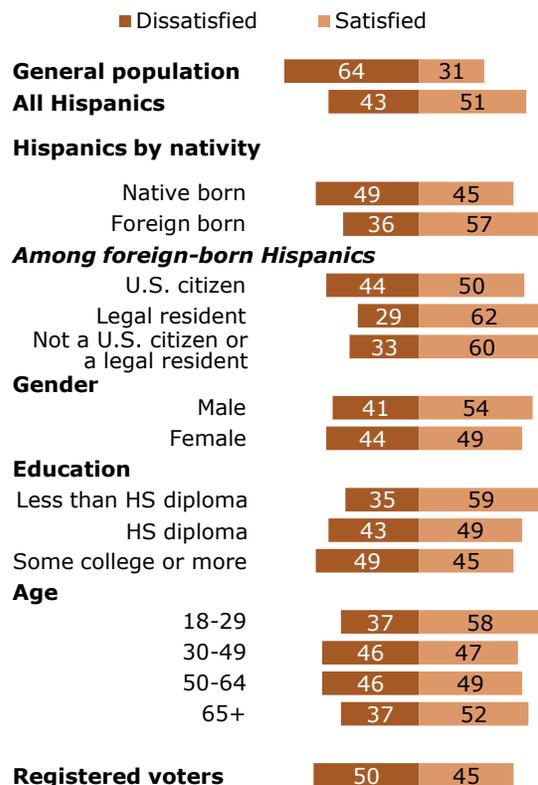
PEW RESEARCH CENTER

Views of the nation's direction differ by educational status as well. Hispanics with less than a high school diploma are more likely to be satisfied with the nation's direction than Hispanics with higher levels of educational attainment. Nearly six-in-ten (59%) Hispanics without a high school diploma say this, while about half (49%) of those with a high school diploma and 45% of those with at least some college education say they are satisfied with the country's direction.

Figure 6

Satisfaction with the Nation's Direction

(% who say they are ... with the way things are going in this country today)



Notes: N=1,765 Hispanics, 2012 National Survey of Latinos; N=2,973 general population. Pew Research Center for the People & the Press and Pew Forum on Religion & Public Life, July 2012. Voluntary responses of "Don't know" and "Refused" not shown.

Source: For Latinos, Pew Hispanic Center, 2012 National Survey of Latinos; for general population, Pew Research Center for the People & the Press and Pew Forum on Religion & Public Life, July 2012

PEW RESEARCH CENTER

Changing Economic Condition of Latinos

The employment situation of Latinos has improved since the end of the Great Recession in June 2009. The Hispanic unemployment rate declined from 12.7% in the third quarter of 2009 to 9.9% in the third quarter of 2012. Declines have occurred for whites and blacks as well.

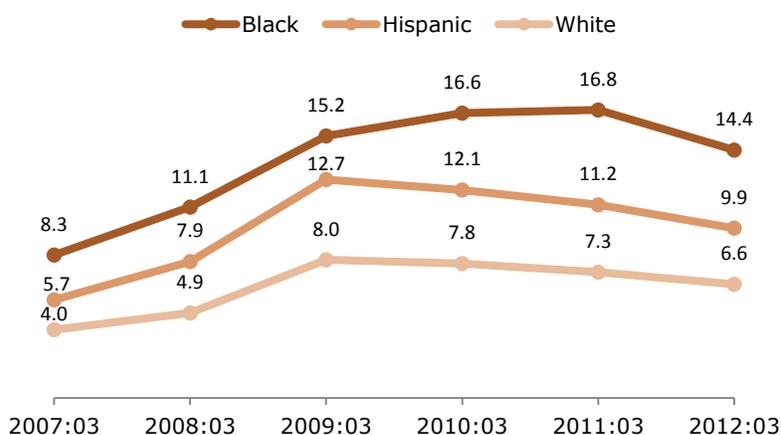
Poverty rates for Latinos have also declined recently. According to the U.S. Census Bureau, the Hispanic poverty rate was 25.3% in 2011, down from 26.5% in 2010 ([DeNavas-Walt, Proctor and Smith, 2012](#)).

Not all economic indicators show an improving picture for Hispanics. According to the Census Bureau, median household income for Hispanics was statistically unchanged between 2010 and 2011. By contrast, median household income fell for both blacks and whites between 2010 and 2011. For all U.S. households, median household income fell from \$50,831 in 2010 to \$50,054 in 2011.

Figure 7

Unemployment Rates Declining

(% unemployed in quarter, nonseasonally adjusted)



Notes: Blacks and whites include only non-Hispanics. Hispanic can be of any race.

