

Hispanic Heritage Month Fieldwork Dates: 13th - 15th August 2019

Conducted by YouGov On behalf of YouGov RealTime

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a ubset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2449 adults. Fieldwork was undertaken between 13th - 15th August 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

Hispanic Heritage Month

YouGov What the world thinks		Ge	nder				Generation					Reg	gion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
		Α	В	С	D	Е	F	G	н	ı	J	К	L	M	N
race. What racial or ethnic group best describes you?															
Unweighted base	2449	1112	1337	64	823	638	781	142	1	-	444	559	893	553	1628
Base	2449	1190	1259	75	782	611	819	160	2	-	448	564	897	539	1633
White	67%	67%	67%	52% *	55%	64% D	78% C.D.E	83% C.D.E	100%	**	71% L.M	77% L.M	62%	60%	100% O.P.Q
Black	13%	12%	14%	22% F.G*	14% F	15% F	10%	10%	- **	-	10%	12% M	20% J.K.M	6%	-
Hispanic	11%	11%	12%	10%	17% E.F.G	12% F.G	7%	4%	-	-	11% K	5%	12% K	18% J.K.L	
Asian	4%	4%	4%	10% F.G*	6% F.G	4% F	1%	1%	-	-	4%	4%	2%	6% K.L	-
Native American	1%	2% B	1%	- *	2% F	2% F	0%	-	-	-	1%	0%	1%	1%	-
Middle Eastern	0%	1%	0%	3% E.F*	1% E.F	-	-	-	-	-	-	-	0%	2% J.K.L	-
Mixed	2%	2%	2%	2%	3%	2%	2%	1%	-	-	1%	1%	2%	4% J.K.L	-
Other	1%	2% B	1%	1%	2%	1%	1%	2%	-	-	2%	1%	1%	2%	-
speakspanish. Do you speak Spanish on a regular basis?		В													
Unweighted base	2385	1082	1303	59	779	624	780	142	1	-	431	540	873	541	1581
Base	2402	1170	1231	72	750	600	818	160	2	-	439	551	881	531	1598
l speak Spanish primarily	2%	2%	3%	- *	5% E.F.G	2%	1%	0%	-	-	2%	1%	2%	3%	-
I speak both Spanish and English equally	4%	4%	4%	11% E.F.G*	7% E.F.G	4%	2%	1%	-	-	4%	2%	5% K	5% K	0%
l speak English primarily but can speak Spanish	3%	4% B	3%	11% E.F.G*	6% E.F.G	3%	2%	0%	-	-	5% K	1%	3%	6% K.L	1%
I can not speak Spanish	90%	90%	90%	78% *	83%	92% C.D	95% C.D.E	98% C.D.E	100%	**	89%	95% J.L.M	89%	86%	99% O.P.Q
rhm_q2. Do you identify with any predominantly Hispanic country or territory outside the continental United States because of your own ethnic or cultural heritage?															
Unweighted base	2449	1112	1337	64	823	638	781	142	1	-	444	559	893	553	1628
Base: All US Adults	2449	1190	1259	75	782	611	819	160	2	-	448	564	897	539	1633
Yes, I do	12%	13%	11%	14% F.G*	20% E.F.G	12% F.G	6%	4%	- **	**	15% K.L	8%	11%	15% K.L	4%
No, I don't	80%	79%	81%	69%	67%	81% C.D	91% C.D.E	95% C.D.E	100%	**	75%	85% J.M	82% J	77%	91% O.P.Q
Don't know	8%	7%	8%	17% E.F.G*	14% E.F.G	7% F.G	3%	1%	-	- **	9%	8%	7%	7%	5%
rhm_q3. You indicated that you identify with a Hispanic country or territory that is not in the continental United States. How strong do you consider your connection to that country or territory?															
Unweighted base	319	147	172	6	168	83	56	6	-	-	68	41	109	101	68
Base: All US Adults who Identify with a Predominantly Hispanic Territory outside of the Continental US	294	159	136	10	153	73	52	6	-	-	69	43	99	83	70
Very strong	40%	38%	43%	15%	40%	43%	44%	23%	**	**	54% M*	38%	38%	31%	47%
Somewhat strong	31%	26%	36%	48%	32%	32%	23%	21%	**	**	14%	36%	36% J*	35% J*	31%

Hispanic Heritage Month

YouGov What the world thinks		R	ace			Educa	ation							Marital Status	•
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
		0	P	Q	R	S	т	U	٧	w	х	Y	Z	AA	AB
race. What racial or ethnic group best describes you?															
Unweighted base	2449	303	337	181	922	829	446	252	1079	48	178	80	1385	634	221
Base	2449	323	277	216	965	798	439	246	1046	47	167	74	1334	622	229
White	67%	-	-	-	63%	64%	72% R.S	78% R.S	72% Y.Z.AA.AF	59%	65% AF	56%	70% Y.AA.AF	56%	75% Y.AA.AF
Black	13%	100% N.P.Q	-	-	16% T.U	14% T.U	9%	7%	8%	19% V*	14% V	17% V*	10% V	20% V.Z.AB	13% V
Hispanic	11%		100% N.O.Q	-	15% S.T.U	11% T.U	5%	6%	10% AC	15% AC*	12% AC	11% *	11% AC	13% AC	10%
Asian	4%	-	-	43% N.O.P	2%	4%	6% R.S	6% R	4% X.AB	-	1%	8% X.AB*	4% X.AB	6% X.AB	-
Native American	1%	-	-	12% N.O.P	1%	2% R	1%	0%	1%	-	3% AA	-	1%	1%	1%
Middle Eastern	0%	-	-	5% N.O.P	1%	0%	0%	1% S	0%	5% V.Z.AA.AB.AC*	2% AA	-	1% V	0%	-
Mixed	2%	-	-	25% N.O.P	1%	2%	5% R.U	0%	2%	2%	2%	6% V.Z.AB*	2%	3%	0%
Other	1%	-	-	16% N.O.P	1%	2%	2%	1%	2%	-	1%	3% AB*	1%	1%	-
speakspanish. Do you speak Spanish on a regular basis?															
Unweighted base	2385	297	327	180	899	801	436	249	1057	48	174	72	1351	610	218
Base	2402	319	269	216	947	776	433	245	1030	47	164	69	1310	603	227
I speak Spanish primarily	2%	-	20% N.O.Q	-	3% T	2%	1%	1%	3%	3%	3%		3%	2%	1%
I speak both Spanish and English equally	4%	1% N	34% N.O.Q	3% N	6% T.U	4% T	2%	2%	4%	2%	5%	4% *	4%	5%	2%
I speak English primarily but can speak Spanish	3%	2%	19% N.O.Q	3%	4%	4%	3%	3%	2%	6% *	3%	6% V*	3%	7% V.Z.AB.AC	2%
I can not speak Spanish	90%	96% P	27%	95% P	87%	90%	95% R.S	94% R	91% AA.AF	89% *	90% AF	89%	91% AA.AF	86%	95% AA.AF
rhm_q2. Do you identify with any predominantly Hispanic country or territory outside the continental United States because of your own ethnic or cultural heritage?															
Unweighted base	2449	303	337	181	922	829	446	252	1079	48	178	80	1385	634	221
Base: All US Adults	2449	323	277	216	965	798	439	246	1046	47	167	74	1334	622	229
Yes, I do	12%	10% N	57% N.O.Q	16% N	13%	11%	10%	17% S.T	12% AC	32% (.Y.Z.AA.AB.AC.	15% AC	13% AC*	13% AC	11% AC	9%
No, I don't	80%	81% P.Q	27%	68% P	77%	81% R	87% R.S	81%	82% W.Z.AF	65%	76% AF	79% AF*	81% W.AF	80% W.AF	88% W.X.Z.AA.AF
Don't know	8%	9% N	16% N.O	17% N.O	11% T.U	8% T.U	4%	2%	5%	3%	9% V.AB	8%	6%	9% V.Z.AB	3%
rhm_q3. You indicated that you identify with a Hispanic country or territory that is not in the continental United States. How strong do you consider your connection to that country or territory?															
Unweighted base	319	28	195	28	119	99	54	47	142	14	25	10	191	85	24
Base: All US Adults who Identify with a Predominantly Hispanic Territory outside of the Continental US	294 40%	34 38%	157 41%	34 24%	122 39%	88 37%	42 35%	42 52%	130 50%	15 17%	24 37%	10 22%	180 44%	71 39%	21
Very strong		**		**	39% *	37% *	35% *	•	50% Z 26%	**	**	22% ** 39%		39% *	**
Somewhat strong	31%	19%	31%	40%	31%	28%	32% *	35%	∠6%	32%	31%	39%	28%	3b% *	42% **

Hispanic Heritage Month

YouGov What the world thinks							Parent o	or guardian of any	y children			Inco	me		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
		AC	AD	AE	AF	AG	AH	Al	AJ	AK	AL	AM	AN	AO	AP
race. What racial or ethnic group best describes you?		AU	AU.	A=	- Au	AU	Ail	~	- ~	Aix	71	Ain	All	AU	
Unweighted base	2449	109	40	13	47	583	795	1285	1070	94	851	705	551	342	842
Base	2449	134	45	15	71	544	814	1271	1050	128	895	672	519	364	833
White	67%	79%	67%	47%	48%	60%	73%	68%	67%	49%	60%	70%	75%	66%	54%
		W.X.Y.AA.AF*	*	**			AG.AI.AJ.AK	AG.AK	AG.AK			AL	AL.AO		
Black	13%	12%	20%	12%	15%	15%	13%	13%	13%	15%	18%	12%	8%	11%	20%
			V.Z*	**	*					*	AM.AN.AO	AN			AQ.AR
Hispanic	11%	4%	6%	12%	26%	17%	9%	12%	10%	18%	13%	11%	7%	13%	16%
		*	*	**	X.Z.AA.AB.AC.A	AH.AI.AJ		AH		AH.AJ*	AN			AN	AQ.AR
Asian	4%	2%	2%	-	4%	5%	1%	2%	6%	2%	4%	2%	4%	4%	5%
		AB*	AB*	**	AB*	AH.AI		AH	AH.AI	*					AR
Native American	1%	1%	-	-	-	1%	1%	1%	0%	4%	1%	1%	1%	0%	1%
		*	*	**	*					AH.AI.AJ*					
Middle Eastern	0%	-	-	-	-	0%	-	0%	1%	3%	-	1%	1%	0%	0%
		*	*	**	*			AH		AG.AH.AI*		AL	AL		
Mixed	2%	3%	5% AB*	**	1%	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%
Other	1%		-	28%	6% V.Z.AA.AB.AC*	1%	1%	1%	1%	6% AG.AH.AI.AJ*	1%	1%	1%	3% AN	1%
speakspanish. Do you speak Spanish on a regular basis?															
Unweighted base	2385	109	39	13	45	561	791	1260	1035	90	831	688	533	333	821
Base	2402	134	45	15	68	527	811	1252	1027	124	878	659	506	358	817
l speak Spanish primarily	2%	*	•	**	*	5% AH.AI.AJ	2%	3% AH.AJ	1%	2%	2% AN	2%	0%	5% AL.AM.AN	4% AQ.AR
I speak both Spanish and English equally	4%	1%	4%	15%	18%	8%	3%	4%	4%	11%	5%	4%	4%	4%	7%
			*	**	V.X.Y.Z.AA.AB.A			AH		AH.AI.AJ*					AQ.AR
I speak English primarily but can speak Spanish	3%	1%	2%	**	6%	3%	2%	2%	5%	6%	5%	3%	2%	3%	4%
					*				AH.AI	AH*	AN				
I can not speak Spanish	90%	98% /.W.X.Y.Z.AA.AF	94% AF*	85% **	76%	85%	93% AG.AI.AK	90% AG.AK	91% AG.AK	81%	88%	91%	94% AL.AO	88%	85%
rhm_q2. Do you identify with any predominantly Hispanic country or territory outside the continental United States because of your own ethnic or cultural heritage?			·												
	0440	400	40	40	47	500	705	4005	4070	0.4	054	705	554	240	0.40
Unweighted base Base: All US Adults	2449 2449	109	40 45	13 15	47 71	583 544	795 814	1285 1271	1070 1050	94 128	851 895	705 672	551 519	342 364	842 833
Yes, I do	12%	4%	13%	27%	10%	22%	10%	14%	9%	15%	13%	12%	13%	8%	18%
res, i do	1270	470 *	13%	2170	*	AH.AI.AJ	1076	AH.AJ	970	1376	AO	1270	1370	070	AQ.AR
No, I don't	80%	90%	76%	40%	48%	72%	87%	82%	83%	44%	78%	84%	84%	74%	71%
NO, I don't	0070	N.X.Z.AA.AD.AF	AF*	4U% **	40% *	AK	AG.AI.AJ.AK	AG.AK	AG.AK	44 70 *	7070	AL.AO	AL.AO	7470	/ 170
Don't know	8%	6%	11%	33%	42%	6%	3%	4%	7%	41%	9%	4%	3%	18%	11%
DOTT KNOW	070	*	AB*	**	X.Y.Z.AA.AB.AC		370	AH	AH.AI	AG.AH.AI.AJ*	AM.AN	470	370	AL.AM.AN	AQ.AR
rhm_q3. You indicated that you identify with a Hispanic country or territory that is not in the continental United States. How strong do you consider your connection to that country or territory?															
Unweighted base	319	6	5	3	5	129	86	194	110	15	121	89	75	34	164
Base: All US Adults who Identify with a Predominantly	294	6	6	4	7	117	81	176	99	19	117	80	66	30	148
Hispanic Territory outside of the Continental US	40%	59%	23%	13%	-	51%	42%	47%	33%	13%	36%	38%	45%	50%	53%
Very strong		**	**	**	**	AJ*	*		*	**	•	*	*	**	AQ
Somewhat strong	31%	41%	71%	**	**	28%	25%	26%	37%	40%	40% AM*	19%	27%	33%	29%

