

# TARRANCE

V LANCE TARRANCE & ASSOCIATES

HISPANIC LEADERS STUDY

JUNE, 1980

## SURVEY OVERVIEW

## BACKGROUND/OBJECTIVES

Given the growth of the two-party system in Texas, traditional Democrat strongholds are becoming vulnerable to recruitment by the Republican Party. One such Texas group is the Hispanic community -- strongly conservative, family-oriented, traditional, and economically upwardly mobile.

The present study surveyed the leadership segment of the Hispanic community in three South Texas counties to obtain information in the following areas:

1. Involvement/interest in politics and elections;
2. Hispanic leadership political party identification;
3. Hispanic leadership goals/outlook for Texas/evaluation of Texas political party to accomplish state goals in the 1980's.

## KEY FINDINGS/IMPLICATIONS

The key findings of the Hispanic Leadership Study are as follows:

1. The Hispanic leadership segment is significantly interested in elections and the political process:

Interest in Politics. Very 59%; Somewhat 30%; None 11%.

Importance of Hispanic Vote. Extreme 54%; Very 39%; Not 6%.

2. The Hispanic leadership is predominantly interested in local politics, not state politics.
3. As a whole, the Hispanic community is split concerning Hispanic influence in Austin:

Hispanics Have Influence in Austin. 54%

Hispanics Have No Influence in Austin. 43%

4. Most Hispanic leaders see themselves as Democrats:

Past Voting Record. Democrat 66%; Republican 12%; Ticket-splitter 34%.

Party Ideological Stand. Democrat 45%; Republican 20%.

5. However, Hispanic leadership concerns for the future and for Texas share a Republican view:

Economic/Business.

Jobs.

Government Reform.

6. When asked which party would be most likely to accomplish their goals for Texas, the Republicans are mentioned out of proportion to either respondent voting record or party identification:

Democrats. 31%

Republicans. 22%

Neither Party. 18%

Both Parties. 15%

7. Finally, the Hispanic leadership indicated their present (June 26, 1980) voting preference in the federal election as follows:

Reagan. 40%

Carter. 36%

Anderson. 7%

Undecided. 17%

8. The results of this analysis indicate that while a plurality of the Hispanic vote (among community leaders) is predisposed toward supporting Democratic candidates and the Democratic Party, many hold values and attitudes which are compatible with Republican

Party positions. This is not to say that it will be easy to enlist the support of these voters in behalf of the Republican Party.

In large part, Hispanics feel a larger sense of political efficacy at the local level rather than at the state level. Consequently, it is likely that Hispanic support for Republican candidates will increase at the local level (e.g., Mayor, City Council, etc.) before expanding into state politics at the legislative level.

EXECUTIVE SUMMARY

## BACKGROUND

The Texas Hispanic vote has historically gone to the Democrat Party. As Texas moves towards becoming a two-party state, a certain segment of the Hispanic community (traditional, conservative, family-oriented, business/professional) should become good candidates for recruitment into the Republican Party. The Hispanic leadership community consists primarily of skilled professionals and small businessmen. These people may call themselves Democrats, but their attitudes and beliefs suggest they are more in step with Republican philosophy. If significant numbers of the Hispanic leadership community can be successfully converted from their historical party identification, the Republican Party can establish a strong position in this important Texas voting segment.

## RESEARCH OBJECTIVES

The overall objective of the research was to aid Texas State Republican Party leadership in directing party recruitment and voting efforts among members of the Hispanic community.

The survey data objectives were to obtain the following information from Hispanic community leaders:

1. Present and future economic outlook for Hispanics in Texas;
2. Hispanic leadership interest and involvement in Texas politics;
3. Hispanic leadership party identification;
4. Hispanic leadership direction/goals for the 1980's.

## RESEARCH METHODOLOGY

### DESIGN

This report contains the results of a telephone survey of 300 registered Hispanic community leaders in Nueces, Cameron, and Hidalgo Counties (100 respondents were interviewed in each county). Responses to this survey were gathered during the period of June 24-26, 1980.

## SAMPLE

The sample for this survey was obtained by a stratified random sample of the following four respondent identification methods in each county:

1. Business owners/Leaders. Local Chamber of Commerce Hispanic membership lists.
2. Professionals. Community professional Hispanic membership lists (medical, legal, insurance, real estate, dental, and accounting).
3. Positional. Yellow pages calls to local business firms identified Hispanic managers and department heads (key employee group).
4. Reputational. Respondents identified by methods 1-3 were asked to identify other thought and opinion leaders in the local Hispanic community.

This sample is not representative of the entire Hispanic community, but is a good estimate of the local leadership group.

## ADMINISTRATION

All interviewing, coding, data processing, analysis, report preparation, printing and binding were completed at the general headquarters of V. Lance Tarrance & Associates in Houston, Texas.

The project directors for this study were Jim Loyd and Richard E. Ryan, Ph.D., with consultation from Jan van Lohuizen, Ph.D., in design and data analysis.

CHAPTER I  
HISPANIC LEADERSHIP DEMOGRAPHICS

### Overview

Sample. The sample of respondents for the Hispanic Leadership Study was constructed using the following four respondent sources in each county:

1. Business Owners/Leaders. Local Chamber of Commerce Hispanic membership lists were sampled to obtain business and industry leaders (27 percent of sample).
2. Professionals. Community professional Hispanic membership lists were sampled to obtain professional respondents in the following areas (40 percent of sample):
  - . medical
  - . legal
  - . insurance
  - . dental
  - . real estate
  - . accounting.
3. Positional. Calls to local business firms identified Hispanic managers and department heads. These respondents constituted the "key employees" group (33 percent of sample).
4. Reputational. Respondents were asked to indicate individuals they felt were thought and opinion leaders in the Hispanic community. These "reputational" respondents were then contacted and interviewed (classified in categories 1-3).

Population Demographics. The sample drawn in the Hispanic Leadership Study can be used to describe this leadership group in Texas. Chart I compares the 1980 demographic data for the Hispanic leadership community with the 1978 demographic data for all Texas citizens and overall Texas Hispanics.

As might be expected, the Hispanic leadership group is concentrated (61%) in the family adult stage between thirty-five and fifty-four, and is predominantly male (89%). As opposed to the general Hispanic or Texas population, the Hispanic leadership group is predominantly native Texan (79%).

Considering education levels, the Hispanic leadership group more nearly approximates the general Texas population, but with a slightly higher college graduate level. The Hispanic leadership group is more conservative than the total Hispanic community, but not as conservative as the overall Texas population.

The Hispanic leadership group shows a Democrat voting record but is much less extreme in Democrat affiliation than the overall Hispanic community. However, the leadership group does not show a significantly greater Republican voting trend. Only twelve percent (12%) of the Hispanic leadership group call themselves Republicans, as compared with eight percent (8%) of all Hispanics and twenty-six percent (26%) of all Texans.

## CHART I

TEXAS HISPANIC OPINION LEADER  
POPULATION DEMOGRAPHICS

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	1980 Texas Hispanic Leader- ship Survey (N=300)	1978 Texas Hispanic Population (N=200)	1978 Texas Population (N=1000)
	%	%	%
1. <u>AGE</u>			
Young Adult (18-34)	26	45	34
Family Adult (35-54)	61	43	37
Older Adult (55+)	13	12	30
2. <u>EDUCATION</u>			
Less Than High School	13	21	14
High School Graduate	24	31	31
Some College	25	34	24
College Graduate	38	14	31
3. <u>IDEOLOGY</u>			
Very Conservative	11	16	14
Conservative	44	31	51
Moderate	12	9	8
Liberal	24	30	23
Very Liberal	7	14	5

## CHART I Continued

	1980 Texas Hispanic Leader- ship Survey (N=300)	1978 Texas Hispanic Population (N=200)	1978 Texas Population (N=1000)
	%	%	%
4. <u>VOTING</u>			
Mostly Republican	6	5	15
Slightly Republican	7	3	11
The Man	20	20	19
Slightly Democrat	26	17	11
Mostly Democrat	40	55	45
5. <u>POLITICAL TARGET GROUP</u>			
Republican	12	8	26
Ticket-splitter	22	20	19
Conservative Democrat	34	34	31
Liberal Democrat	32	38	25
6. <u>TURNOUT PROBABILITY</u>			
High	35	15	25
Medium	54	69	67
Low	11	17	7
7. <u>RESIDENCY IN TEXAS</u>			
1970-1980	9		
1960-1970	5		
Before 1960	7		
Native Texan	79		

## CHART I Continued

1980 Texas  
Hispanic Leader-  
ship Survey  
(N=300)

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%

8. SEX

Male 89

Female 11

9. OCCUPATION

Business Owner 27

Professional 40

Key Employee 33

CHAPTER II  
OUTLOOK FOR HISPANICS IN TEXAS

## Overview

Effect of Inflation. Figure 1 shows the reported effects of inflation on the Hispanic leadership community. The data show that even among this elite group, a majority of respondents (53%) consider themselves to be seriously affected by inflation. Only a few (10%) claim no effect of inflation on their lives.

Table 1 shows that inflationary effects are evenly spread across most demographic characteristics. Republicans seem slightly less bothered by inflation, the family adult population seems hardest hit, with older adults second, and younger people third. Business owners seem slightly less affected by inflation than either professionals or key employees.

Opportunity for Hispanic Economic Advancement. Figure 2 shows leadership evaluation of the opportunities for Hispanic economic advancement in South Texas. As indicated, a sizeable majority (63%) see positive opportunities for Hispanics. However, approximately one-third (34%) of the leadership group see the economic outlook as "only fair" or "poor".