Source: Pew Hispanic Center tabulations of Current Population Survey data

PEW RESEARCH CENTER

Table 1

2011 Poverty Rates and Median Household Income

	2011	2010
<i>Poverty rate (%)</i>		
All U.S.	15.0	15.1
Hispanic	25.3	26.5
White	9.8	9.9
Black	27.6	27.4
<i>Median income (in 2011 dollars)</i>		
All U.S.	50,054	50,831
Hispanic	38,624	38,818
White	55,412	56,178
Black	32,229	33,137

Notes: Whites include only non-Hispanic whites. Blacks include both Hispanic and non-Hispanic components of the black population. Hispanics can be of any race.

Source: DeNavas-Walt, Proctor and Smith ([2012](#))

PEW RESEARCH CENTER

References

- Blumberg, Stephen J., and Julian V. Luke. 2012. "Wireless Substitution: Early Release of Estimates from the National Health Interview Survey, July-December 2011." Hyattsville, MD: National Center for Health Statistics, June.
<http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201206.pdf>
- DeNavas-Walt, Carmen, Bernadette D. Proctor, and Jessica C. Smith. 2012. "Income, Poverty, and Health Insurance Coverage in the United States: 2011." Current Population Reports, Consumer Income, P60-243. Washington, DC: U.S. Census Bureau, September. <http://www.census.gov/prod/2012pubs/p60-243.pdf>
- Lopez, Mark Hugo, and Ana Gonzalez-Barrera. 2012. "Latino Voters Support Obama by 3-1 Ratio, But Are Less Certain than Others about Voting." Washington, DC: Pew Hispanic Center, October. <http://www.pewhispanic.org/2012/10/11/latino-voters-support-obama-by-3-1-ratio-but-are-less-certain-than-others-about-voting/>
- Lopez, Mark Hugo, and Gabriel Velasco. 2011. "Childhood Poverty Among Hispanics Sets Record, Leads Nation." Washington, DC: Pew Hispanic Center, September. <http://www.pewhispanic.org/2011/09/28/childhood-poverty-among-hispanics-sets-record-leads-nation/>
- Taylor, Paul, Mark Hugo Lopez, Gabriel Velasco, and Seth Motel. 2012. "Hispanics Say They Have the Worst of a Bad Economy." Washington, DC: Pew Hispanic Center, January. <http://www.pewhispanic.org/2012/01/26/hispanics-say-they-have-the-worst-of-a-bad-economy/>

Appendix A: People in Poverty and Median Household Income, 1976-2011

Appendix Table 1

People in Poverty, by Race and Ethnicity, 1976-2011

(numbers in thousands; rates expressed as percents)

Year	All		White		Black		Hispanic	
	Number	Rate	Number	Rate	Number	Rate	Number	Rate
2011	46,247	15.0	19,171	9.8	10,929	27.6	13,244	25.3
2010	46,343	15.1	19,251	9.9	10,746	27.4	13,522	26.5
2009	43,569	14.3	18,530	9.4	9,944	25.8	12,350	25.3
2008	39,829	13.2	17,024	8.6	9,379	24.7	10,987	23.2
2007	37,276	12.5	16,032	8.2	9,237	24.5	9,890	21.5
2006	36,460	12.3	16,013	8.2	9,048	24.3	9,243	20.6
2005	36,950	12.6	16,227	8.3	9,168	24.9	9,368	21.8
2004	37,040	12.7	16,908	8.7	9,014	24.7	9,122	21.9
2003	35,861	12.5	15,902	8.2	8,781	24.4	9,051	22.5
2002	34,570	12.1	15,567	8.0	8,602	24.1	8,555	21.8
2001	32,907	11.7	15,271	7.8	8,136	22.7	7,997	21.4
2000	31,581	11.3	14,366	7.4	7,982	22.5	7,747	21.5
1999	32,791	11.9	14,735	7.7	8,441	23.6	7,876	22.7
1998	34,476	12.7	15,799	8.2	9,091	26.1	8,070	25.6
1997	35,574	13.3	16,491	8.6	9,116	26.5	8,308	27.1
1996	36,529	13.7	16,462	8.6	9,694	28.4	8,697	29.4
1995	36,425	13.8	16,267	8.5	9,872	29.3	8,574	30.3
1994	38,059	14.5	18,110	9.4	10,196	30.6	8,416	30.7
1993	39,265	15.1	18,882	9.9	10,877	33.1	8,126	30.6
1992	38,014	14.8	18,202	9.6	10,827	33.4	7,592	29.6
1991	35,708	14.2	17,741	9.4	10,242	32.7	6,339	28.7
1990	33,585	13.5	16,622	8.8	9,837	31.9	6,006	28.1
1989	31,528	12.8	15,599	8.3	9,302	30.7	5,430	26.2
1988	31,745	13.0	15,565	8.4	9,356	31.3	5,357	26.7
1987	32,221	13.4	16,029	8.7	9,520	32.4	5,422	28.0
1986	32,370	13.6	17,244	9.4	8,983	31.1	5,117	27.3
1985	33,064	14.0	17,839	9.7	8,926	31.3	5,236	29.0
1984	33,700	14.4	18,300	10.0	9,490	33.8	4,806	28.4
1983	35,303	15.2	19,538	10.8	9,882	35.7	4,633	28.0
1982	34,398	15.0	19,362	10.6	9,697	35.6	4,301	29.9
1981	31,822	14.0	17,987	9.9	9,173	34.2	3,713	26.5
1980	29,272	13.0	16,365	9.1	8,579	32.5	3,491	25.7
1979	26,072	11.7	14,419	8.1	8,050	31.0	2,921	21.8
1978	24,497	11.4	13,755	7.9	7,625	30.6	2,607	21.6
1977	24,720	11.6	13,802	8.0	7,726	31.3	2,700	22.4
1976	24,975	11.8	14,025	8.1	7,595	31.1	2,783	24.7