Hispanic Heritage Month

YouGov What the world thinks		Type of Are	ea Lived in				Political Party						Political	Viewpoint	
	Total	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
		AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	ВА	ВВ	BC	BD
race. What racial or ethnic group best describes you?		7.14	7.01		7.11		7.11	744	701	711	,_	27.	- 55	- 50	55
Unweighted base	2449	1149	446	12	876	591	673	112	197	358	400	680	432	316	263
Base	2449	1140	457	19	775	602	663	112	297	292	357	683	457	315	345
White	67%	71%	79%	73%	59%	81%	71%	67%	49%	73%	70%	59%	73%	78%	54%
		AP	AP.AQ	**	AX	AT.AV.AW.AX	AT.AX	AX*		BA.BD	BA.BD		BA.BD	AZ.BA.BD.BE	
Black	13%	10%	8%	15%	22%	5%	9%	6%	19%	12%	10%	17%	9%	8%	21%
				**	AU.AV.AW		AU		AU.AV.AW			AZ.BB.BC.BE.B		A	Y.AZ.BB.BC.BE.
Hispanic	11%	9%	8%	9%	12%	8%	10%	6%	21%	7%	12%	13%	9%	9%	16%
				**	AU			*	AT.AU.AV.AW			AY.BF			AY.BB.BC.BE.B
Asian	4%	4%	1%	-	3%	3%	4%	3%	8%	2%	5%	5%	3%	1%	5%
		AR		**				*	AT.AU.AV		BC.BF	BC.BF			BC.BF
Native American	1%	1%	1%	-	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	1%
				**				*							
Middle Eastern	0%	1%	-	-	0%	-	1%	1%	-	0%	0%	1%	0%	0%	0%
				**			AU	AU*							
Mixed	2%	2%	1%	3%	2%	1%	3%	8%	1%	3%	2%	3%	2%	1%	1%
								AT.AU.AV.AX*		BD					
Other	1%	2%	1%	-	0%	2%	1%	6%	2%	1%	1%	1%	2%	2%	2%
L				**		AT	AT	AT.AU.AV.AX*							
speakspanish. Do you speak Spanish on a regular basis?															
Unweighted base	2385	1114	438	12	845	587	652	108	193	350	382	665	425	313	250
Base	2402	1115	450	19	754	598	648	108	293	287	346	672	450	312	334
I speak Spanish primarily	2%	1%	1%	9%	2%	2%	1%	-	6%	0%	3%	2%	2%	1%	4%
				**				*	AT.AU.AV.AW		AY.BE	AY	AY		AY
I speak both Spanish and English equally	4%	3%	3%	-	4%	3%	4%	3%	7%	2%	5%	5%	4%	3%	6%
				**				*	AU						
I speak English primarily but can speak Spanish	3%	3%	2%	-	4%	2%	5%	4%	2%	4%	4%	5%	2%	3%	2%
				**	AU		AU	*				BB.BF			
I can not speak Spanish	90%	92%	94%	91%	89%	93%	90%	92%	84%	94%	89%	87%	92%	93%	88%
		AP	AP	**		AT.AX	AX	*		BA.BE			BA	BA	
rhm_q2. Do you identify with any predominantly Hispanic country or territory outside the continental United States because of your own ethnic or cultural heritage?															
Unweighted base	2449	1149	446	12	876	591	673	112	197	358	400	680	432	316	263
Base: All US Adults	2449	1140	457	19	775	602	663	112	297	292	357	683	457	315	345
Yes, I do	12%	10%	8%	15%	14%	10%	12%	8%	13%	11%	13%	14%	12%	11%	7%
				**							BD	BD			
No, I don't	80%	84%	87%	69%	81%	85%	83%	82%	60%	85%	82%	80%	82%	86%	68%
		AP	AP	**	AX	AX	AX	AX*		BD	BD	BD	BD	BD	
Don't know	8%	6%	5%	17%	5%	4%	5%	10%	27%	3%	4%	6%	6%	3%	24%
				**				AU*	AT.AU.AV.AW					AY	.AZ.BA.BB.BC.B
rhm_q3. You indicated that you identify with a Hispanic country or territory that is not in the continental United States. How strong do you consider your connection to that country or territory?															
Unweighted base	319	124	30	1	131	63	84	9	32	50	56	99	51	39	24
Base: All US Adults who Identify with a Predominantly	294	109	34	3	107	62	79	9	38	34	47	99	55	34	26
Hispanic Territory outside of the Continental US Very strong	40%	25%	35%	-	47%	36%	36%	12%	40%	46%	34%	39%	38%	45%	44%
very strong	4070	25%	35% **	**	41% *	30% *	30% *	12%	40% **	*	34%	39%	38%	45% *	44%
Somewhat strong	31%	36%	25%	-	36% AU*	18%	36% AU*	28%	25%	42% BB.BF*	32%	39% BB.BF*	20%	20%	19%

Hispanic Heritage Month

YouGov What the world thinks					2012 Presid	dential Vote				201	6 Presidential	Vote			,
	Total	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes
		BE	BF	BG	ВН	ВІ	BJ	ВК	BL	ВМ	BN	во	ВР	BQ	BR
race. What racial or ethnic group best describes you?															
Unweighted base	2449	758	748	1002	572	66	809	810	700	81	59	16	41	742	2026
Base	2449	649	771	870	531	48	1001	661	630	39	23	10	21	1065	1641
White	67%	71% BA.BD	75% BA.BD	62%	85% BG.BJ	77% BG.BJ*	61%	66% BQ	83% BK.BP.BQ	78% BQ*	81% BK.BQ*	85%	63%	57%	73% BS.BT
Black	13%	11% 3F	8%	22% BH.BI.BJ	2%	5% *	12% BH	21% BL.BM.BN.BQ	5%	7% *	5% *	5% **	8% *	14% BL	13%
Hispanic	11%	10% AY	9%	10% BH	5%	3%	16% BG.BH.BI	9% BL	5%	8%	7% *	**	14% BL*	17% BK.BL	7%
Asian	4%	4% BC	2%	2%	1%	7% BG.BH*	7% BG.BH	1%	2%	1%	*	**	4% *	7% BK.BL	2%
Native American	1%	1%	1%	1%	2%	1%	1%	1%	1%	4% BK*	2%	**	5% BK*	1%	1%
Middle Eastern	0%	0%	0%	0%	-	- *	1% BH	-	0%	-	*	- **		1% BK	0%
Mixed	2%	3%	2%	2%	2%	4% *	2%	2%	2%	3% *	1% *	10%	4% *	2%	2%
Other	1%	1%	2%	1%	3% BG.BJ	3%	1%	1%	2% BK	-	4% BK*	**	2%	1%	1%
speakspanish. Do you speak Spanish on a regular basis?															
Unweighted base	2385	732	738	978	565	60	782	790	689	77	54	15	38	722	1972
Base	2402	634	762	854	526	45	978	647	623	37	22	9	19	1045	1607
I speak Spanish primarily	2%	2% AY	2% AY	2%	1%		3%	1%	0%	3% BL*	*	-	-	4% BK.BL	1%
I speak both Spanish and English equally	4%	4%	4%	4% BH	2%	1% *	6% BG.BH	3%	2%	- *	1% *	- **	1% **	7% BK.BL.BM	3%
l speak English primarily but can speak Spanish	3%	4%	2%	3%	2%	4% *	5% BH	4% BL	2%	5% *	4% *	5%	1% **	4% BL	3%
I can not speak Spanish	90%	91% BA	92% BA	91% BJ	95% BG.BJ	95% *	86%	92% BQ	96% BK.BQ	91%	95% *	95%	98%	85%	94% BS.BT
rhm_q2. Do you identify with any predominantly Hispanic country or territory outside the continental United States because of your own ethnic or cultural heritage?															
Unweighted base	2449	758	748	1002	572	66	809	810	700	81	59	16	41	742	2026
Base: All US Adults	2449	649	771	870	531	48	1001	661	630	39	23	10	21	1065	1641
Yes, I do	12%	12% BD	12%	15% BH	7%	7% *	13% BH	10%	9%	17% BL*	11% *	**	12% *	15% BK.BL	9%
No, I don't	80%	84% BD	83% BD	79%	90% BG.BJ	86%	76%	87% BQ	88% BQ	83%	79% *	88%	88% *	72%	88% BS.BT
Don't know	8%	4% i.BF	5%	6% BH	3%	7% *	12% BG.BH	3%	3%	- *	10% BK.BL.BM*	12%		13% BK.BL.BM.BP	3%
rhm_q3. You indicated that you identify with a Hispanic country or territory that is not in the continental United States. How strong do you consider your connection to that country or territory?															
Unweighted base	319	106	90	159	44	5	111	105	74	7	9	-	5	119	230
Base: All US Adults who Identify with a Predominantly Hispanic Territory outside of the Continental US Very strong	294 40%	81 39%	89 41%	129 44%	35 37%	3 13%	127 37%	67 38%	58 48%	7 51%	3 46%	-	3	157 38%	149 39%
Somewhat strong	31%	39% *	41% *	33%	37% *	13% **	37% *	38% * 41%	48% * 27%	22%	40% ** 28%	**	**	38% * 29%	35%
Somewhat strong	3170	BF*	*	3376	32% *	**	21% *	41% *	*	22% **	20% **	**	**	29% *	JJ70

Hispanic Heritage Month

US_nat_internal Sample: 13th - 15th August 2019



	oting Registration	on	Spanish	Speaker?		n a Hispanic ntry
Total	No	Don't know	Yes	No	Yes	No
	BS	ВТ	BU	BV	BW	вх

race. What racial or ethnic group best describes you?