Inspection of Table 2 shows different economic prospects across the three counties sampled with Nueces lowest, Hidalgo in the middle, and Cameron highest. High turnout voters and Republicans are more encouraged by the economic opportunities in Texas than other groups.

Younger and older age groups are less inclined to think that Hispanics have good economic opportunities in Texas. The data indicate that inflationary impact has had little effect on the respondents' attitudes towards economic opportunity for Hispanics.

Problem for self/family. Figure 3 shows the major problems for self and family foreseen by the Hispanic leadership group. The most important group-  
ing is economic/business related, traditional Republican themes. This concern indicates that the Hispanic leadership group is an excellent target for

anti-inflationary campaign themes, especially considering the generally positive (63%) economic outlook of this group.

Financial Security (17%) and Domestic Issues (19%) are the remaining important issue groupings in Figure 3. Although security is generally a Democrat issue, the remaining domestic issues are clearly Republican themes (energy programs, education improvement, population growth, welfare abuse, government control).

Table 3 provides a selection of verbatim responses concerning the future outlook for Hispanics in Texas.

FIGURE 1

EFFECT OF INFLATION ON  
HISPANIC OPINION LEADERS

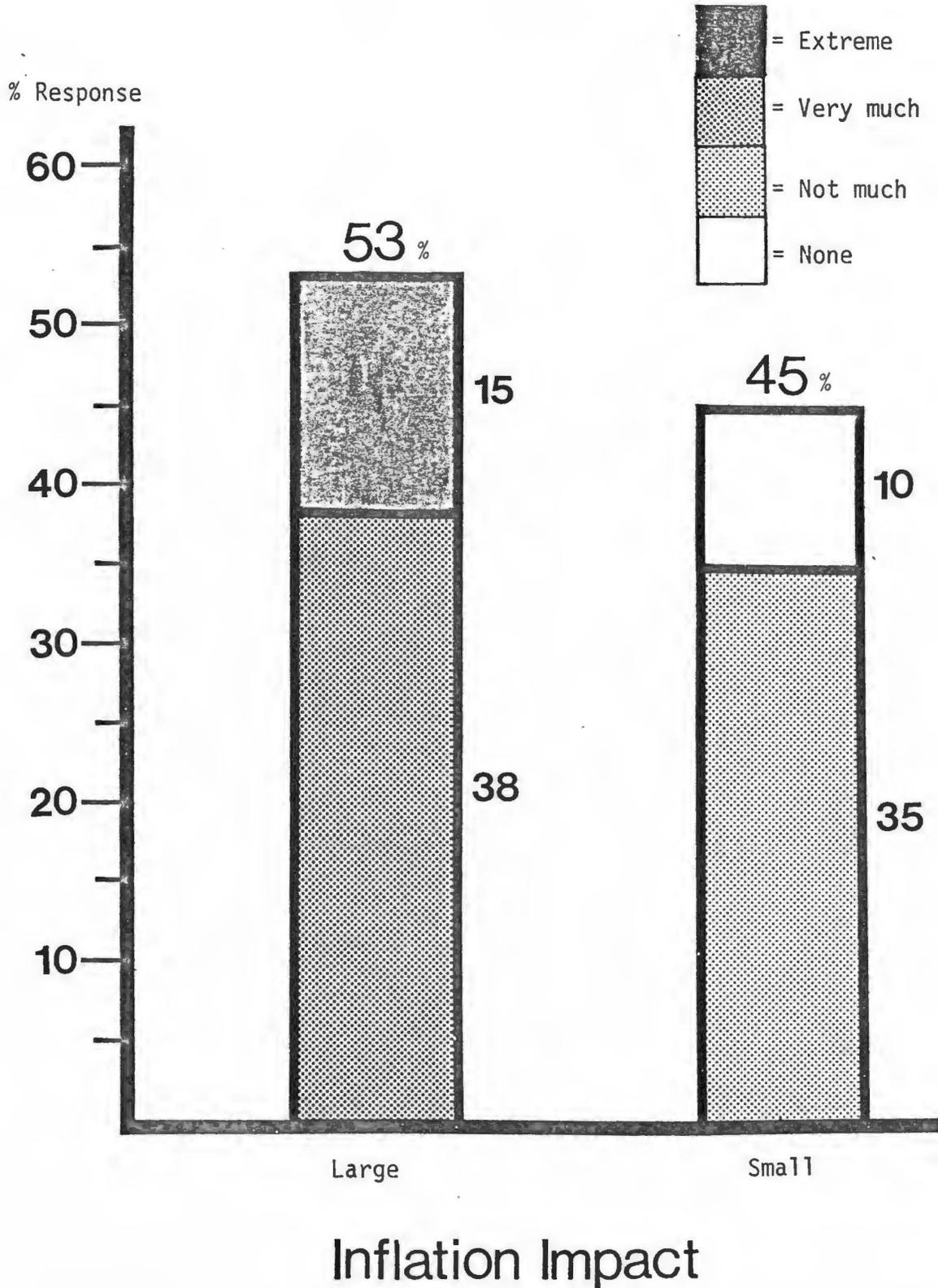


TABLE II-1

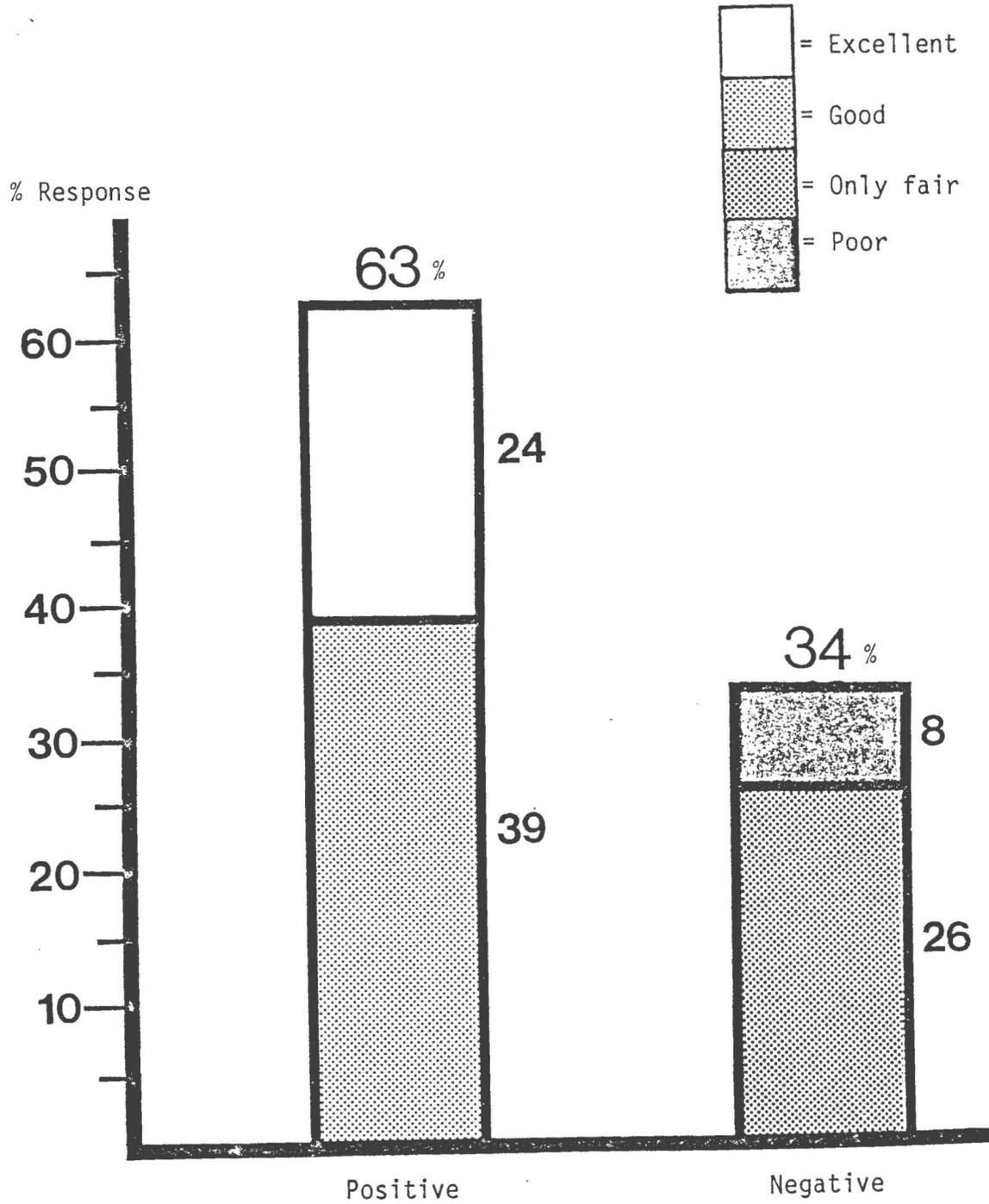
## R3. Inflation Effect.

	<u>Hard</u> %	<u>Not so hard</u> %
<u>Aggregates</u>	54	45
<u>Geographic Areas</u>		
Nueces	55	43
Cameron	52	48
Hidalgo	54	44
<u>Turnout</u>		
Low (N=33)	42	58
Medium	54	44
High	56	42
<u>Target Groups</u>		
Republican (N=37)	43	51
Ticket-splitter	57	43
Cons. Democrat	56	43
Mod/Lib Democrat	53	46
<u>Age/Education</u>		
Under 35/No coll. (N=18)	33	67
Under 35/Some coll.	45	52
35-54/No college	61	39
35-54/Some college	59	39
55 & over/No coll. (N=22)	50	50
55 & over/Some coll. (N=19)	42	58
<u>Sex</u>		
Male	54	45
Female (N=34)	50	44
<u>Occupation</u>		
Independent professional	56	43
Business ldr./Owner	48	51
Key employee	59	39

For additional information, see pages 2, 24, 49, 69, 93, 157, and 180 of the cross-tabulations.