Notes: "White" includes "white alone" and "Black" includes "black alone" since 2002. "Black" includes both Hispanic and non-Hispanic components of the black population. "All" includes all racial and ethnic groups, including those not separately shown.

Source: DeNavas-Walt, Proctor and Smith (2012)

PEW RESEARCH CENTER

Appendix Table 2

**Median Household Income, by Race and Ethnicity,
1976-2011***(2011 dollars)*

Year	All	White	Black	Hispanic
2011	50,054	55,412	32,229	38,624
2010	50,831	56,178	33,137	38,818
2009	52,195	57,106	34,167	39,887
2008	52,546	58,006	35,744	39,604
2007	54,489	59,573	36,790	41,956
2006	53,768	58,478	35,661	42,145
2005	53,371	58,507	35,551	41,437
2004	52,788	58,237	35,834	40,806
2003	52,973	58,426	36,252	40,351
2002	53,019	58,634	36,288	41,385
2001	53,646	58,825	37,438	42,640
2000	54,841	59,586	38,747	43,319
1999	54,932	59,604	37,673	41,501
1998	53,582	58,480	34,933	39,038
1997	51,704	56,695	35,000	37,205
1996	50,661	55,365	33,518	35,551
1995	49,935	54,480	32,815	33,499
1994	48,418	52,713	31,555	35,147
1993	47,884	52,377	29,939	35,078
1992	48,117	52,286	29,457	35,491
1991	48,516	52,054	30,287	36,542
1990	49,950	53,290	31,155	37,251
1989	50,624	54,396	31,669	38,391
1988	49,737	54,028	29,974	37,193
1987	49,358	53,433	29,682	36,621
1986	48,746	52,413	29,525	35,932
1985	47,079	50,767	29,540	34,814
1984	46,215	49,768	27,774	35,034
1983	44,823	48,214	26,675	34,137
1982	45,139	48,048	26,782	33,965
1981	45,260	48,510	26,835	36,305
1980	46,024	49,415	27,973	35,475
1979	47,527	50,532	29,256	37,655
1978	47,659	50,478	29,774	37,342
1977	45,884	49,207	28,473	35,995
1976	45,595	48,736	28,401	34,392

Notes: "White" includes "white alone" and "Black" includes "black alone" since 2002. "Black" includes both Hispanic and non-Hispanic components of the black population. "All" includes all racial and ethnic groups, including those not separately shown.

Source: DeNavas-Walt, Proctor and Smith (2012)

PEW RESEARCH CENTER

Appendix B: 2012 National Survey of Latinos Methodology

Results for this study are based on telephone interviews conducted by Social Science Research Solutions (SSRS), an independent research company, among a nationally representative sample of 1,765 Latino respondents ages 18 and older, conducted from September 7 through October 4, 2012. In order to facilitate a more comprehensive analysis of non-Catholic Latinos, the sample includes interviews with an additional 438 non-Catholic respondents, for a total of 967 non-Catholics.

For the full sample, a total of 866 respondents were native born (including Puerto Rico), and 899 were foreign born (excluding Puerto Rico). Of the foreign born, 375 were U.S. citizens, 256 were legal residents, and 264 were neither U.S. citizens nor legal residents. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 3.2 percentage points.

2012 NSL Survey Details

	<i>Sample Size</i>	<i>Design Effect</i>	<i>Margin of Error 95% confidence level</i>
Total Latinos	1,765	1.89	+/-3.2% points
Native born	866	2.01	+/-4.7% points
Foreign born	899	1.79	+/-4.4% points
FB US. citizens	375	1.77	+/-6.7% points
FB Legal residents	256	1.76	+/-8.1% points
FB Not citizens & not legal residents	264	1.78	+/-8.1% points
Registered voters	903	1.97	+/-4.6% points

Note: The design effect is a measure of the extent to which the margin of error for a given sample differs from the theoretical margin of error for a simple random sample of the same size. It reflects the impact of the weighting applied to the data as well as complexities in the sample design.