Unweighted base	2449	350	73	269	2116	319	2130
Base	2449	677	131	239	2162	294	2155
White	67%	54%	53%	9%	73% BU	24%	73% BW
Black	13%	15%	8%	5%	14%	11%	13%
			*		BU		
Hispanic	11%	19%	22%	82%	3%	53%	6%
		BR	BR*	BV		BX	
Asian	4%	8%	6%	2%	4%	4%	4%
		BR	*				
Native American	1%	0%	4%	1%	1%	3%	1%
			BR.BS*			BX	
Middle Eastern	0%	1%	1%	0%	0%	1%	0%
		BR	*				
Mixed	2%	2%	3% *	1%	2%	2%	2%
Other	1%	2%	4% *	1%	1%	1%	1%

speakspanish. Do you speak Spanish on a regular basis?

Unweighted base	2385	343	70	269	2116	303	2082
Base	2402	668	126	239	2162	281	2121
I speak Spanish primarily	2%	5%	5%	22%	-	13%	1%
		BR	BR*	BV		BX	
I speak both Spanish and English equally	4%	8%	9%	43%	-	21%	2%
		BR	BR*	BV		BX	
I speak English primarily but can speak Spanish	3%	5%	3%	35%	-	10%	3%
			•	BV		BX	
I can not speak Spanish	90%	83%	83%	-	100%	56%	95%
					BU		BW

rhm_q2. Do you identify with any predominantly Hispanic country or territory outside the continental United States because of your own ethnic or cultural heritage?

Unweighted base	2449	350	73	269	2116	319	2130
Base: All US Adults	2449	677	131	239	2162	294	2155
Yes, I do	12%	20%	10%	52%	7%	100%	-
		BR.BT	*	BV		BX	
No, I don't	80%	69%	48%	32%	86%	-	91%
		BT			BU		BW
Don't know	8%	11%	43%	16%	7%	-	9%
		BR	BR.BS*	BV			BW

rhm_q3. You indicated that you identify with a Hispanic country or territory that is not in the continental United States. How strong do you consider your connection to that country or territory?

ind y or territory:							
Unweighted base	319	81	8	148	155	319	-
Base: All US Adults who Identify with a Predominantly Hispanic Territory outside of the Continental US		133	12	124	157	294	-
Very strong	40%	40%	48%	41%	40%	40%	-
		*	**				**
Somewhat strong	31%	27%	24%	30%	32%	31%	-
		*	**				**

Hispanic Heritage Month

US_nat_internal Sample: 13th - 15th August 2019															
YouGov What the world thinks		Ge	nder				Generation					Reg	ion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Not very strong	19%	24% B	14%	37%	19%	12%	22%	38%	- **	-	22%	15%	20%	18%	13%
Not strong at all	7%	10%	5%	-	6%	11%	8%	18%	- **	-	5%	11%	4% *	12% L*	4%
Don't know	3%	3%	3%	- **	3%	2%	3%	- **	- **	-	4% *	-	2%	4% *	5% *
rhm_q4. How often, if at all, do you visit the predominantly Hispanic country or territory with which you have a connection?															
Unweighted base	319	147	172	6	168	83	56	6	-	-	68	41	109	101	68
Base: All US Adults who Identify with a Predominantly Hispanic Territory outside of the Continental US	294	159	136	10	153	73	52	6	-	-	69	43	99	83	70
More often once a month	8%	7%	10%	**	11% F	11% F*	*	**	**	**	19% L.M*	7% **	7% *	2%	20% P*
Once a month	11%	15% B	6%	- **	18% E.F	4%	4% *	- **	- **	-	14%	9%	11%	10%	13%
Once every few months	8%	11%	5%	-	11% F	10% F*	-	-	-	-	6%	16%	7% *	7% *	12%
Once a year	12%	11%	14%	-	14%	10%	15%	-	-	-	10%	14%	12%	14%	8%
Once every 2 to 3 years	15%	16%	14%	19%	14%	18%	14%	12%	- **	-	17%	9%	18%	13%	13%
Once every 4 to 5 years	7%	8%	5%	16%	5%	8%	9%	11%	-	-	2%	11%	8%	7% *	4%
Once every 5 to 9 years	4%	4%	4%	-	4%	2%	5%	-	-	-	2%	8%	3%	4% *	3%
Once a decade	4%	4%	3%	27%	1%	4%	5%	10%	-	-	4%	1%	5%	4%	:
Less often than once a decade	10%	6%	14% A	10%	7%	8%	17%	11%	-	-	6%	5%	12%	11%	5%
Never	22%	20%	24%	28%	16%	25%	31% D*	56%	-	-	21%	20%	18%	28%	22%
rhm_q5. Do you personally know people in the predominantly Hispanic country/territory with which you have a connection?															
Unweighted base	319	147	172	6	168	83	56	6	-		68	41	109	101	68
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of	294	159	136	10	153	73	52	6	-	-	69	43	99	83	70
Continental US Yes, I do	67%	68%	64%	16%	74% E	59%	64%	82%	-	-	74%	39%	68%	74%	64%
No, I don't	25%	25%	26%	42%	18%	31% D*	36% D*	18%	-	-	19%	42%	23%	24%	25%
Don't know	8%	7%	10%	42%	8%	10% F*	0%	-	-	-	7%	19%	9%	3%	11%
rhm_q6. Do you send money to people you know in the country or territory with which you have a strong connection?						r									
Unweighted base	218	103	115	1	123	53	36	5	-	-	52	21	75	70	47
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of	196	108	87	2	113	43	33	5	-	-	51	17	67	61	45
Continental US Yes, I do	51%	55%	47%	- **	54%	59%	43%	- **	- **	-	63%	47%	48%	47%	68% P*
No, I don't	43%	38%	49%	-	39%	37%	57%	100%	-	-	35%	53%	48%	41%	24%

Hispanic Heritage Month

YouGov What the world thinks		R	ace			Educa	ation							Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Not very strong	19%	29%	20%	16%	19%	22% U*	27% U*	6%	17%	18%	20%	37%	18%	20%	23%
Not strong at all	7%	11%	7%	14%	7% *	9%	6%	7%	6%	33%	5%	2%	8%	5% *	4%
Don't know	3%	3%	1%	7%	4%	4%	1%	-	1%	- **	7%	-	2%	1%	4%
rhm_q4. How often, if at all, do you visit the predominantly Hispanic country or territory with which you have a connection?				-			-				-			-	
Unweighted base	319	28	195	28	119	99	54	47	142	14	25	10	191	85	24
Base: All US Adults who Identify with a Predominantly	294	34	157	34	122	88	42	42	130	15	24	10	180	71	21
Hispanic Territory outside of the Continental US More often once a month	8%	5%	5%	-	8%	6%	4%	17%	10%	_	17%	-	10%	4%	-
word oren once a monar	070	**	370	**	*	*	*	*	1070	**	**	**	1070	*	**
Once a month	11%	25%	8%	5%	14%	7% *	6% *	17%	11%	19%	3%	18%	11%	14%	-
Once every few months	8%	11%	7%	-	5% *	9%	5% *	17% R*	10%	3%	2%	17%	9%	11%	-
Once a year	12%	7% **	15%	13%	11%	12%	21%	8%	16%	7% **	8%	18%	15%	12%	8%
Once every 2 to 3 years	15%	10%	13%	33%	14%	16%	12%	17%	16%	21%	16%	24%	16%	12%	14%
Once every 4 to 5 years	7%	9%	9%	2%	5%	11%	7% *	5% *	5%	24%	9%	- **	7%	7% *	3%
Once every 5 to 9 years	4%	2%	4%	3%	1%	7% *	3%	4%	3%	- **	- **	7% **	3%	5% *	- **
Once a decade	4%	14%	4%	2%	2%	5% *	7% *	2%	2%	- **	12%	9%	4%	3%	9%
Less often than once a decade	10%	2%	13%	11%	8%	8%	22% R.U*	4%	9%	8%	8%	- **	8%	10%	31%
Never	22%	15%	21%	32%	31% U*	19%	14%	10%	19%	18%	25%	7% **	19%	22%	35% **
rhm_q5. Do you personally know people in the predominantly Hispanic country/territory with which you have a connection?															
Unweighted base	319	28	195	28	119	99	54	47	142	14	25	10	191	85	24
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	294	34	157	34	122	88	42	42	130	15	24	10	180	71	21
Yes, I do	67%	50%	76%	46%	63%	69%	60% *	78%	71%	54%	45%	92%	67%	69%	57% **
No, I don't	25%	28%	19%	52% **	31% U*	22%	29%	12%	24%	26%	36%	8%	25%	25%	42%
Don't know	8%	22%	6%	2%	6%	9%	12%	10%	5%	20%	19%	- **	8% V	6%	1%
rhm_q6. Do you send money to people you know in the country or territory with which you have a strong connection?															
Unweighted base	218	14	142	15	76	68	36	38	103	8	14	9	134	58	14
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	196	17	118	15	77	61	25	33	93	8	11	9	121	48	12
Yes, I do	51%	41%	47%	48%	46%	47%	54%	69%	64% AA*	48%	65%	60%	63% AA	41%	5%
No, I don't	43%	53%	49% N	38%	46%	44%	46%	31%	34%	26%	35%	40%	34%	50%	95%

Hispanic Heritage Month

Yo	u	Gov
What	the	world thinks

YouGoV What the world thinks							Parent c	or guardian of any	y children			Inco	ome		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
Not very strong	19%	- **	6%	-	57%	17%	21%	19%	21%	15%	15%	30% AL*	15%	14%	12%
Not strong at all	7%	-	-	-	43%	4%	10%	7% AG	6%	20%	7% *	7%	11%	3%	5%
Don't know	3%	- **	-	87% **	- **	1%	2%	2%	3%	13%	3%	5%	1% *	- **	1%
rhm_q4. How often, if at all, do you visit the predominantly Hispanic country or territory with which you have a															
connection? Unweighted base	319	6	5	3	5	129	86	194	110	15	121	89	75	34	164
Base: All US Adults who Identify with a Predominantly		-			-										
Hispanic Territory outside of the Continental US	294	6	6	4	7	117	81	176	99	19	117	80	66	30	148
More often once a month	8%	38%	-	23%	10%	15% AH.AI.AJ*	2%	10% AH	6%	4%	8%	2%	13% AM*	17%	8%
Once a month	11%	- **	23%	**	23%	19% Al.AJ*	16%	14%	6%	8%	13%	6% *	16%	3%	14% AQ
Once every few months	8%	- **	- **	**	- **	7% *	9%	8%	8%	9%	10%	2%	15% AM*	2%	11%
Once a year	12%	**	- **	**	**	12%	6% *	11%	15%	9%	13%	15%	8%	9%	14%
Once every 2 to 3 years	15%	31%	19%	**	- **	18%	14%	17%	11%	12%	15%	17%	14%	11%	12%
Once every 4 to 5 years	7%	8%	33%	**	- **	6%	8%	7%	7% *	11%	6%	7% *	5% *	15%	6%
Once every 5 to 9 years	4%	13%	-	**	24%	0%	6% AG*	3% AG	4%	10%	1%	4% *	9% AL*	1%	2%
Once a decade	4%	10%	- **	**	- **	3%	3%	2%	6%	5% **	3%	5% *	2%	5% **	3%
Less often than once a decade	10%	- **	- **	**	- **	8%	8%	9%	13%	- **	10%	10%	5% *	13%	8%
Never	22%	- **	25%	77% **	43%	11%	29% AG.AI*	19% AG	24% AG*	33%	22%	31% AN*	11% *	23%	21%
rhm_q5. Do you personally know people in the predominantly Hispanic country/territory with which you have a connection?															
Unweighted base	319	6	5	3	5	129	86	194	110	15	121	89	75	34	164
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of	294	6	6	4	7	117	81	176	99	19	117	80	66	30	148
Continental US Yes, I do	67%	100%	52%	100%	22%	73%	66%	68%	64%	65%	61%	69%	72%	69%	70%
No, I don't	25%	-	48%	-	- **	20%	31%	25%	28%	9%	31%	23%	18%	25%	22%
Don't know	8%	-	-	-	78%	7%	3%	AG 6%	9%	25%	9%	7%	10%	6%	8%
rhm_q6. Do you send money to people you know in the country or territory with which you have a strong			**		**		· ·			**	· ·	,	•	"	
connection? Unweighted base	218	6	2	3	1	96	54	133	75	10	74	63	54	27	116
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of	196	6	3	4	2	85	53	120	63	12	71	56	48	21	104
Continental US Yes, I do	51%	38%	64%	-	- **	68%	45%	58%	36%	71%	49%	37%	73%	49%	57%
No, I don't	43%	62%	36%	13%	100%	AH.AI.AJ* 29%	52%	AH.AJ* 40%	55%	11%	47%	59%	AL.AM* 20%	40%	40%
Don't know	6%	-	-	87%	-	3%	AG.AI*	AG*	AG* 10%	18%	AN* 5%	AN* 4%	6%	11%	3%