FIGURE 2

HISPANIC OPPORTUNITY FOR ECONOMIC  
ADVANCEMENT IN TEXAS



Economic Opportunity

TABLE II-2

## R4. Mexican/American Opportunities.

	<u>Excellent</u> %	<u>Good</u> %	<u>Fair/Poor</u> %
<u>Aggregates</u>	24	39	34
<u>Geographic Areas</u>			
Nueces	12	45	42
Cameron	35	31	31
Hidalgo	25	40	30
<u>Turnout</u>			
Low (N=33)	12	61	24
Medium	23	35	39
High	30	37	31
<u>Target Groups</u>			
Republican (N=37)	35	38	27
Ticket-splitter	26	37	31
Cons. Democrat	20	44	34
Mod/Lib Democrat	23	34	40
<u>Age/Education</u>			
Under 35/No coll. (N=18)	6	67	28
Under 35/Some coll.	19	36	43
35-54/No college	21	44	29
35-54/Some college	29	39	29
55 & over/No coll. (N=22)	41	5	50
55 & over/Some coll. (N=19)	21	32	47
<u>Sex</u>			
Male	25	38	33
Female (N=34)	15	41	41
<u>Occupation</u>			
Independent professional	16	39	45
Business ldr./Owner	26	40	29
Key employee	28	36	32
<u>Inflation effect</u>			
Hard	24	36	36
Not so hard	24	41	33

For additional information, see pages 2, 25, 50, 70, 94, 158, 181, and 323 of the cross-tabulations.

FIGURE 3

MOST IMPORTANT PROBLEM FACING  
SELF/FAMILY OVER NEXT 5 YEARS (N=300)

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	<u>% Response</u>
1. <u>ECONOMY/BUSINESS</u>	41
Inflation (33%)	
Business Growth (5%)	
Standard of Living (3%)	
2. <u>FINANCIAL SECURITY</u>	17
Jobs (7%)	
Financial Security (10%)	
3. <u>SPECIFIC DOMESTIC PROGRAMS</u>	19
Energy (5%)	
Education Improvement (4%)	
Problems of Population Growth (3%)	
Welfare Abuse (2%)	
Government Control (2%)	
Taxes (1%)	
Inept President (1%)	
Deep Water Port (1%)	
4. <u>GENERAL POSITIVE</u>	10
World Peace (2%)	
Health & Happiness (5%)	
Family (2%)	
Morality (1%)	
5. <u>OTHER</u>	10
Other Mention (3%)	
No Answer (7%)	

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## SELECTED VERBATIM RESPONSES

## Question 2:

When thinking about the next five or ten years, different things will be important to different people. In your own words, what is the most important thing that comes to mind when thinking about the future of yourself, your family and this part of Texas?

County	Sex	Ideology	Party	Age	Length of Residence
Cameron	Male	Conservative	Democrat	45-54	Before 1960/ Native
"Economy, definitely, getting the economy back on the line and getting rid of the recession that high prices have put us in."					
Hidalgo	Male	Moderate	Democrat	35-44	Before 1960/ Native
"Economy...in ten years, when my boy is 18, he won't be able to drive or go to college because it will be too expensive."					
Nueces	Female/ works	Conservative	Democrat	18-24	Before 1960/ Native
"A lot of things, jobs, politics...I keep up with the politics as much as I can...if I had time I could write it all down...education...keeping up with the pace in this world."					
Nueces	Female/ works	Liberal	Democrat	45-54	Before 1960/ Native
"Employment and education...well, we need more industry for better employment and more qualified teachers...better schools for better education."					
Cameron	Female/ works	Liberal	Democrat	25-34	Before 1960/ Native
"Economics...the lack of industry here in the Valley...unemployment is everywhere and most people depend on an organization called CETA...in fact the whole police department is full of these people and there's no money behind the CETA organization...the police department is going downhill."					

## Question 2 continued

County	Sex	Ideology	Party	Age	Length of Residence
Nueces	Male	Conservative	Independent	45-54	Before 1960/ Native
"There are so many things it is hard to pin one thing down...I guess the most important thing would be education and the welfare of small children."					
Nueces	Male	Liberal	Democrat	25-34	Before 1960/ Native
"A good place for my family to live is an important issue to me and I want to keep it nice...also, we need an honest government and responsible people in the future to get along in the world...we need something done -- all these things are important to me."					
Hidalgo	Male	Conservative	Independent	35-44	Before 1960/ Native
"I wasn't ready for that question...health and happiness...the economy is affecting us, and I'm uncertain as to how healthy and happy we can be."					
Nueces	Female/ home	Liberal	Democrat	45-54	Before 1960/ Native
"Well, I don't like all this money being given away to people, like welfare and food stamps...I work very hard for my money and I see people getting food stamps and welfare that don't deserve it...also, U.S. should take care of its own before Cubans and other incoming groups."					
Nueces	Female/ home	Liberal	Democrat	45-54	1960-1969
"Get rid of welfare system...it is destructive to the recipients...they are receiving enough money so they won't have to work...this creates a negative nonworking spirit...because they don't need to work, they don't want to work."					
Nueces	Male	Liberal	Democrat	55-64	Before 1960/ Native
"A lot of new people will be coming here, so I think we need good communications with them, but especially with our neighbors to the south...well, we need their friendship because we don't have too many of them in Europe."					

## Question 2 continued

County	Sex	Ideology	Party	Age	Length of Residence
Nueces	Female/ works	Conservative	Democrat	65 & over	Before 1960/ Native

"Well, the most important thing is to wake up and do the best we can do... there is too much government involvement in Texas...almost all the jobs deal with government...we shouldn't do away with welfare, but the ones that are able to work should be found jobs, even if it's sweeping the streets... but on the other hand, the ones that are not able to work should be given the money...I also think that people should pay closer attention to the way the government is increasing land taxes every time they need revenue."

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Nueces	Male	Liberal	Democrat	35-44	Before 1960/ Native
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"The economy...spiraling inflation...energy...gouging of the public by oil companies...our military strength...we have an image now of not being as strong as we were...if that's true, I'm gravely concerned."

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Nueces	Male	Liberal	Democrat	55-64	Before 1960/ Native
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"Fuel shortage...government should subsidize the oil companies to allow them to explore for fuels."

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Nueces	Male	Liberal	Democrat	55-64	Before 1960/ Native
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"Energy...we need to find better, more abundant, and cheaper forms of energy."

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Cameron	Male	Moderate	Republican	45-54	Before 1960/ Native
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"Get Mr. Carter out of office...he is ill advised and that man has put us into a very dangerous situation with all the economic problems, our foreign problems, and all the things we've done to Mexico...nothing is good, but that man is sick."

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CHAPTER III

HISPANIC LEADERSHIP INTEREST AND  
INVOLVEMENT IN TEXAS POLITICS

### Overview

Elections, Politics, and the Hispanic Vote. Figure 4 shows the ratings of the Hispanic leadership group on their interest in elections and their evaluation of the importance of the Hispanic vote. The data show that approximately sixty percent (59%) of the leadership is strongly interested in elections, and a nearly equal percent (54%) feel that Hispanic voting is very important in the political process.

Inspection of Tables 4A and 4B show the following demographic characteristics of politically "involved" Hispanic leaders:

1. Residents of Cameron County are more politically involved.
2. As expected, high turnout respondents are more involved.
3. Interestingly, among identified political target groups, liberal Democrats are significantly more interested in elections, but both Republicans and liberal Democrats are equally concerned with getting out the Hispanic vote.
4. The college educated, and older respondent is more politically active.
5. Business owners/leaders are the least politically involved, while professionals show the most political involvement.

Figure 5 shows the evaluation of government/political importance in the everyday life of the survey respondents. Only a small percentage of the Hispanic leadership group (15%) did not see government as an important (extremely/very) aspect of their lives. Table 5 shows very similar patterns of demographics as the interest and involvement questions.

Level of Government for Involvement. Figure 6 indicates that the Hispanic leadership is strongly interested in local government, and very little interested in Texas state government. Inspection of Table 6 shows that high turnout voters are much more likely to be involved at all levels (local/state/national), while the low turnout voter is more likely to be interested only at the local level.

In Texas, Republicans are more interested in the local races (understandably), while Democrats, especially liberal Democrats, are less involved

exclusively at the local level. Interestingly, younger voters were involved more exclusively at the local level while older voters were more likely to be involved at all levels.