PEW RESEARCH CENTER

For this survey, SSRS used a staff of Spanish-speaking interviewers who, when contacting a household, were able to offer respondents the option of completing the survey in Spanish or English. A total of 805 respondents (46%) were surveyed in Spanish, and 960 respondents (54%) were interviewed in English. Any person ages 18 or older of Latino origin or descent was eligible to complete the survey.

To ensure the highest possible coverage of the eligible population, the study employed a dual-frame landline/cell phone telephone design. The sample consisted of a landline component

(yielding 880 completed interviews) and a cell phone component (885 interviews)³. Both the landline and cell phone components consisted of a stratified sampling design, oversampling areas with higher densities of Latino residents. The same sampling plan was used for the main sample and the non-Catholic oversample.

For the landline sampling frame, the sample was run against InfoUSA and other household databases, and phone numbers that matched to known Latino surnames were subdivided into a Surname stratum. The remaining, unmatched and unlisted landline sample was divided into the following mutually exclusive strata, based on Census estimates of the density of the Hispanic population in each: Very High Latino, High Latino, and Medium Latino.

Marketing System Group's (MSG) GENESYS sample generation system was used to generate cell phone sample, which was divided into High and Medium Latino strata. Overall, the study employed eight strata.

Interviews by Strata

	Landline		Cell Phone	
	Total Interviews*	Estimated % among U.S. Population**	Total Interviews*	Estimated % among U.S. Population**
Surname	355 (40.3%)	23.5%		
Very High	176 (20.0%)	17.3%		
High	129 (14.7%)	18.4%	546 (61.7%)	33.7%
Medium	105 (11.9%)	19.5%	215 (24.3%)	33.6%
Low	115 (13.1%)	21.3%	124 (14.0%)	32.7%
Total	880		885	

Notes: *Total interviews includes the prescreened omnibus interviews that were not subject to geographic stratification, **The estimated population breakdown is based on counts from Claritas provided by Marketing System Group (MSG). The over- or under-sampling of strata was corrected in weighting.

PEW RESEARCH CENTER

Samples for the low-incidence landline and cell strata were drawn from previously interviewed respondents in SSRS's weekly dual-frame Excel omnibus survey. Respondents who indicated they were Latino on the omnibus survey were eligible to be re-contacted for the present survey. In addition, the incidences in the Very High and Medium landline strata of the non-Catholic oversample were lower than anticipated, so additional interviews with Latinos⁴ prescreened from the Excel omnibus survey were used to gather additional responses in these strata. Altogether, a total of 293 previously interviewed respondents (17%) were included in this

³ According to calculations by the National Center for Health Statistics National Health Interview Survey (NHIS), from July to December 2011, 43.3% of Hispanic adults were living in wireless-only households and 17.0% were in wireless-mostly households (Blumberg and Luke, 2012).

⁴ The supplemental Very High and Medium landline sample was not prescreened for religion.

sample.

It is important to note that the existence of a surname stratum does not mean the 2012 National Survey of Latinos was a surname sample design. The sample is RDD, with the randomly selected telephone numbers divided by whether they were found to be associated with or without a Spanish surname. This was done simply to increase the number of strata and thereby increase the ability to meet ethnic targets and ease administration by allowing for more effective assignment of interviewers and labor hours.

A five-stage weighting design was used to ensure an accurate representation of the national Hispanic population.

- An adjustment was made for all persons found to possess both a landline and a cell phone, as they were twice as likely to be sampled as were respondents who possessed only one phone type.
- The sample was corrected for a potential bias associated with re-contacting previously interviewed respondents in certain strata.
- The sample was corrected for the likelihood of within-household selection, which depended upon the likelihood that the respondent's age group would be selected, and within that age group, the particular respondent would be selected.
- The sample was corrected for the over sampling of telephone number exchanges known to have higher densities of Latinos and the corresponding undersampling of exchanges known to have lower densities of Latinos.
- Finally, the data were put through a post-stratification sample balancing routine. The post-stratification weighting utilized national 2012 estimates from the U.S. Census Bureau's Current Population Survey, March Supplement, on gender, age, education, Census region, heritage, years in the U.S., phone status (i.e., cell phone only, cell phone mostly, mixed/landline only/landline mostly) and density of the Latino population. After the data were raked, the weighted data were used to determine the benchmark for a Catholic/non-Catholic parameter, which was used in the second stage of raking.⁵

⁵ The levels of cell phone only and cell phone mostly households within each ethnic-group used were based on the most recent data available from the National Center for Health Statistics' NHIS as shown in Blumberg and Luke (2012).