Hispanic Heritage Month

Not very strong Not strong at all Don't know rhm_q4. How often, if at all, do you visit the predominantly Hispanic country or territory with which you have a connection? Unweighted base	19% 7% 3%	Suburban/ Town 22%	34% ** 6%	Other 100% **	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate		Very	N-c
Not strong at all Don't know rhm_q4. How often, if at all, do you visit the predominantly Hispanic country or territory with which you have a connection?	7%	* 11% * 6%	** 6% **	**						very inserui	Liberai	Moderate	Conservative	conservative	Not sure
Don't know rhm_q4. How often, if at all, do you visit the predominantly Hispanic country or territory with which you have a connection?		*	**	-		26% AT*	21%	17%	28%	9%	20%	17%	26%	18%	27%
rhm_q4. How often, if at all, do you visit the predominantly Hispanic country or territory with which you have a connection?	3%			**	4%	17% AT*	6%	17%	4%	3%	7%	4%	16% BA*	13%	3%
Hispanic country or territory with which you have a connection?		A	**	-	3%	3%	1%	26%	2%	-	6%	2%	-	5%	7% **
	319	124	30	1	131	63	84	9	32	50	56	99	51	39	24
Base: All US Adults who Identify with a Predominantly Hispanic Territory outside of the Continental US	294	109	34	3	107	62	79	9	38	34	47	99	55	34	26
More often once a month	8%	8%	9%	-	8%	12%	8%	-	6%	7% *	8%	5%	11%	15%	8%
Once a month	11%	4%	18%	- **	11%	21%	9%	-	-	18%	4% *	12%	13%	15%	-
Once every few months	8%	6% *	2%	-	11%	5%	10%	-	-	14%	12%	5% *	9%	8% *	-
Once a year	12%	13%	4% **	-	15%	8%	13% *	-	12%	7% *	13%	16%	12%	3% *	18%
Once every 2 to 3 years	15%	17%	22%	- **	13%	13%	15% *	-	26%	5% *	10%	20% BE*	19%	7% *	20%
Once every 4 to 5 years	7%	9%	3% **	- **	4% *	10%	8%	- **	9%	3% *	8%	8%	6% *	1% *	15%
Once every 5 to 9 years	4%	7% *	3%	-	3%	*	6%	7% **	6%	6% *	2%	2%	5%	11% BA*	-
Once a decade	4%	2%	2%	100%	3%	2%	4% *	7% **	7% **	1%	4% *	4% *	6%	3% *	2%
Less often than once a decade	10%	13%	6% **	- **	12%	8%	8% *	15% **	7% **	21% BC.BF*	7% *	12%	7% *	5% *	2%
Never	22%	21%	31%	**	20%	20%	18%	71% **	27%	17%	31% BB*	17% *	13%	32% BF*	35% **
rhm_q5. Do you personally know people in the predominantly Hispanic country/territory with which you have a connection?															
Unweighted base	319	124	30	1	131	63	84	9	32	50	56	99	51	39	24
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	294	109	34	3	107	62	79	9	38	34	47	99	55	34	26
Yes, I do	67%	65%	61%	-	63%	69%	69%	53%	69%	67%	74% *	61%	65%	66%	78% **
No, I don't	25%	28%	31%	- **	29%	27%	25%	30%	8%	22%	25%	33%	22%	23%	9%
Don't know	8%	7% *	8%	100%	7% *	4%	5%	17%	23%	12% AZ*	1%	6%	13% AZ*	11%	14%
rhm_q6. Do you send money to people you know in the country or territory with which you have a strong connection?															
Unweighted base	218	84	18	-	89	45	56	5	23	33	43	64	33	27	18
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	196	71	21	-	68	42	55	5	26	22	35	60	36	23	20
Yes, I do	51%	40% *	63%	- **	51% *	60%	52% *	-	46%	57%	57% *	46%	50%	54%	53%
No, I don't	43%	48%	37%	-	46%	35%	44%	50%	42%	43%	34%	48%	44%	42%	39%

Hispanic Heritage Month

YouGov What the world thinks					2012 Presid	dential Vote				201	6 Presidential '	√ote			\
	Total	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes
Not very strong	19%	16%	23%	15%	19%	21%	23%	12%	16%	19%	26%	-	63%	22%	16%
Not strong at all	7%	5% *	15% BA*	5%	8% *	-	10%	6% *	8%	8% **	-	-	8% **	8%	8%
Don't know	3%	4%	2%	3%	4% *	-	2%	3%	1%	-	-	-	30%	3%	3%
rhm_q4. How often, if at all, do you visit the predominantly Hispanic country or territory with which you have a connection?															
Unweighted base	319	106	90	159	44	5	111	105	74	7	9	-	5	119	230
Base: All US Adults who Identify with a Predominantly Hispanic Territory outside of the Continental US	294	81	89	129	35	3	127	67	58	7	3	-	3	157	149
More often once a month	8%	8%	13%	10%	13%	34%	5%	2%	19% BK.BQ*	50%	**	**	**	5%	9%
Once a month	11%	10%	13%	11%	8% *	-	12%	9%	21% BQ*	19%	**	**	**	8%	9%
Once every few months	8%	13%	9%	12%	1% *	**	6%	6% *	7% *	- **	20%	**	**	9%	6%
Once a year	12%	10%	8%	10%	15%	-	14%	14% *	9%	**	24%	- **	8% **	13%	12%
Once every 2 to 3 years	15%	8%	14%	15%	21%	32%	13%	12%	15%	-	9%	-	12%	17% *	14%
Once every 4 to 5 years	7%	6%	4%	5%	7% *	-	9%	6%	4% *	**	**	- **	**	9%	5%
Once every 5 to 9 years	4%	4% *	7% *	3%	6% *	20%	3%	3%	4% *	- **	22%	**	**	4% *	4%
Once a decade	4%	3%	5%	7% BJ	*	**	1%	7% *	2%	21%	-	- **	**	2%	5%
Less often than once a decade	10%	13%	6%	10%	11%	-	9%	20% BL.BQ*	6%	5% **	10%	-	50% **	6% *	14% BS
Never	22%	25%	20%	17%	19%	15%	28% BG*	20%	14%	5% **	15%	-	30%	26%	21%
rhm_q5. Do you personally know people in the predominantly Hispanic country/territory with which you have a connection?							50								
Unweighted base	319	106	90	159	44	5	111	105	74	7	9	-	5	119	230
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	294	81	89	129	35	3	127	67	58	7	3	-	3	157	149
Yes, I do	67%	71% *	65%	66%	74% *	64%	65%	71% *	76%	77% **	78% **	-	8% **	61%	67%
No, I don't	25%	23%	22%	22%	22%	15%	30%	26%	17%	23%	22%	-	53%	28%	28%

		AZ*	AZ*		*	**	*		*	**	**	**	**	*	
rhm_q6. Do you send money to people you know in the country or territory with which you have a strong connection?															
Unweighted base	218	76	60	104	32	3	79	73	57	5	7	-	1	75	156
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	196	58	58	85	26	2	83	48	44	5	2	-	0	97	99
Yes, I do	51%	57% *	51%	58%	57% **	69%	43%	38%	66% BK*	84%	25%	- **	- **	51%	51%
No, I don't	43%	38%	43%	35%	40%	31%	52%	59% BL.BQ*	34%	16%	75% **	- **	100%	39%	47%
Don't know	6%	5%	5%	7%	4%	-	5%	3%	-	-	_	-	-	10%	1%

Hispanic Heritage Month

US_nat_internal Sample: 13th - 15th August 2019



		oting Registration	on	Spanish	Speaker?		n a Hispanic ntry
	Total	No	Don't know	Yes	No	Yes	No
Not very strong	19%	23%	14%	21%	16%	19%	- **
Not strong at all	7%	7% *	-	6%	8%	7%	-
Don't know	3%	2%	14%	2%	4%	3%	-

rhm_q4. How often, if at all, do you visit the predominantly Hispanic country or territory with which you have a connection?

CUOIII							
Unweighted base	319	81	8	148	155	319	-
Base: All US Adults who Identify with a Predominantly Hispanic Territory outside of the Continental US	294	133	12	124	157	294	-
More often once a month	8%	9%	-	6%	10%	8%	-
Once a month	11%	11%	28%	13%	11%	11%	-
Once every few months	8%	11%	-	9%	8%	8%	-
Once a year	12%	10%	33%	14%	10%	12%	-
Once every 2 to 3 years	15%	17%	-	13%	16%	15%	-
Once every 4 to 5 years	7%	10%	-	8%	5%	7%	-
Once every 5 to 9 years	4%	4%	-	4%	4%	4%	-
Once a decade	4%	2%	-	4%	4%	4%	-
Less often than once a decade	10%	3%	24%	13%	6%	10%	-
Never	22%	23%	14%	16%	26%	22%	-

rhm_q5. Do you personally know people in the predominantly Hispanic country/territory with which you have a connection?

Unweighted base	319	81	8	148	155	319	-
Base: All US Adults who have a connection to a							
Predominantly Hispanic country/territory outside of	294	133	12	124	157	294	-
Continental US							
Yes, I do	67%	67%	62%	80%	55%	67%	-
		*	**	BV			**
No, I don't	25%	21%	38%	15%	34%	25%	-
			**		BU		**
Don't know	8%	12%	-	5%	11%	8%	-
			**				**

rhm_q6. Do you send money to people you know in the country or territory with which you have a strong connection?