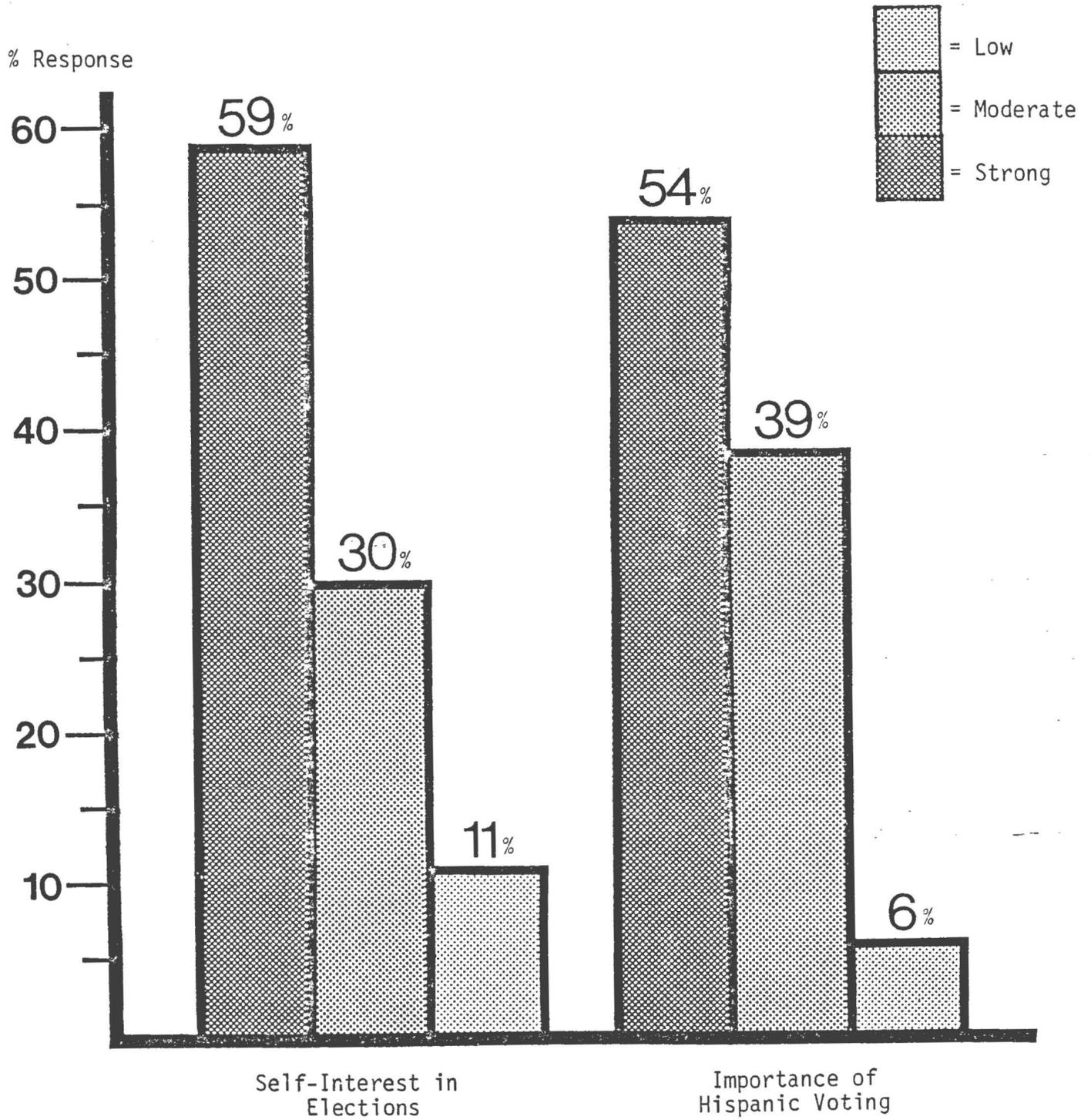
Overall, South Texas Hispanic leaders are very interested and involved in politics, but predominantly at the local level (especially Republicans). Increasing the Hispanic power in Austin politics could be a very profitable long term aim of the Republican party in increasing both Hispanic and Republican power in Texas.

Hispanic Influence in Austin. Figure 7 gives the Hispanic leadership evaluation of Hispanic influence in Austin. Slightly more than half of the Hispanic leadership group feel that it has influence in Austin, while a sizeable minority (44%) feels it has little or no influence there.

Table 7 gives the demographic breakout for the influence question. Surprisingly, given the lack of Republican political power in the state, Republican respondents (especially business owners) feel they have good levels of clout in Austin (73%). Ticket-splitters feel they have the least (46%), with Democrats (53%) near the sample average. These data suggest that "present" Republicans already have channels of influence at the state level, and a Republican campaign to increase Hispanic influence in Austin would have its greatest impact among ticket-splitting Hispanics in the leadership community.

FIGURE 4

SELF-INTEREST IN ELECTIONS AND IMPORTANCE OF HISPANIC VOTING



Election/Voting Interest

TABLE III-4A

## R5. Political Interest.

	Very Interested %	Somewhat Interested %	(N=34) Not Interested %
<u>Aggregates</u>	59	30	11
<u>Geographic Areas</u>			
Nueces	59	27	14
Cameron	69	24	7
Hidalgo	48	39	13
<u>Turnout</u>			
Low (N=33)	30	42	27
Medium	55	34	11
High	74	20	7
<u>Target Groups</u>			
Republican (N=37)	54	35	11
Ticket-splitter	51	35	14
Cons. Democrat	54	34	12
Mod/Lib Democrat	71	20	9
<u>Age/Education</u>			
Under 35/No coll. (N=18)	22	50	28
Under 35/Some coll.	57	40	3
35-54/No college	47	32	21
35-54/Some college	71	22	7
55 & over/No coll. (N=22)	64	27	9
55 & over/Some coll. (N=19)	68	21	11
<u>Sex</u>			
Male	59	30	11
Female (N=34)	56	29	15
<u>Occupation</u>			
Independent professional	78	15	7
Business ldr./Owner	47	39	14
Key employee	57	32	11
<u>Inflation effect</u>			
Hard	61	25	14
Not so hard	56	36	9

For additional information, see pages 2, 26, 51, 71, 95, 159, 182, and 324 of the cross-tabulations.

TABLE III-4B

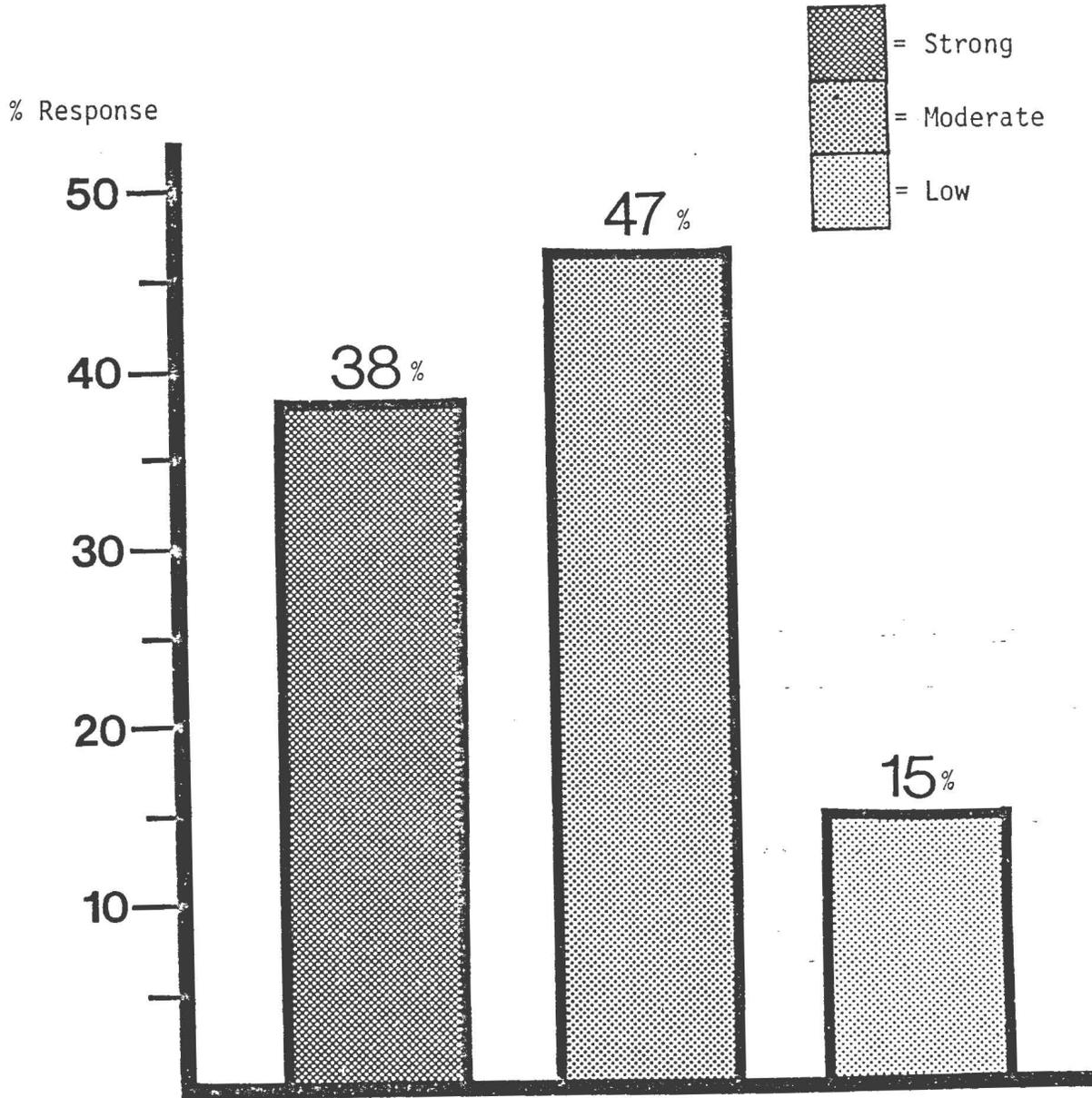
## R6. Importance/People Voting.

	Extremely Important %	Very Important %	(N=19) Not Important %
<u>Aggregates</u>	54	39	6
<u>Geographic Areas</u>			
Nueces	52	41	7
Cameron	62	35	3
Hidalgo	49	42	9
<u>Turnout</u>			
Low (N=33)	36	48	15
Medium	49	44	6
High	68	28	4
<u>Target Groups</u>			
Republican (N=37)	65	30	5
Ticket-splitter	51	35	14
Cons. Democrat	47	49	4
Mod/Lib Democrat	60	35	4
<u>Age/Education</u>			
Under 35/No coll. (N=18)	28	61	11
Under 35/Some coll.	60	36	3
35-54/No college	36	53	11
35-54/Some college	66	29	5
55 & over/No coll. (N=22)	45	45	9
55 & over/Some coll. (N=19)	74	26	0
<u>Sex</u>			
Male	53	41	6
Female (N=34)	62	29	9
<u>Occupation</u>			
Independent professional	62	33	5
Business ldr./Owner	44	47	9
Key employee	61	35	4
<u>Inflation effect</u>			
Hard	59	35	6
Not so hard	47	46	7

For additional information, see pages 3, 27, 52, 72, 96, 160, 183, and 325 of the cross-tabulations.