Unweighted base	218	56	6	117	90	218	-
Base: All US Adults who have a connection to a							
Predominantly Hispanic country/territory outside of		89	8	99	87	196	-
Continental US							
Yes, I do	51%	54%	32%	50%	55%	51%	-
		*	**	*	*		**
No, I don't	43%	38%	38%	45%	38%	43%	-
		*	**	*	*		**
Don't know	6%	8%	29%	5%	8%	6%	-

Hispanic Heritage Month



YouGov What the world thinks		Ge	nder				Generation					Reg	gion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
			*	**	•		**	**	**	**	•	**	*	•	*
rhm_q7. How much money would you say you send there every month? If you are unsure, please select your best estimate.															
Unweighted base	108	56	52	-	63	29	16	-	-	-	31	10	36	31	32
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	101	60	41	-	61	25	14	-	-	-	32	8	32	28	31
Less than \$100 per month	26%	26%	27%	-	23%	14%	61%	- **	- **	**	20%	16%	35%	26%	14%
\$101 to \$200 per month	20%	23%	17%	-	19%	19%	29%	- **	-	- **	15%	7% **	27%	23%	11%
\$201 to \$300 per month	10%	7% *	14%	-	10%	14%	-	-	-	-	4%	8%	12%	14%	5% **
\$301 to \$400 per month	6%	7% *	4% *	-	9%	- **	3%	- **	-	**	18%	**	**	**	3% **
\$401 to \$500 per month	10%	14%	5%	**	15%	**	7% **	- **	- **	**	14%	28%	5% **	5% **	19%
\$501 to \$600 per month	7%	5% *	9%		7% *	11%	-	-	-	-	12%	11%	3%	5% **	16%
\$601 to \$700 per month	3%	4% *		-	3%	4%	**	- **	**	**	-	**	8%	- **	6% **
\$701 to \$800 per month	5%	8%	*	-	5% *	7% **	**	- **	**	**	4%	15%	2%	5% **	4%
\$801 to \$900 per month	0%	1%	*	-	1% *	**	-	**	**	**	-	**	**	2%	- **
\$901 to \$1000 per month	3%	2%	6%	**	1%	12%	-	-	- **	**	5% **	- **	2%	4%	10%
More than \$1000 per month	4%	2%	6% *	-	3%	7% **	-	- **	-	**	5% **	-	- **	7% **	12%
Don't know	7%	3%	12%	-	6%	12%	- **	- **	- **	- **	1%	16%	7% **	10%	2%
rhm_q8. And how strong would you say is your connection to the United States?															
Unweighted base	319	147	172	6	168	83	56	6	-	-	68	41	109	101	68
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	294	159	136	10	153	73	52	6	-	-	69	43	99	83	70
Very strong	57%	55%	59%	12%	48%	60%	84% D.E*	100%	- **	- **	67%	31%	58%	60% *	57%
Somewhat strong	23%	24%	22%	72%	27% F	18%	10%	-	-	-	10%	38%	28% J*	21%	25%
Not very strong	11%	13%	9%	-	12%	18% F*	2%	- **	-	- **	16%	16%	7% *	8%	8%
Not strong at all	4%	4%	5%	-	6%	1%	5% *	-	- **	-	5%	7% **	3%	3%	6% *
Don't know	5%	5%	5%	15%	8%	3%	-	-	- **	-	2%	9%	3%	8%	3%
rhm_q9. How important, if at all, is it to you to maintain your ability to speak Spanish?															
Unweighted base	269	116	153	13	139	62	50	5	-	-	48	27	109	85	19
Base: All US Adults who speak Spanish	239	121	119	16	130	49	41	4	-	-	48	25	94	73	21
Very important	58%	49%	66% A	45%	50%	68% D*	72% D*	100%	**	**	61%	49%	60%	56%	39%
Somewhat important	22%	25%	19%	25%	26%	16%	17%	**	**	**	17%	24%	22%	25%	32%

Hispanic Heritage Month



YouGov What the world thinks		R	ace			Educ	ation							Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
		**		**		*	**	**	•	**	**	**		V*	**
rhm_q7. How much money would you say you send there every month? If you are unsure, please select your best estimate.															
Unweighted base	108	7	62	7	35	30	18	25	66	4	9	4	83	22	1
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	101	7	56	7	36	29	14	23	60	4	7	5	76	20	1
Less than \$100 per month	26%	-	35%	36%	37% **	27%	26%	9%	22%	53%	14%	-	21%	27%	100%
\$101 to \$200 per month	20%	- **	24%	50% **	19%	34%	19%	7% **	21%	- **	30%	-	20%	29%	- **
\$201 to \$300 per month	10%	9%	12%	14%	8%	10%	26%	2%	10%	**	21%	- **	9%	13%	-
\$301 to \$400 per month	6%	33%	5% *	- **	5% **	8% **	3%	6%	1%	- **	7% **	75% **	7% V*	2%	- **
\$401 to \$500 per month	10%	-	8%	-	13%	- **	**	24%	9%	**	10%	-	8%	19%	-
\$501 to \$600 per month	7%	13%	2%	- **	7% **	- **	7% **	16%	8%	34%	-	-	8%	5% **	-
\$601 to \$700 per month	3%	11%	-	-	-	5% **	**	4%	4%	-	-	-	3%	**	-
\$701 to \$800 per month	5%	34%	2%	- **	1%	8%	4%	5% **	6%	- **	- **	17%	6% *	-	- **
\$801 to \$900 per month	0%	-	1%	-	-	- **	3%	-	1%	**	- **	-	1%	**	-
\$901 to \$1000 per month	3%	- **	1%	- **	- **	- **	13%	8%	4% *	13%	- **	-	4% *	2%	-
More than \$1000 per month	4%	-	-	-	- **	- **	**	16%	4%	**	13%	-	5% *	**	-
Don't know	7%	- **	11%	- **	10%	8%	-	4%	8%	- **	6%	9%	8%	4% **	- **
rhm_q8. And how strong would you say is your connection to the United States?															
Unweighted base	319	28	195	28	119	99	54	47	142	14	25	10	191	85	24
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	294	34	157	34	122	88	42	42	130	15	24	10	180	71	21
Very strong	57%	24%	64%	54%	57% *	55%	50% *	66%	63% Z	26%	48%	41%	57%	59% *	68%
Somewhat strong	23%	39% **	18%	27%	21%	19%	40% R.S*	21%	26%	8% **	31%	19%	24%	22%	3% **
Not very strong	11%	27%	10%	3%	13% T*	11% T*	-	13% T*	9%	31%	17%	24%	13% V	9%	8%
Not strong at all	4%	5% **	3%	7% **	3%	5% *	8% *	-	1%	5% **	- **	16%	2%	3%	16%
Don't know	5%	5% **	5%	8%	5% *	9%	2%	*	0%	30%	4%	-	3% V	6% V*	6% **
rhm_q9. How important, if at all, is it to you to maintain your ability to speak Spanish?															
Unweighted base	269	9	231	10	124	91	32	22	108	7	21	7	143	91	18
Base: All US Adults who speak Spanish Very important	239 58%	11 13%	196 63%	11 40%	123 60%	79 54%	23 63%	15 51%	92 64%	5 49%	17 67%	7 69%	121 64%	83 53%	12 70%
Somewhat important	22%	31%	21%	9%	18%	24%	27%	38%	23%	37% **	18%	31%	23%	23%	21%

Hispanic Heritage Month



YouGov What the world thinks							Parent o	r guardian of any	/ children			Inco	me		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
		**	**	**	**		*			**			*	**	*
rhm_q7. How much money would you say you send there every month? If you are unsure, please select your best estimate.															
Unweighted base	108	1	1	-	-	66	26	79	22	7	35	21	41	11	66
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	101	2	2	-	-	58	24	69	23	9	35	21	35	10	59
Less than \$100 per month	26%	100%	100%	-	- **	23%	22%	24%	22%	54%	39%	5%	21%	45%	20%
\$101 to \$200 per month	20%	-	-	-	- **	12%	17%	15%	46%	-	33%	24%	11%	-	22%
\$201 to \$300 per month	10%	-	-	-	- **	11%	19%	13%	4% **	-	14%	10%	5% *	8%	9%
\$301 to \$400 per month	6%	-	-	-	-	2%	6% **	3%	18%	-	-	24%	3% *	-	5%
\$401 to \$500 per month	10%	-	- **	-	-	12%	3%	10%	7% **	18%	5% **	16%	15%	-	9%
\$501 to \$600 per month	7%	-	-	-	- **	12%	6% **	10%	- **	-	6% **	7% **	10%	-	10%
\$601 to \$700 per month	3%	-	-	-	-	3%	8%	4%	-	-	-	-	7% *	-	3%
\$701 to \$800 per month	5%	- **	-	-	- **	6%	10%	5%	- **	10%	2%	4% **	8%	- **	7% *
\$801 to \$900 per month	0%	-	- **	-	- **	1%	**	1%	- **	- **	-	- **	1%	- **	- *
\$901 to \$1000 per month	3%	-	-	-	-	4%	4%	3%	2%	9%	1%	- **	8%	-	6%
More than \$1000 per month	4%	-	-	-	- **	6%	-	5%	-	-	-	-	10%	-	5%
Don't know	7%	-	-	-	-	7%	5%	8%	2%	10%	-	9%	-	46%	4%
rhm_q8. And how strong would you say is your connection to the United States?				**											
Unweighted base	319	6	5	3	5	129	86	194	110	15	121	89	75	34	164
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	294	6	6	4	7	117	81	176	99	19	117	80	66	30	148
Very strong	57%	82%	29%	-	43%	60%	69% AJ*	64% AJ	50% *	29%	55% *	57% *	69%	39%	61%
Somewhat strong	23%	-	71%	87%	-	19%	15%	18%	30% AH.AI*	33%	25%	26%	18%	22%	22%
Not very strong	11%	-	-	-	-	15%	13%	13%	7% *	9%	12%	11%	4% *	19%	11%
Not strong at all	4%	18%	-	13%	10%	3%	1%	3%	7% *	5% **	3%	2%	4% *	14%	2%
Don't know	5%	-	-	-	47%	3%	3%	2%	7%	25%	5%	4% *	6% *	7%	4%
rhm_q9. How important, if at all, is it to you to maintain your ability to speak Spanish?															
Unweighted base	269	3	3	1	10	94	64	145	106	18	116	72	40	41	139
Base: All US Adults who speak Spanish	239	2	3	2	16	80	54	121	96	23	105	60	32	43	122
Very important	58%	100%	100%	**	19%	57%	62%	63%	58%	33%	51%	66%	65% *	57% *	61%
Somewhat important	22%		**	**	17%	22%	25%	21%	22%	25%	24%	30% AO*	17% *	11%	19%

Hispanic Heritage Month



YouGov What the world thinks		Type of Are	ea Lived in				Political Party						Political \	/iewpoint	
	Total	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
		AP*	**	**		*	*	**	**	**	*	*	**	**	**
rhm_q7. How much money would you say you send there every month? If you are unsure, please select your best estimate.															
Unweighted base	108	32	10	-	43	28	26	-	11	15	22	26	18	17	10
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	101	29	13	-	35	26	28	-	12	13	20	27	18	12	11
Less than \$100 per month	26%	37%	30%	-	26%	16%	35%	- **	27%	4%	36%	32%	23%	8%	43%
\$101 to \$200 per month	20%	23%	5% **	-	25%	7% **	28%	-	19%	9%	28%	26%	32% **	6% **	3%
\$201 to \$300 per month	10%	13%	7% **	-	11%	10%	9%	-	7% **	10%	9%	11%	3%	26%	**
\$301 to \$400 per month	6%	2%	17%	-	1%	3%	16%	-	-	-	-	16%	5% **	4%	**
\$401 to \$500 per month	10%	8%	16%	- **	6% *	20%	3% **	- **	14%	35%	8%	6% **	- **	6%	16%
\$501 to \$600 per month	7%	5% **	-	-	6%	15%	5% **	-	-	6%	3%	3% **	22%	7% **	-
\$601 to \$700 per month	3%	3%	- **	-	3%	6%	-	-	-	-	-	3%	6%	7% **	-
\$701 to \$800 per month	5%	2%	-	-	2%	16%	-	-	-	9%	9%	-	- **	13%	-
\$801 to \$900 per month	0%	2%	-	-	1%	-	-	-	-	-	-	2%	- **	-	-
\$901 to \$1000 per month	3%		-	-	6%	4% **	2%	-	-	20%	-	2%	3%	-	-
More than \$1000 per month	4%	3%	-	-	7% *	4%	-	-	-	6%	-	- **	- **	23%	-
Don't know	7%	4%	24%	-	6%	-	2%	-	33%	-	8%	-	6%	-	38%
rhm_q8. And how strong would you say is your connection to the United States?														1	
Unweighted base	319	124	30	1	131	63	84	9	32	50	56	99	51	39	24
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	294	109	34	3	107	62	79	9	38	34	47	99	55	34	26
Very strong	57%	54% *	54%	-	59%	60%	63%	54% **	35% **	62%	70% BA*	51% *	53%	67%	44%
Somewhat strong	23%	24%	19%	100%	24%	26%	17% *	34%	27%	31%	24%	22%	19%	24%	22%
Not very strong	11%	8% *	19%	**	9%	11%	11%	-	17%	4% *	3% *	14% BC.BE*	16% BC.BE*	-	24%
Not strong at all	4%	8% AP*	-	-	5% *	1%	5% *	-	5% **	3% *	- *	7% *	3%	6% *	3%
Don't know	5%	6% *	8%	-	4%	2%	4% *	12%	15%	-	2%	6%	9%	4% *	8%
rhm_q9. How important, if at all, is it to you to maintain your ability to speak Spanish?															
Unweighted base	269	105	24	1	111	43	69	6	40	28	48	96	35	25	37
Base: All US Adults who speak Spanish	239	89	26	2	81	41	63	8	47	18	38	86	35	23	39
Very important	58%	53%	55%	100%	62%	50%	64%	86%	44%	55%	60%	61%	51%	74%	47%
Somewhat important	22%	25%	27%	**	24%	25%	24%	**	18%	34%	31%	18%	28%	18%	13%