FIGURE 5

IMPORTANCE OF GOVERNMENT AND POLITICS IN YOUR EVERYDAY LIFE



Importance Of Government  
In Everyday Life

TABLE III-5

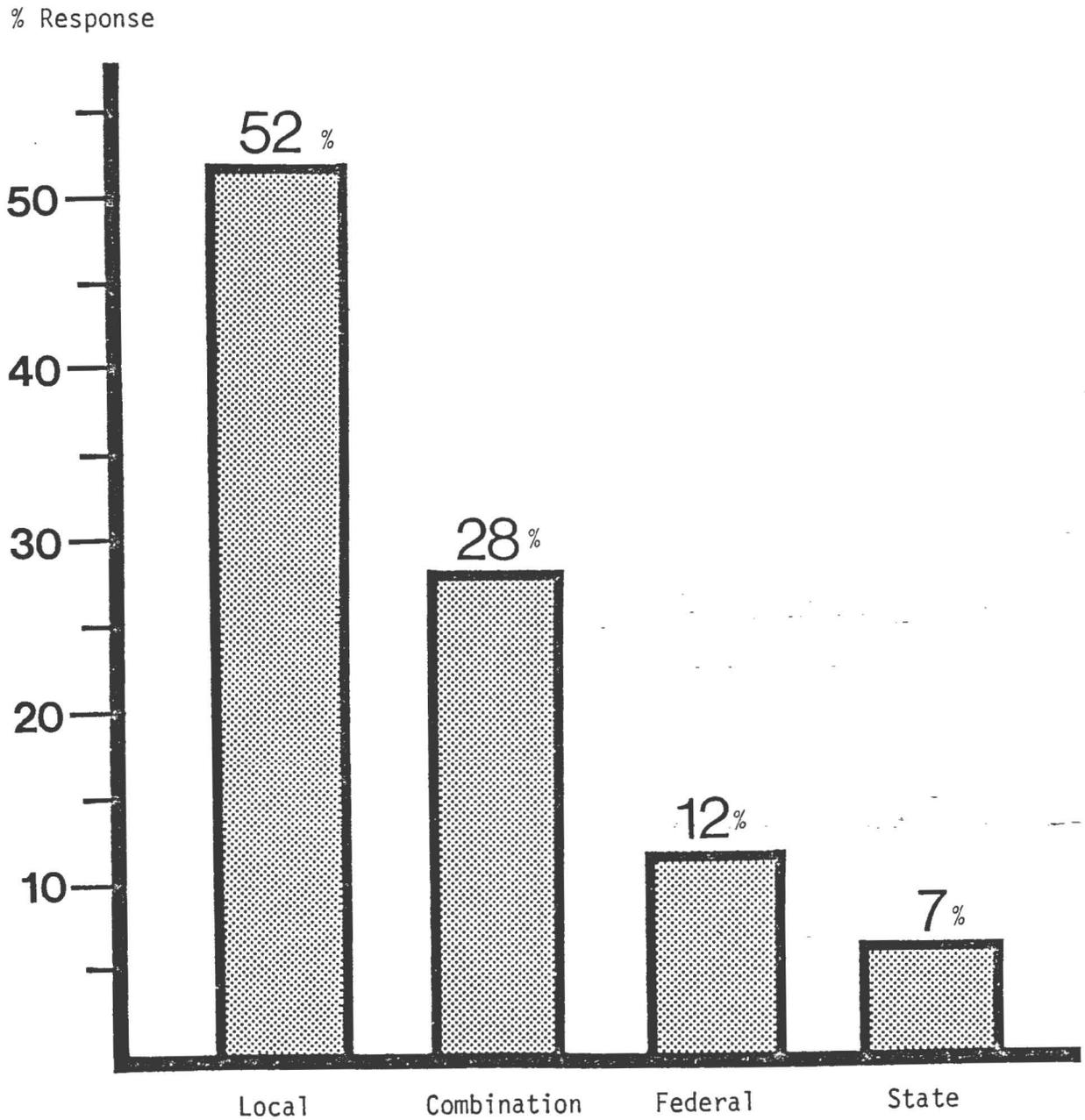
## R11. Importance of Gov't/Politics Personally.

	<u>Extremely</u> %	<u>Very</u> %	<u>(N=46)</u> <u>Not</u> %
<u>Aggregates</u>	38	47	15
<u>Geographic Areas</u>			
Nueces	47	41	12
Cameron	38	54	8
Hidalgo	28	46	26
<u>Turnout</u>			
Low (N=33)	21	55	24
Medium	34	51	14
High	48	38	14
<u>Target Groups</u>			
Republican (N=37)	41	49	11
Ticket-splitter	34	46	20
Cons. Democrat	29	55	16
Mod/Lib Democrat	48	39	14
<u>Age/Education</u>			
Under 35/No coll. (N=18)	17	50	33
Under 35/Some coll.	43	48	9
35-54/No college	26	54	19
35-54/Some college	46	38	15
55 & over/No coll. (N=22)	36	45	18
55 & over/Some coll. (N=19)	37	63	0
<u>Sex</u>			
Male	39	46	15
Female (N=34)	24	56	21
<u>Occupation</u>			
Independent professional	48	40	12
Business ldr./Owner	25	54	21
Key employee	44	44	11
<u>Inflation effect</u>			
Hard	41	47	12
Not so hard	34	48	18

For additional information, see pages 4, 31, 56, 76, 102, 164, 187, and 329 of the cross-tabulations.

FIGURE 6

LEVEL OF GOVERNMENT MOST IMPORTANT FOR HISPANIC ACTIVITY



Level of Government

TABLE III-6

## Question 7:

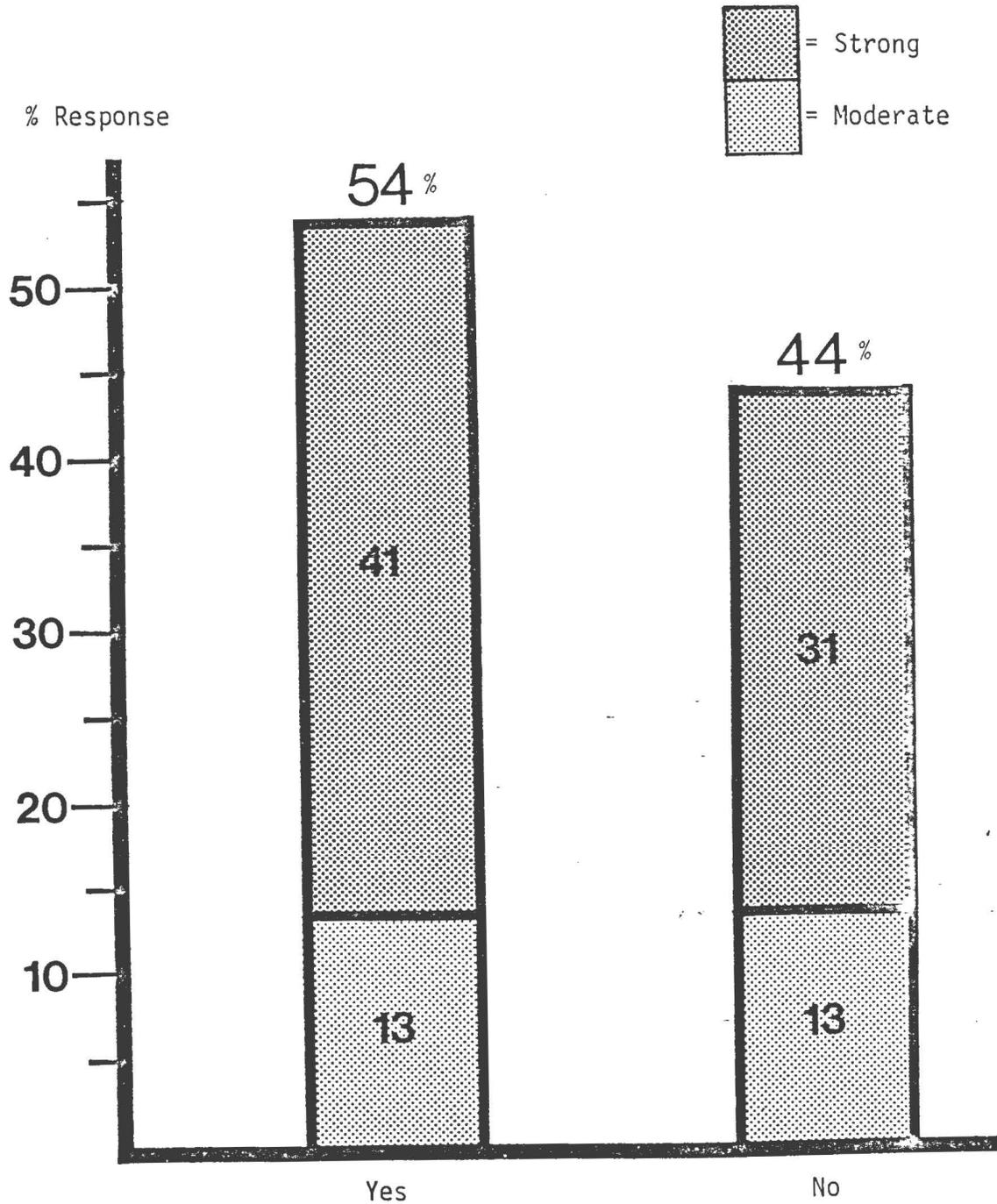
And when thinking about how government is important in our lives, in which level of government is it most important for people like yourself to be active -- local, state, or national?

	<u>Local</u> %	(N=22) <u>State</u> %	(N=35) <u>National</u> %	<u>Combination</u> %
<u>Aggregates</u>	52	7	12	28
<u>Geographic Areas</u>				
Nueces	54	6	14	25
Cameron	50	6	13	30
Hidalgo	52	10	8	30
<u>Turnout</u>				
Low (N=33)	67 ↑	3	15	15 ↓
Medium	49	11	13	26
High	52	4	9	35
<u>Target Groups</u>				
Republican (N=37)	62	3	14	22
Ticket-splitter	42	3	12	40
Cons. Democrat	60	9	9	23
Mod/Lib Democrat	47 ↔	10 ↔	14 ↔	29
<u>Age/Education</u>				
Under 35/No coll. (N=18)	72 ↑	6	17	6 ↓
Under 35/Some coll.	52	14	7	26
35-54/No college	50	13	14	22
35-54/Some college	54	2	12	33
55 & over/No coll. (N=22)	41	0	18	41
55 & over/Some coll. (N=19)	47	11	5	37
<u>Sex</u>				
Male	52	6	11	30
Female (N=34)	53	15	15	18
<u>Occupation</u>				
Independent professional	51	10	13	26
Business ldr./Owner	54	8	12	27
Key employee	51	5	10	32
<u>Inflation effect</u>				
Hard	49	5	12	32
Not so hard	55	10	11	24

For additional information, see pages 3, 28, 53, 73, 97, 161, 184, and 326 of the cross-tabulations.

FIGURE 7

CAN HISPANICS AFFECT DECISIONS  
IN AUSTIN



Hispanics Affect Decisions  
In Austin

TABLE III-7

R16. My ability to change State Government.

	<u>Agree</u> %	(N=8) <u>Unsure</u> %	<u>Disagree</u> %
<u>Aggregates</u>	43	3	54
<u>Geographic Areas</u>			
Nueces	51	2	47
Cameron	43	2	55
Hidalgo	36	4	60
<u>Turnout</u>			
Low (N=33)	42	3	55
Medium	44	4	52
High	42	1	57
<u>Target Groups</u>			
Republican (N=37)	27	0	73
Ticket-splitter	51	3	46
Cons. Democrat	43	4	53
Mod/Lib Democrat	45	2	53
<u>Age/Education</u>			
Under 35/No coll. (N=18)	50	0	50
Under 35/Some coll.	34	0	66
35-54/No college	47	7	46
35-54/Some college	43	0	57
55 & over/No coll. (N=22)	45	9	45
55 & over/Some coll. (N=19)	53	5	42
<u>Sex</u>			
Male	43	2	55
Female (N=34)	47	6	47
<u>Occupation</u>			
Independent professional	45	1	54
Business ldr./Owner	40	3	56
Key employee	45	3	52
<u>Inflation effect</u>			
Hard	43	2	55
Not so hard	43	4	53

For additional information, see pages 5, 33, 58, 78, 104, 166, 189, and 331 of the cross-tabulations.

CHAPTER IV

HISPANIC IDENTIFICATION WITH  
TEXAS STATE PARTIES

## Overview

Voting Behavior. The survey data show that the Hispanic leadership overwhelmingly claim to vote for the candidate, not the party (86%). Figure 8 shows how the leadership voted in the 1978 Senatorial election. The leadership group reported a comparatively even split between the Republican (Tower, 40%) and Democrat (Krueger, 38%) candidates. Table 8 shows that the Republican Hispanic leadership voted overwhelmingly for Tower, with ticket-splitters voting more for Tower than Krueger, conservative Democrats voting equally for both, and liberal Democrats voting overwhelmingly for Krueger.

Party Identification in Texas. Figure 9 shows the Texas party that Hispanic leaders said stood for the same things they did. Forty-five percent (45%) choose the Democrats, twenty percent (20%) choose the Republicans, and thirty-five percent (35%) said neither. Table 9 suggests that Republicans are suffering less defection than Democrats, especially conservative Democrats.

Democrat Identification. Figure 10 gives the reasons why forty-five percent (45%) of the Hispanic leadership identified themselves with the Democratic party. The major theme for identification with Democrats was the rejection of Republican social policies: too conservative (11%); big business oriented (10%); no help for minorities (7%). The second set of themes concerned the traditional Democrat cast of Texas politics (traditional to be Democrat, 14%). The third major grouping was disagreement with Republican economic policy. Seventeen percent (17%) had no reason for identifying themselves Democrat. The themes suggest a "stereotypical" and outdated view of Republicans coming from the last bastion of the FDR coalition.

Republican Identification. Figure 11 gives the reasons why twenty percent (20%) of the Hispanic leadership community identify with the Republican party. As with the Democrats, the major theme is social policy: Democrats have "giveaway" programs (36%); too liberal (14%); communistic (5%). In addition, the Democrats suffer from a perception

of national ineptitude: Carter weak/inept (15%); crooks in party (7%). As opposed to their Democrat counterparts, very few Republican respondents are unable to articulate why they place themselves in the Republican camp (5%).

Party Evaluation by Independents. Figure 12 shows an evaluation of political parties by respondents who did not identify with either Republican or Democrat camps. The data show that a plurality of independents (39%) think parties are useful to provide a basis for competition and choice. The second largest combination (23%) also agrees that parties are useful to provide continuity and organization. However, a large percentage of the independents (20%) feels that parties are not at all important. This segment of the Hispanic leadership group (N=21) comprises seven percent (7%) of the total leadership population.

Goal/Party for Texans in 1980's. Respondents were asked to identify their goals for Texas during the 1980's and the political party that they felt would help Texas most towards those goals. Figure 13 shows that economic/business issues are the main concern of Hispanic leaders, with social programs second and government reform third.

Figure 14 shows that the Democrats are chosen most often (31%) as the best party for Texas, followed by the Republicans (22%). Eighteen percent (18%) say neither, fifteen percent (15%) choose both and thirteen percent (13%) are unsure. Compared to past voting behavior (Republican 12%, Democrat 66%) or ideological identification (Republican 20%, Democrat 45%), the indication of party best suited to obtain Texas' goals is startlingly favorable to the Republican side.

Federal Election 1980. Figure 15 shows the present voting intention of Hispanic leaders on the 1980 Presidential ballot with three candidates (June 26, 1980):

Reagan	40%
Carter	36%
Anderson	7%
Undecided	17%

Table 15 shows that Nueces County goes for Carter, while Cameron and Hidalgo go to Reagan. Reagan presently takes literally all Republicans (92%) and a plurality (42%) of ticket-splitters, while also drawing well among conservative Democrats (35%). Carter takes a majority (58%) of liberal Democrats and a plurality of conservative Democrats (42%).

## Question 8:

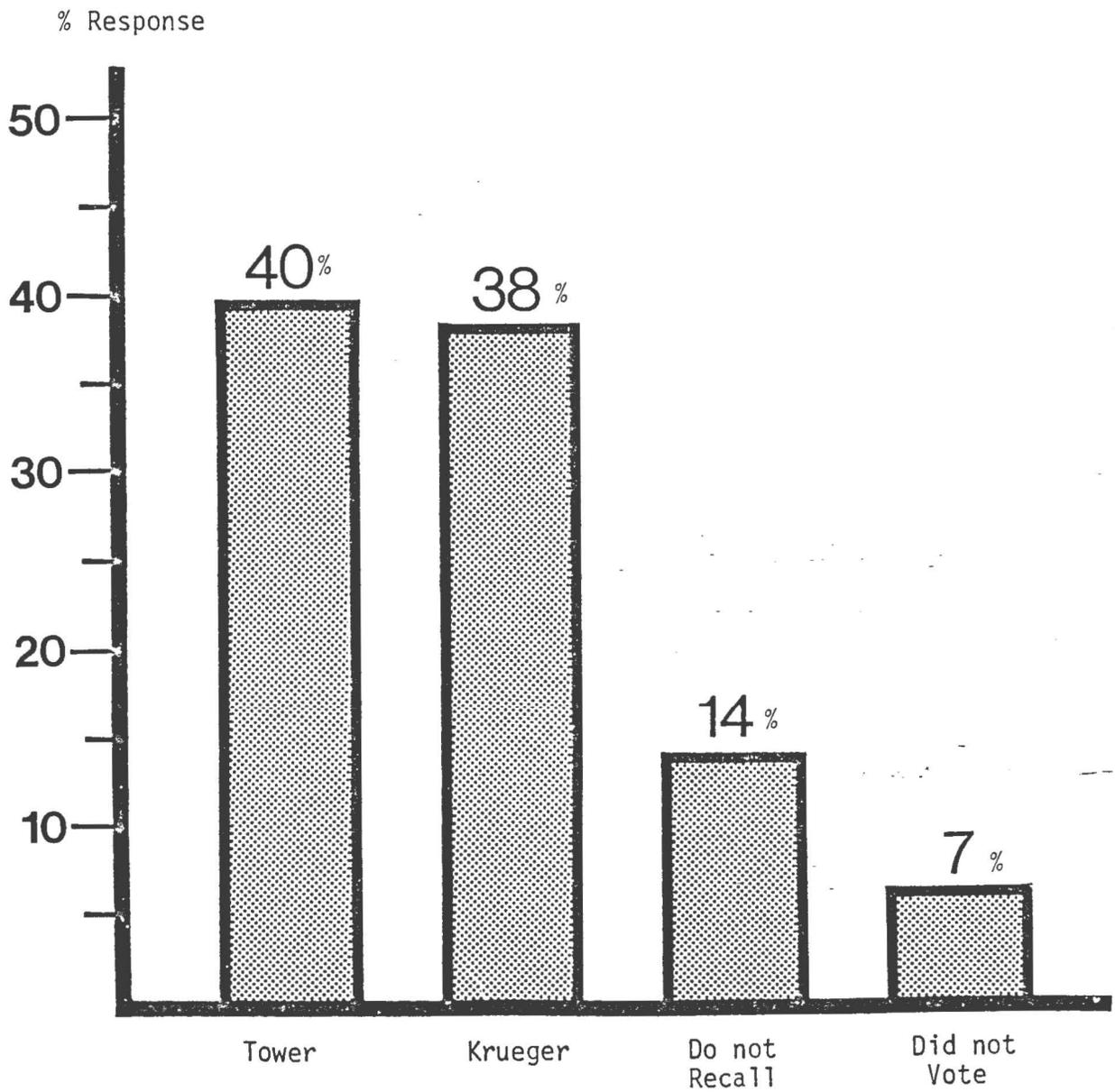
When you vote in an election, do you usually make your decision based mostly on the political party to which the candidate belongs, or on the candidate as an individual?