Hispanic Heritage Month



YouGov What the world thinks					2012 Presid	lential Vote				201	6 Presidential \	√ote			v
	Total	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes
		*	•		**	**	*			**	**	**	**	BL*	
rhm_q7. How much money would you say you send there every month? If you are unsure, please select your best estimate.															
Unweighted base	108	37	35	57	17	2	32	29	39	3	1	-	-	36	75
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	101	33	30	49	15	2	35	18	29	4	1	-	-	49	50
Less than \$100 per month	26%	24%	17%	21%	18%	- **	38%	24%	9%	50%	- **	- **	- **	35% BL*	17%
\$101 to \$200 per month	20%	21%	21%	23%	12%	71%	18%	29%	10%	- **	-	-	- **	25%	17%
\$201 to \$300 per month	10%	9%	12%	9%	18%	-	8%	13%	13%	29%	-	-	-	5% *	13%
\$301 to \$400 per month	6%	- **	4%	1%	6% **	29%	11%	3%	5% *	-	- **	-	**	8%	4% *
\$401 to \$500 per month	10%	18%	2%	11% *	6% **	**	11%	3% **	13%	**	**	-	**	12%	6%
\$501 to \$600 per month	7%	4%	16%	10%	13%	-	**	8% **	20% BQ*	**	**	**	**	-	11% *
\$601 to \$700 per month	3%	**	6%	4% *	5% **	-	- **	10%	2%	-	**	- **	**		5% *
\$701 to \$800 per month	5%	9%	5% **	7% *	- **	**	3%	3%	5% *	21%	**	- **	**	4% *	9%
\$801 to \$900 per month	0%	- **	**	1% *	-	**	••	3%	- *	-	**	-	- **	:	1% *
\$901 to \$1000 per month	3%	8%	2%	4%	9%	**	-	**	10% BQ*	**	100%	-	**	-	7%
More than \$1000 per month	4%	2%	9%	7% *	**	**	**	4%	10% BQ*	**	**	**	**		7% *
Don't know	7%	5%	4%	2%	13%	-	10%	-	4%	-	-	-	-	11%	3%
rhm_q8. And how strong would you say is your connection to the United States?															
Unweighted base	319	106	90	159	44	5	111	105	74	7	9	-	5	119	230
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	294	81	89	129	35	3	127	67	58	7	3	-	3	157	149
Very strong	57%	67%	58%	55%	61%	59%	57% *	70% BQ*	63%	69%	78% **	- **	30% **	49%	70% BS
Somewhat strong	23%	27%	21%	29% BJ	25%	20%	17%	17%	22%	18%	22%	-	41% **	26%	20%
Not very strong	11%	3%	10% BC*	5%	9%	-	17% BG*	6%	11%	-	**	**	**	14%	5%
Not strong at all	4%	1%	4% *	4%	*	21%	4%	5% *	1%	13%	**	**	**	4%	3%
Don't know	5%	1% *	7% *	6%	5% *	**	5%	1% *	3%	- **	**	- **	30% **	8%	2%
rhm_q9. How important, if at all, is it to you to maintain your ability to speak Spanish?															
Unweighted base	269	76	60	104	29	3	133	84	35	4	5	1	2	138	174
Base: All US Adults who speak Spanish Very important	239 58%	56 58%	58 60%	74 61%	48%	66%	138 58%	52 74%	24 37%	-	62%	-	100%	158 57%	102 63%
Somewhat important	22%	32% BD*	24%	* 25% *	31% **	** 34% **	19%	BQ* 17% *	** 38% **	90%	20%	** - **	** - **	20%	24%

Hispanic Heritage Month

US_nat_internal Sample: 13th - 15th August 2019



	oting Registration	on	Spanish	Speaker?		h a Hispanic Intry
Total	Total No		Yes	No	Yes	No
	BR*	**	*	*		**

rhm_q7. How much money would you say you send there every month? If you are unsure, please select your best estimate.

te.							
Unweighted base	108	31	2	54	49	108	-
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	101	48	3	50	47	101	-
Less than \$100 per month	26%	34%	61%	28%	25%	26%	-
\$101 to \$200 per month	20%	25%	-	26%	14%	20%	-
\$201 to \$300 per month	10%	4% **	39%	13%	7% *	10%	-
\$301 to \$400 per month	6%	8% **	-	10%	2%	6% *	-
\$401 to \$500 per month	10%	15%	-	5% *	16%	10%	-
\$501 to \$600 per month	7%	3% **	- **	3%	10%	7% *	-
\$601 to \$700 per month	3%	- **	-	:	5% *	3%	-
\$701 to \$800 per month	5%	- **	- **	1%	8% *	5% *	-
\$801 to \$900 per month	0%	- **	-	1%	*	0%	-
\$901 to \$1000 per month	3%		-	1%	6% *	3%	-
More than \$1000 per month	4%	- **	-	2%	6% *	4% *	-
Don't know	7%	11%	_	12%	1%	7%	_

rhm_q8. And how strong would you say is your connection to the United States?

filled States:							
Unweighted base	319	81	8	148	155	319	-
Base: All US Adults who have a connection to a							
Predominantly Hispanic country/territory outside of	294	133	12	124	157	294	-
Continental US							
Very strong	57%	43%	54%	59%	53%	57%	-
		*	**				**
Somewhat strong	23%	27%	24%	20%	26%	23%	-
Š			**				**
Not very strong	11%	18%	-	13%	10%	11%	-
, ,		BR*	**				**
Not strong at all	4%	4%	14%	1%	7%	4%	-
			**		BU		**
Don't know	5%	8%	8%	6%	5%	5%	-
		BR*	**				**

rhm_q9. How important, if at all, is it to you to maintain your ability to speak Spanish?

Unweighted base	269	79	16	269	-	148	121
Base: All US Adults who speak Spanish	239	117	21	239	-	124	116
Very important	58%	55%	49%	58%	-	63%	52%
		*	**		**		*
Somewhat important	22%	23%	6%	22%	-	25%	19%
		*	**		**		

Hispanic Heritage Month

YOUGOV What the world thinks		Ge	nder				Generation					Reg	ion		
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Not very important	12%	16%	8%	30%	16%	6%	5% *	-	-	-	14%	21%	11%	10%	23%
Not at all important	8%	9%	6%		8%	10%	7% *	-	-	-	8%	7%	6%	10%	6%
nm_q9a. How insecure, if at all, do you feel about your															
nability to speak Spanish?															
Unweighted base	96	43	53	2	37	33	23	1	-	-	13	11	31	41	-
Base: All Hispanic US Adults who cannot speak Spanish	74	35	39	2	28	25	17	2	-	-	11	7	25	29	-
Very insecure	23%	14%	31%		28%	18%	27%	- **	-	-	19%	24%	22%	25%	-
Somewhat insecure	24%	31%	17%		25%	13%	28%	100%	-	-	35% **	20%	8% **	34%	-
Not very insecure	20%	20%	20%	64%	33%	15%	3%	-	-	-	23%	27%	25%	12%	-
Not at all insecure	34%	35% **	33%	36% **	13% **	54%	42%	-	-	-	23%	29%	45%	29%	-
hm_q10. When thinking about your personal identity, do eel it is closer to the United States, or closer to the dispanic country or territory that you have a connection to, or equally close to both?															
Unweighted base	319	147	172	6	168	83	56	6	-	-	68	41	109	101	68
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	294	159	136	10	153	73	52	6	-	-	69	43	99	83	70
I feel that my personal identity is closer to the United States than it is to the Hispanic country I feel connected to.	54%	52%	58%	26%	55%	55%	61%	30%	-	-	47%	41%	66%	53%	73%
I feel that my personal identity is closer to the Hispanic country I feel connected to than it is to the United States.	23%	25%	20%	19%	29%	24%	5%	-	-	-	29%	32%	J* 17%	19%	P* 12%
I feel that my personal identity is equally close to the United				**	F	F*	*	**	**	**		**	*	*	
States and to the Hispanic country I feel connected to.	23%	24%	22%	55%	16%	21%	34% D*	70%	**	-	24%	26%	16%	28%	14%
hm_q11. Thinking of the meals you eat at home, do they end to mostly be foods related to Hispanic cuisine, or to ion-Hispanic cuisines, or an approximately equal mix of both Hispanic and non-Hispanic cuisines?	319	147	172	6	168	83	56	6	-		68	41	109	101	68
Base: All US Adults who have a connection to a				Ť	.00	30					- 50	.,	. 50		
Predominantly Hispanic country/territory outside of Continental US	294	159	136	10	153	73	52	6	-	-	69	43	99	83	70
Foods related to Hispanic cuisine	27%	28%	26%		33%	24%	22%	12%	-	**	31%	21%	26%	28%	32%
Foods related to non-Hispanic cuisines	23%	23%	23%	56%	28%	15%	15% *	18%	-	**	22%	23%	23%	24%	32% P*
An equal mix of Hispanic and non-Hispanic cuisines	41%	40%	43%	29%	31%	48% D*	60% D*	70%	-	**	41%	42%	42% *	40% *	20%
Don't know	8%	9%	8%	15%	8%	12%	4% *	-	-	-	6% *	14%	8%	8% *	16% P*
hm_q12. Which ONE, if any, of the following empanada illings is your favorite?															
Unweighted base	2449	1112	1337	64	823	638	781	142	1	-	444	559	893	553	1628
Base: All US Adults	2449	1190	1259	75	782	611	819	160	2	-	448	564	897	539	1633
Beef	18%	20% B	16%	9%	18%	21% C.F	16%	17%	-	**	18%	18%	20% M	15%	17%
Chicken	17%	16%	19%	18%	20% G	18% G	17%	10%	- **	-	19%	16%	17%	18%	16%