	(N=17) Party/Dem. %	(N=3) Party/Rep. %	(N=2) Party/ Other Response %	(N=19) Combined %	Candidate %
<u>Aggregates</u>	6	1	1	6	86
<u>Geographic Areas</u>					
Nueces	10	1	2	10	76
Cameron	5	0	0	4	90
Hidalgo	2	2	0	5	91
<u>Turnout</u>					
Low (N=33)	3	3	0	9	82
Medium	5	1	1	6	88
High	8	1	1	7	83
<u>Target Groups</u>					
Republican (N=37)-	0	5	0	3	92
Ticket-splitter	0	0	2	3	94
Cons. Democrat	6	0	0	5	89
Mod/Lib Democrat	11	1	1	11	74
<u>Age/Education</u>					
Under 35/No coll. (N=18)	0	6	0	0	89
Under 35/Some coll.	3	0	0	3	93
35-54/No college	7	0	0	6	88
35-54/Some college	5	1	1	6	85
55 & over/No coll. (N=22)	0	5	5	18	73
55 & over/Some coll. (N=19)	21	0	0	11	68
<u>Sex</u>					
Male	6	1	*	6	85
Female (N=34)	3	0	3	6	88
<u>Occupation</u>					
Independent professional	9	1	1	5	84
Business ldr./Owner	6	0	1	7	85
Key employee	3	2	0	7	88
<u>Inflation effect</u>					
Hard	5	1	1	5	88
Not so hard	7	1	0	7	84

For additional information, see pages 3, 29, 54, 74, 98 & 99, 162, 185 and 327 of the cross-tabulations.

FIGURE 8

1978 TEXAS SENATE VOTING BEHAVIOR



Voting Behavior

TABLE IV-8

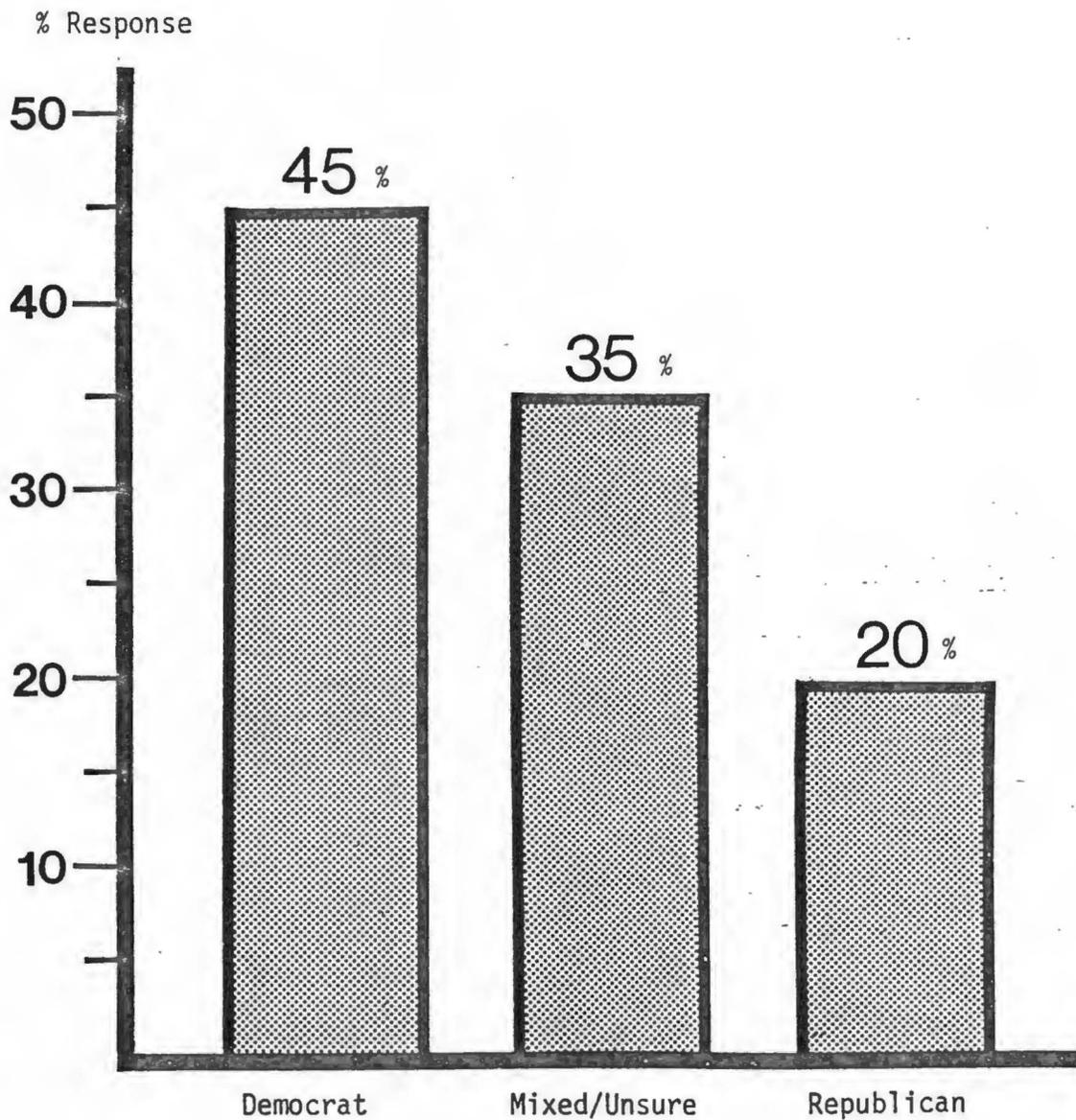
## R18. My Senatorial Vote.

	<u>Krueger</u> %	<u>Tower</u> %	<u>Other</u> %
<u>Aggregates</u>	38	40	22
<u>Geographic Areas</u>			
Nueces	43	32	25
Cameron	41	42	17
Hidalgo	30	46	24
<u>Turnout</u>			
Low (N=33)	24	30	45
Medium	39	41	21
High	42	42	17
<u>Target Groups</u>			
Republican (N=37)	14	<span style="border: 1px solid black; padding: 2px;">68</span>	19
Ticket-splitter	28	38	34
Cons. Democrat	39	38	23
Mod/Lib Democrat	<span style="border: 1px solid black; padding: 2px;">53</span>	32	15
<u>Age/Education</u>			
Under 35/No coll. (N=18)	22	22	56
Under 35/Some coll.	48	34	17
35-54/No college	32	46	22
35-54/Some college	36	44	20
55 & over/No coll. (N=22)	50	32	18
55 & over/Some coll. (N=19)	42	37	21
<u>Sex</u>			
Male	39	41	20
Female (N=34)	26	35	38
<u>Occupation</u>			
Independent professional	44	<span style="border: 1px solid black; padding: 2px;">44</span>	12
Business ldr./Owner	35	<span style="border: 1px solid black; padding: 2px;">42</span>	23
Key employee	36	34	29
<u>Inflation effect</u>			
Hard	39	39	22
Not so hard	37	42	21

For additional information, see pages 6, 35, 60, 80, 106, 168, 191, and 333 of the cross-tabulations.

FIGURE 9

WHICH TEXAS PARTY STANDS FOR  
THE SAME THINGS YOU DO



Texas Party Identification

TABLE IV-9

## Question 12:

When thinking about politics and elections in this part of Texas, which party -- (1) the Democratic, or (2) the Republican, do you feel stands for the same kinds of things which you do?

	<u>Democratic</u> %	<u>Republican</u> %	<u>Unsure/ Mixed</u> %
<u>Aggregates</u>	45	20	35
<u>Geographic Areas</u>			
Nueces	54	17	29
Cameron	46	15	39
Hidalgo	35	27	38
<u>Turnout</u>			
Low (N=33)	39	27	33
Medium	50	18	33
High	40	20	41
<u>Target Groups</u>			
Republican (N=37)	5	76	19
Ticket-splitter	15	17	68
Cons. Democrat	60	13	27
Mod/Lib Democrat	65	7	28
<u>Age/Education</u>			
Under 35/No coll. (N=18)	33	28	39
Under 35/Some coll.	57	19	24
35-54/No college	49	17	35
35-54/Some college	39	22	39
55 & over/No coll. (N=22)	36	23	41
55 & over/Some coll. (N=19)	53	5	42
<u>Sex</u>			
Male	44	20	36
Female (N=34)	53	18	29
<u>Occupation</u>			
Independent professional	48	22	30
Business ldr./Owner	46	15	39
Key employee	41	23	35
<u>Inflation effect</u>			
Hard	45	18	37
Not so hard	47	21	33

For additional information, see pages 4, 32, 57, 77, 103, 165, 188, and 330 of the cross-tabulations.