Hispanic Heritage Month

YouGov What the world thinks		R	ace			Educa	ition							Marital Status	
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Not very important	12%	50%	7%	42%	12%	15%	9%	4%	10%	14%	11%	- **	9%	13%	-
Not at all important	8%	6%	8%	9%	9%	8%	1%	7%	3%	-	5%	-	3%	10%	10%
rhm_q9a. How insecure, if at all, do you feel about your															-
inability to speak Spanish?															
Unweighted base	96	-	96	-	40	35	13	8	31	3	9	3	46	25	13
Base: All Hispanic US Adults who cannot speak Spanish	74	-	74	-	35	27	6	5	21	3	6	2	33	19	11
Very insecure	23%	-	23%	-	20%	30%	18%	9%	11%	54%	40%	35% **	23%	28%	21%
Somewhat insecure	24%	-	24%	- **	29%	18%	23%	12%	32%	- **	6%	65%	26%	17%	33%
Not very insecure	20%	-	20%	-	27%	16%	7% **	10%	16%	- **	27%	-	15%	30%	6%
Not at all insecure	34%	-	34%	-	24%	35%	52%	69%	41%	46%	27%	-	37%	24%	41%
rhm_q10. When thinking about your personal identity, do feel it is closer to the United States, or closer to the Hispanic country or territory that you have a connection to, or equally close to both?															
Unweighted base	319	28	195	28	119	99	54	47	142	14	25	10	191	85	24
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	294	34	157	34	122	88	42	42	130	15	24	10	180	71	21
I feel that my personal identity is closer to the United States than it is to the Hispanic country I feel connected to.	54%	31%	52%	51%	54%	51%	55%	64%	62%	63%	44%	27%	58%	52%	42%
I feel that my personal identity is closer to the Hispanic country I feel connected to than it is to the United States.	23%	45%	22%	25%	22%	24%	19%	26%	19%	30%	13%	30%	20%	32%	15%
I feel that my personal identity is equally close to the United	23%	24%	26%	24%	25%	25%	25%	10%	19%	7%	43%	43%	22%	17%	43%
States and to the Hispanic country I feel connected to. rhm_q11. Thinking of the meals you eat at home, do they tend to mostly be foods related to Hispanic cuisine, or to non-Hispanic cuisines, or an approximately equal mix of		**		**	,	•	*	*		**	**	**			**
both Hispanic and non-Hispanic cuisines?															
Unweighted base	319	28	195	28	119	99	54	47	142	14	25	10	191	85	24
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	294	34	157	34	122	88	42	42	130	15	24	10	180	71	21
Foods related to Hispanic cuisine	27%	14%	31%	12%	27%	24%	22%	38%	37% Z	10%	9%	22%	30%	24%	12%
Foods related to non-Hispanic cuisines	23%	24%	16%	36%	20%	20%	35%	27%	24%	32%	26%	14%	24%	28%	11%
An equal mix of Hispanic and non-Hispanic cuisines	41%	50%	48% N	45%	45% U*	44%	41% *	25%	36%	58%	45% **	64%	40% V	39%	62%
Don't know	8%	11%	5%	6%	8%	11%	2%	10%	4%	- **	19%	-	5%	9%	15%
rhm_q12. Which ONE, if any, of the following empanada															
fillings is your favorite?															
Unweighted base	2449	303	337	181	922	829	446	252	1079	48	178	80	1385	634	221
Base: All US Adults	2449	323	277	216	965	798	439	246	1046	47	167	74	1334	622	229
Beef	18%	21% Q	24% N.Q	13%	18%	18%	18%	18%	18%	24% AF*	21%	12% *	18%	18%	20%
Chicken	17%	22% N	21% N	20%	17%	16%	17%	26% R.S.T	18%	17%	15%	19%	18%	17%	15%
Pork	7%	3%	8%	9%	6%	7%	11%	9%	9%	9%	7%	3%	9%	5%	9%

Hispanic Heritage Month

YouGov What the world thinks							Parent o	or guardian of an	y children			Inco	me		
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
Not very important	12%	- **	- **	100%	34%	17%	10%	13%	12%	10%	16% AM*	2%	18% AM*	13% AM*	12%
Not at all important	8%	- **	-	-	30%	4%	3%	2%	8%	33%	8% *	2%	1%	19% AM.AN*	8%
rhm_q9a. How insecure, if at all, do you feel about your														700.70V	
nability to speak Spanish?															
Unweighted base		4	-	2	6	27	29	53	36	7	39	27	15	15	38
Base: All Hispanic US Adults who cannot speak Spanish		3	-	2	6	21	22	40	27	6	31	21	9	12	27
Very insecure		55%	**	**	**	22%	29%	22%	28%	**	16%	26%	28%	33%	25%
Somewhat insecure	24%	31%	**	30%	10%	13%	34%	25%	21%	25%	26%	27%	27%	10%	13%
Not very insecure	20%	- **	-	**	55% **	19%	5% **	11% *	32%	21%	13%	18%	26%	38%	17% **
Not at all insecure	34%	14%	- **	71% **	34%	46%	32%	41% *	18%	53%	45% **	30%	20%	20%	45% **
rhm_q10. When thinking about your personal identity, do feel it is closer to the United States, or closer to the Hispanic country or territory that you have a connection to, or equally close to both?															
Unweighted base		6	5	3	5	129	86	194	110	15	121	89	75	34	164
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	294	6	6	4	7	117	81	176	99	19	117	80	66	30	148
I feel that my personal identity is closer to the United States than it is to the Hispanic country I feel connected to.		74%	81%	-	21%	62%	60%	60%	47%	42%	54%	49%	64%	49%	56%
I feel that my personal identity is closer to the Hispanic country I feel connected to than it is to the United States.	23%	18%	-	13%	56%	24%	19%	22%	21%	44%	28%	22%	15%	22%	23%
		**	**	**	**		*		*	**		*	*	**	
I feel that my personal identity is equally close to the United States and to the Hispanic country I feel connected to.		8%	19%	87%	23%	15%	21%	18%	33% AG.AI*	14%	18%	29%	22%	29%	21%
rhm_q11. Thinking of the meals you eat at home, do they tend to mostly be foods related to Hispanic cuisine, or to non-Hispanic cuisines, or an approximately equal mix of both Hispanic and non-Hispanic cuisines? Unweighted base	319	6	5	3	5	129	86	194	110	15	121	89	75	34	164
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of	294	6	6	4	7	117	81	176	99	19	117	80	66	30	148
Continental US Foods related to Hispanic cuisine		79%	-	-	22%	33%	26%	29%	25%	18%	27%	20%	36%	27%	35%
Foods related to non-Hispanic cuisines	23%		33%	-	10%	25%	18%	22%	25%	30%	26%	17%	28%	19%	17%
An equal mix of Hispanic and non-Hispanic cuisines	41%	21%	67%	37%	23%	31%	53% AG.AI*	41% AG	44%	26%	40%	55% AN*	30%	32%	38%
Don't know	8%	- **	- **	63%	46%	11% AH*	3%	7% AH	7% *	27%	7% *	7%	6% *	22%	10%
hm_q12. Which ONE, if any, of the following empanada					'										
illings is your favorite?	0440	400	40	40	47	500	705	4005	4070	0.4	054	705	FF4	240	0.40
Unweighted base		109 134	40	13	47	583 544	795 814	1285 1271	1070 1050	94 128	851 895	705 672	551 519	342 364	842 833
Base: All US Adults			45	15	71										
Beef		17%	20%	5%	8%	20% AK	20% AK	20% AJ.AK	16%	10%	16%	18%	20%	18%	20%
Chicken	17%	19%	17%	23%	11%	22% AH.AI.AJ.AK	18%	19% AJ	16%	11%	16%	18%	20%	15%	21% AQ
Pork	7%	3%	6%	-	3%	10%	7%	8%	7%	3%	7%	7%	10%	5%	7%

Hispanic Heritage Month

YouGov What the world thinks		Type of Are	ea Lived in				Political Party						Political	Viewpoint	
	Total	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
Not very important	12%	15%	9%	- **	7%	20%	7%	-	24% AT.AV*	4%	3%	19% AZ.BE*	20%	2%	10%
Not at all important	8%	7%	10%	- **	7%	5%	5%	14%	14% *	7%	5%	2% *	- **	6%	30% AZ.BA.BE.BI
rhm_q9a. How insecure, if at all, do you feel about your															AZ.DA.DL.D
inability to speak Spanish?															
Unweighted base	96	43	15	-	35	21	22	4	14	18	12	26	15	13	12
Base: All Hispanic US Adults who cannot speak Spanish	74	34	13	-	21	15	18	2	17	8	6	22	14	9	13
Very insecure	23%	18%	32%	-	39%	18%	19%	63%	6%	33%	45% **	22%	14%	27%	15% **
Somewhat insecure	24%	39%	5% **	- **	16%	19%	20%	27%	41%	26%	18%	16%	38%	6% **	35% **
Not very insecure	20%	22%	21%	- **	2%	28%	29%	10%	26%	15%	10%	20%	35%	13%	17%
Not at all insecure	34%	22%	42%	- **	43%	35% **	32% **	**	28%	26%	27%	43%	13%	55% **	33%
rhm_q10. When thinking about your personal identity, do feel it is closer to the United States, or closer to the Hispanic country or territory that you have a connection to, or equally close to both?															
Unweighted base	319	124	30	1	131	63	84	9	32	50	56	99	51	39	24
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	294	109	34	3	107	62	79	9	38	34	47	99	55	34	26
I feel that my personal identity is closer to the United States than it is to the Hispanic country I feel connected to.	54%	55%	48%	-	52%	62%	62%	34%	38%	65%	48%	51%	59%	67%	37%
I feel that my personal identity is closer to the Hispanic country I feel connected to than it is to the United States.	23%	23%	24%	-	23%	26%	18%	7%	31%	24%	25%	26%	21%	9%	25%
1001 001 moded to than it is to the Children states.			**	**			*	**	**		•		*		**
I feel that my personal identity is equally close to the United States and to the Hispanic country I feel connected to.	23%	22%	28%	100%	25%	12%	21%	59%	30%	10%	26%	23%	20%	24%	38%
rhm_q11. Thinking of the meals you eat at home, do they tend to mostly be foods related to Hispanic cuisine, or to non-Hispanic cuisines, or an approximately equal mix of both Hispanic and non-Hispanic cuisines? Unweighted base	319	124	30	1	131	63	84	9	32	50	56	99	51	39	24
Base: All US Adults who have a connection to a															
Predominantly Hispanic country/territory outside of Continental US	294	109	34	3	107	62 31%	79	9	38	34	47 38%	99	55 31%	34	26
Foods related to Hispanic cuisine		*	11%	**	32%	*	*	12% **	15%	37% BA*	BA*	*	*	27%	20%
Foods related to non-Hispanic cuisines	23%	35% AP*	6% **	100%	21%	23%	31% *	10%	19%	26%	16%	28%	27%	18%	15%
An equal mix of Hispanic and non-Hispanic cuisines	41%	36%	73%	-	40%	42%	42% *	35% **	46%	32%	36%	45%	35%	45%	56% **
Don't know	8%	6%	9% **	- **	8% *	3%	3%	43%	21%	5% *	10%	9%	7% *	10%	10%
rhm_q12. Which ONE, if any, of the following empanada															
fillings is your favorite?	2440	1110	440	40	070	E04	670	140	407	250	400	600	400	240	000
Unweighted base	2449 2449	1149	446 457	12	876 775	591	673	112	197 297	358 292	400 357	680 683	432 457	316	263 345
Base: All US Adults		1140		19		602	663	112						315	
Beef	18%	18%	16%	**	18%	19%	18%	15%	16%	17%	16%	19%	19%	18%	18%
Chicken	17%	15%	17%	23%	20%	17%	16%	21%	14%	17%	22% BB.BD.BF	18%	15%	17%	15%
Pork	7%	7%	7%	5%	8%	6%	9%	4%	4%	8%	8%	6%	7%	10%	5%

Hispanic Heritage Month

YouGov What the world thinks					2012 Presid	dential Vote				2010	6 Presidential	Vote			
	Total	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes
Not very important	12%	3%	13%	8%	21%	-	14%	4%	21%	-	-	100%	-	14% BK	8%
Not at all important	8%	6%	2%	5%	-	-	10%	5%	4%	10%	18%	-	-	9%	5%
hm_q9a. How insecure, if at all, do you feel about your		*	•	*	**	**			**	**	**	**	**		
nability to speak Spanish?															
Unweighted base	96	30	28	46	13	2	35	36	18	1	2	-	2	37	71
Base: All Hispanic US Adults who cannot speak Spanish	74	15	23	27	8	1	37	18	10	0	0	-	2	42	38
Very insecure	23%	38%	19%	31%	9%	-	21%	37%	12%	**	**	**	**	21%	28%
Somewhat insecure	24%	23%	25%	32%	8% **	57% **	20%	27%	12%	- **	48% **	- **	87% **	21%	22%
Not very insecure	20%	13%	26%	7% *	43% **	-	25%	5% *	15%	100%	52% **	-	-	27% BK*	12%
Not at all insecure	34%	27%	30%	30%	41%	43%	34%	30%	61%	-	-	- **	13%	30%	39%
rhm_q10. When thinking about your personal identity, do feel it is closer to the United States, or closer to the Hispanic country or territory that you have a connection to, or equally close to both?															
Unweighted base	319	106	90	159	44	5	111	105	74	7	9	-	5	119	230
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	294	81	89	129	35	3	127	67	58	7	3	-	3	157	149
I feel that my personal identity is closer to the United States than	54%	55%	62%	60%	69%	59%	45%	60%	68%	68%	67%	_	100%	45%	69%
it is to the Hispanic country I feel connected to.		*		BJ	BJ*	**	*	BQ*	BQ*	**	**	**	**		BS
I feel that my personal identity is closer to the Hispanic country I	23%	25%	16%	20%	11%	41%	29%	14%	21%	19%	_	_	_	28%	12%
feel connected to than it is to the United States.	2070	*	*	20%	*	**	BH*		*	**	**	**	**	BK*	1270
I feel that my personal identity is equally close to the United	23%	20%	22%	20%	20%	_	27%	25%	11%	13%	33%	_	_	27%	19%
States and to the Hispanic country I feel connected to.	2070	AY*	*	2070	*	**	*	BL*	*	**	**	**	**	BL*	1070
hm_q11. Thinking of the meals you eat at home, do they end to mostly be foods related to Hispanic cuisine, or to ion-Hispanic cuisines, or an approximately equal mix of both Hispanic and non-Hispanic cuisines? Unweighted base	319	106	90	159	44	5	111	105	74	7	9	- 1	5	119	230
Base: All US Adults who have a connection to a														1	
Predominantly Hispanic country/territory outside of Continental US	294	81	89	129	35	3	127	67	58	7	3	-	3	157	149
Foods related to Hispanic cuisine	27%	37% BA*	29%	34%	25%	-	21%	25%	29%	51%	37% **	- **	**	26%	26%
Foods related to non-Hispanic cuisines	23%	20%	23%	26%	26%	100%	18%	23%	27%	22%	46% **	- **	53%	21%	25%
An equal mix of Hispanic and non-Hispanic cuisines	41%	35% *	39%	33%	41%	-	51% BG*	51% BL*	33%	26%	9%	-	17%	42% *	43%
Don't know	8%	8%	8%	8%	8% *	-	9%	2%	10% BK*	-	8% **	-	30%	11% BK*	5%
hm_q12. Which ONE, if any, of the following empanada llings is your favorite?															
Unweighted base	2449	758	748	1002	572	66	809	810	700	81	59	16	41	742	2026
	2449	649	771	870	531	48	1001	661	630	39	23	10	21	1065	1641
			1 111	010	001										
Base: All US Adults Beef	18%	16%	19%	18%	21%	11%	17%	18%	20%	20%	12%	4%	24%	16%	19%
Base: All US Adults			19% 16%	18% 21% BH.BJ	21% 15%	11% * 20% *	17%	18% 20% BQ	18%	20% * 19% *	12% * 22% *		24% * 6% *	16% 15%	19% BS 18%

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		oting Registration	on	Spanish	Speaker?		n a Hispanic ntry
	Total	No	Don't know	Yes	No	Yes	No
Not very important	12%	17%	6% **	12%	- **	10%	15%
Not at all important	8%	5% *	39%	8%	-	2%	14% BW*

rhm_q9a. How insecure, if at all, do you feel about your inability to speak Spanish?

ability to speak Spanish?							
Unweighted base	96	20	5	-	96	46	50
Base: All Hispanic US Adults who cannot speak Spanish	74	29	7	-	74	36	38
Very insecure	23%	22%	-	-	23%	25%	21%
		**	**	**	*	*	*
Somewhat insecure	24%	32%	-	-	24%	28%	20%
		**	**	**		*	*
Not very insecure	20%	31%	19%	-	20%	13%	26%
		**	**	**		*	*
Not at all insecure	34%	15%	81%	-	34%	34%	33%
		**	**	**	*	*	*

rhm_q10. When thinking about your personal identity, do feel it is closer to the United States, or closer to the Hispanic country or territory that you have a connection to, or equally close to both?

or equally close to botti:							
Unweighted base	319	81	8	148	155	319	-
Base: All US Adults who have a connection to a							
Predominantly Hispanic country/territory outside of		133	12	124	157	294	-
Continental US							
I feel that my personal identity is closer to the United States than it is to the Hispanic country I feel connected to.		39%	54%	42%	60%	54%	-
			**		BU		**
I feel that my personal identity is closer to the Hispanic country I feel connected to than it is to the United States.	23%	36%	8%	28%	20%	23%	-
		BR*	**				**
I feel that my personal identity is equally close to the United States and to the Hispanic country I feel connected to.		25%	38%	29%	19%	23%	-
			**				**

rhm_q11. Thinking of the meals you eat at home, do they tend to mostly be foods related to Hispanic cuisine, or to non-Hispanic cuisines, or an approximately equal mix of both Hispanic and non-Hispanic cuisines?

Unweighted base	319	81	8	148	155	319	-
Base: All US Adults who have a connection to a Predominantly Hispanic country/territory outside of Continental US	294	133	12	124	157	294	-
Foods related to Hispanic cuisine	27%	30%	8%	34% BV	22%	27%	-
Foods related to non-Hispanic cuisines	23%	22%	14%	15%	29% BU	23%	-
An equal mix of Hispanic and non-Hispanic cuisines	41%	36% *	78% **	48%	37%	41%	-
Don't know	8%	13%	-	3%	12% BU	8%	- **

rhm_q12. Which ONE, if any, of the following empanada fillings is your favorite?

Unweighted base	2449	350	73	269	2116	319	2130
Base: All US Adults	2449	677	131	239	2162	294	2155
Beef	18%	14%	19%	21%	17%	23% BX	17%
Chicken	17%	15%	17% *	22%	17%	26% BX	16%
Pork	7%	6%	4%	9%	7%	9%	7%

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ouGov at the world thinks		Gen	nder				Generation					Region				
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White	
		В		*					**	**				J	0	
Vegetables	6%	5%	7%	6%	8%	5%	5%	6%	-	-	7%	6%	5%	7%	6%	
			Α		E.F				**	**						
Cheese	10%	8%	12%	22%	13%	11%	7%	6%	-	-	10%	10%	9%	11%	9%	
			Α	E.F.G*	F.G	F			**	**						
Other	2%	2%	3%	2%	2%	2%	3%	2%	-	-	2%	2%	2%	3%	2%	
									**	**						
Don't know	7%	8%	6%	8%	9%	5%	6%	8%	-	-	8%	8%	7%	6%	7%	
		В			E				**	**						
Not applicable - I do not have a favorite empanada filling	32%	32%	32%	31%	24%	30%	38%	47%	100%	-	31%	35%	32%	31%	36%	
						D	D.E	C.D.E	**	**					P.Q	

Cell Contents (Column Percentages, Statistical Test Results), Statistica (Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA/AB/AC/AD/AE/AF, AG/AH/AI/AJ/AK, AL/AM/AN/AO, AP/AQ/AR/AS, AT/AU/AV/AW/AX, AY/AZ

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buGov at the world thinks		Ra	ice			Education				Marital Status						
	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	
			0	0			R.S		AA	*		*	AA			
Vegetables	6%	5%	4%	11%	4%	7%	9%	8%	6%	-	7%	10%	6%	6%	5%	
				N.O.P		R	R	R		*		*				
Cheese	10%	9%	14% N	16% N	10%	10%	10%	11%	11% AB	19% AA.AB*	11%	17% AA.AB*	12% AA.AB	8%	6%	
Other	2%	1%	8% N.O.Q	1%	3%	2%	2%	1%	2%	3%	2%	4%	2%	3%	2%	
Don't know	7%	6%	5%	8%	7% U	8% U	6%	3%	7% AB	11% AB*	4%	6% *	7% AB	9% AB	2%	
Not applicable - I do not have a favorite empanada filling	32%	33%	15%	23%	36%	33%	27%	24%	29%	17%	33%	30%	29%	34%	42%	
		P.Q			T.U	T.U				*				V.W.Z	V.W.Z	

Cell Contents (C&/BA/BB/BC/BD/BE/BF, BG/BH/BI/BJ, BK/BL/BM/BN/BO/BP/BQ, BR/BS/BT, BU/BV, BW/BX, Minimum Base: 30 (**), Small Base: 100 (*))

Hispanic Heritage Month

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ouGov [®] at the world thinks							Parent o	r guardian of any	/ children						
	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
		*	*	**		Al.AJ				*			AM.AO		
Vegetables	6%	9%	-	5% **	8%	5%	6%	6%	6%	9%	6%	6%	7%	5%	7%
Cheese	10%	10%	23% V.AA.AB*	16%	7% *	12% AH	8%	10% AH	10%	9%	9%	13% AL.AO	11%	6%	11%
Other	2%	4% *	2%	-	1%	2%	2%	2%	3%	2%	3%	2%	1%	2%	2%
Don't know	7%	8% AB*	1%	25%	12% AB*	5%	6%	6%	8%	13% AG.AH.AI*	7%	6%	5%	10% AM.AN	5%
Not applicable - I do not have a favorite empanada filling	32%	31% *	30%	26%	50% V.W.Z.AA.AC*	23%	33% AG.AI	29% AG	35% AG.AI	41% AG.AI*	35% AN	30%	25%	39% AM.AN	27%

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ouGoV at the world thinks		Type of Area Lived in					Political Party			Political Viewpoint						
	Total	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	
				**	AX		AX	*						BA.BD		
Vegetables	6%	6%	4%	21%	7%	5%	7%	6% *	5%	9% BA.BB.BC.BD.BF	8% BC.BF	6%	5%	4%	4%	
Cheese	10%	9%	9%	35%	11% AV	12% AV	7%	9% *	10% A	15% Z.BB.BC.BD.BE.B	8% F	13% BC.BD.BF	10%	7%	6%	
Other	2%	2%	2%	-	2%	2%	4% AU	3%	1%	1%	1%	3% BE	3%	3%	2%	
Don't know	7%	7%	9% AP	6% **	4%	8% AT	7% AT	8%	13% AT.AV	6%	5%	5%	7%	6% AY	14% AZ.BA.BB.BC.BE	
Not applicable - I do not have a favorite empanada filling	32%	35%	35%	10%	30%	32%	32%	34%	38%	26%	31%	31%	34%	34%	37%	
		AP	AP	**				*					AY	AY	AY.BE	

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at the world thinks					2012 Presid	dential Vote	2016 Presidential Vote								
	Total	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes
						BJ*				BK.BL.BQ*	*	**	*		
Vegetables	6%	9%	5%	9%	3%	6%	5%	8%	3%	6%	6%	12%	6%	7%	5%
		BA.BC.BD.BF		BH.BJ				BL		*		**	*	BL	
Cheese	10%	11%	9%	11%	8%	12%	10%	10%	8%	4%	18%	-	8%	12%	9%
		AZ.BD				*				*	BL.BM*	**	*	BL	
Other	2%	1%	3%	2%	2%	3%	3%	2%	2%	1%	7%	6%	8%	3%	3%
						*				*	BK.BL*	**	BK.BL*		
Don't know	7%	6%	7%	5%	8%	12%	8%	4%	8%	7%	6%	-	7%	8%	6%
		:.BF			BG	BG*	BG		BK	*	*	**	*	BK	
Not applicable - I do not have a favorite empanada filling	32%	29%	34%	26%	36%	23%	35%	30%	33%	27%	19%	43%	33%	33%	32%
			AY.BE		BG		BG		BN	*	*	**	*	BN	

Hispanic Heritage Month

US_nat_internal Sample: 13th - 15th August 2019



DUGOV at the world thinks		oting Registrati	ion	Spanish	Speaker?	Identify with a Hispanic country		
	Total	No	Don't know	Yes	No	Yes	No	
Vegetables	6%	8%	7% *	5%	6%	7%	6%	
Cheese	10%	14% BR	9%	17% BV	9%	17% BX	9%	
Other	2%	2%	- *	7% BV	2%	5% BX	2%	
Don't know	7%	9%	9%	6%	7%	3%	7% BW	
Not applicable - I do not have a favorite empanada filling	32%	33%	34%	14%	34% BU	9%	35% BW	