FIGURE 10  
 REASONS WHY HISPANICS IDENTIFY  
 WITH DEMOCRATS (N=135)

---

	<u>% Response</u>
1. <u>DISAGREE REPUBLICAN SOCIAL POLICY</u> Too Conservative/Selfish (11%) Big Business Connections (10%) No Help For Minorities (7%) Cutting Government Help (3%)	31
2. <u>DEMOCRAT COUNTRY</u> Traditional Democrat (14%) Republicans Don't Stand Chance (4%)	18
3. <u>DISAGREE REPUBLICAN ECONOMIC POLICY</u> Democrats For The Wealthy (8%) Cut Government Spending (5%)	13
4. <u>DEMOCRAT PHILOSOPHY</u> Share Views/Stands (7%) For The People (5%)	12
5. <u>OTHER</u> Other Mention (9%) No Answer (17%)	26

---

## TABLE IV-10

## SELECTED VERBATIM RESPONSES

## Question 13:

And in your own words, what are one or two reasons why you feel that Republicans do not stand for the same kinds of things which you do?

County	Sex	Ideology	Party	Age	Length of Residence
--------	-----	----------	-------	-----	---------------------

Cameron	Male	Conservative	Democrat	35-44	1970-79
---------	------	--------------	----------	-------	---------

"Well, everyone down here is a Democrat...up until the last year we really haven't had a chance to even elect a Republican...you know, they don't stand a chance, so you just vote for the best Democrat."

-----

Cameron	Female/ works	Liberal	Refused	55-64	Before 1960/ Native
---------	------------------	---------	---------	-------	------------------------

"The Democratic party reaches out to more people regardless of their economic level...that's the main reason."

-----

Hidalgo	Male	Liberal	Democrat	35-44	1970-79
---------	------	---------	----------	-------	---------

"Lack of sensitivity to the average man...I think the only thing they have an interest in is big corporations and big business...in other words they're for the rich man instead of the average man."

-----

Nueces	Male	Liberal	Democrat	45-54	Before 1960/ Native
--------	------	---------	----------	-------	------------------------

"Big business...every Republican I know has been controlled by big business and have deteriorated small businesses and others...created unemployment...big businesses are for control...in my mind, big businesses are controlled by Republicans...Republicans stress unemployment, not outwardly, but they do...they are for the right-to-work law, also."

-----

Cameron	Male	Liberal	Democrat	35-44	Before 1960/ Native
---------	------	---------	----------	-------	------------------------

"Well, first of all, Republicans are more conservative...I think Democrats have more programs for the lower class people...I just think Republicans hold back as far as money goes."

-----

## Question 13 continued

County	Sex	Ideology	Party	Age	Length of Residence
Nueces	Male	Moderate	Democrat	45-54	Before 1960/ Native

"I do not think that they fully understand the plight of the less privileged or lower middle class...they have less welfare programs, etc... particularly this year."

-----

Nueces	Male	Liberal	Democrat	25-34	1970-79
--------	------	---------	----------	-------	---------

"Social issues...health, welfare and education...they are cutting down the ability of the government to help the people...just look at Ronald Reagan."

-----

FIGURE 11  
 REASONS WHY HISPANICS IDENTIFY  
 WITH REPUBLICANS (N=60)

---

	<u>% Response</u>
1. <u>DISAGREE DEMOCRAT SOCIAL POLICY</u>	55
Giveaway Programs/Welfare (36%)	
Too Liberal (14%)	
Communistic (5%)	
2. <u>DEMOCRAT LEADERSHIP POOR</u>	22
Carter Weak/Inept (15%)	
Crooks In Party (7%)	
3. <u>REPUBLICAN PHILOSOPHY</u>	8
4. <u>DISAGREE DEMOCRAT ECONOMICAL POLICY</u>	3
5. <u>OTHER</u>	12
Other Mention (7%)	
No Answer (5%)	

---

SELECTED VERBATIM RESPONSES

Question 14:

And in your own words, what are one or two reasons why you feel that Democrats do not stand for the same kinds of things which you do?

County	Sex	Ideology	Party	Age	Length of Residence
Nueces	Male	Moderate	Democrat	Age	Before 1960/ Native
"I think they spend too much money...they don't have much budget control ...it seems like they're always finding ways of spending money, instead of the other way around."					
Nueces	Male	Conservative	Republican	45-54	Before 1960/ Native
"They're always for 'give away'...they say they understand the poor, yet they live in high society...how can they do this?..they are 'quiet racists'."					
Nueces	Female/ works	Conservative	Democrat	35-44	1970-79
"Democrats give too much money away to everyone...they are spoiling everyone with the money that taxpayers have to pay."					
Cameron	Male	Conservative	Republican	45-54	1970-79
"They're trying to have equal everything and everyone in the same class ...it doesn't work, you can't get away from capitalism."					
Hidalgo	Male	Liberal	Republican	25-34	Before 1960/ Native
"Because they are more liberal...as I said, Democrats are more expensive because they go from program to program...they are also for more jobs."					

FIGURE 12  
EVALUATION OF POLITICAL PARTIES BY  
HISPANICS NOT IDENTIFIED AS  
REPUBLICAN OR DEMOCRAT (N=105)

---

	<u>% Response</u>
1. <u>COMPETITION IDEAS/ISSUES</u>	39
Encourages Competition/Choice (18%)	
Platforms/Issues (8%)	
Different Views (8%)	
Check & Balance (5%)	
2. <u>ORGANIZES GOVERNMENT</u>	23
Run Government (8%)	
Organization (3%)	
Unite (7%)	
Policy Direction -- Economics (5%)	
3. <u>PARTY NOT IMPORTANT</u>	20
Party Not Important/Relevant (10%)	
Individual Is Important (10%)	
4. <u>OTHER</u>	18
Other Mentioned (8%)	
No Answer (10%)	

---

## TABLE IV-12

## SELECTED VERBATIM RESPONSES

## Question 15:

And in your own words, what are one or two reasons why you feel political parties are important in state and local government and politics?

County	Sex	Ideology	Party	Age	Length of Residence
Nueces	Female/ works	Liberal	Democrat	35-44	Before 1960/ Native
"Because we have to have competition...with one there is no need to improve ...we'd get stagnated."					
Hidalgo	Male	Conservative	Democrat	45-54	Before 1960/ Native
"Because of competition...just like business, if you don't mix it up a little then eventually there will be a monopoly on it...so I think you have to have competition...the best man for the job in other words."					
Hidalgo	Male	Moderate	Democrat	25-34	1970-79
"Because they get people involved...well, also because they have the financial backing to support the different candidates."					
Hidalgo	Male	Moderate	Refused	25-34	Before 1960/ Native
"I don't feel that parties are important at all...they are all just a bunch of bureaucrats and they slow things up."					
Cameron	Male	Conservative	Democrat	35-44	1970-79
"The people need to stick together in a group so that they believe in the same things and their beliefs become stronger if they are united."					
Nueces	Male	Liberal	Independent	45-54	1960-69
"I feel that Texas should have two strong political parties...we may have people in one party that have been in a long time and the other party can check up on that party...we should have a fluctuation of candidates."					

Question 15 continued

County	Sex	Ideology	Party	Age	Length of Residence
Cameron	Male	Conservative	Republican	35-44	Before 1960/ Native

"They set down a basic philosophy and which most candidates follow...it gives some people a basic idea of a candidate's views."

---

FIGURE 13

HISPANIC DIRECTION OF TEXAS STATE  
GOALS IN 1980's (N=300)

---

	<u>% Response</u>
1. <u>ECONOMIC/BUSINESS</u>	34
Economy/Inflation (15%)	
More Industry (7%)	
Keep Texas Resources (5%)	
Texas Energy Program (4%)	
Power For Texas (3%)	
2. <u>SOCIAL PROGRAMS/SECURITY</u>	22
Jobs/Full Employment (9%)	
Education Improvement (6%)	
Alien Problem/Relations With Mexico (7%)	
3. <u>GOVERNMENT REFORM</u>	16
Government Waste (7%)	
Welfare Waste (3%)	
Tax Cuts (5%)	
Two-Party System (1%)	
4. <u>OTHER</u>	28
Other Mentioned (6%)	
No Answer (22%)	

---

TABLE IV-13  
SELECTED VERBATIM RESPONSES

## Question 19:

In your own words, if you could direct the state of Texas toward an important goal or objective in the 1980's, what would that goal be?

County	Sex	Ideology	Party	Age	Length of Residence
Hidalgo	Male	Liberal	Republican	25-34	Before 1960/ Native
"Strong economy...high employment...well, like I said earlier, in order to have a strong economy we should have high employment to achieve that."					
Nueces	Male	Conservative	Democrat	45-54	1960-69
"Do away with a lot of freebies...a lot of money being spent on people who don't need it...welfare being abused by wrong people...appropriate money in a better way."					
Hidalgo	Male	Conservative	Republican	45-54	Before 1960/ Native
"I would make everyone work for a living...everyone wants benefits for free...I would help unemployment...there's jobs for these people, they just don't want them."					
Cameron	Male	Moderate	Democrat	35-44	Before 1960/ Native
"To change the property tax laws...it's regarding company operations state tax...they should tax on the income earned...they won't do this though because the government won't vote for something that works against them... it's not fair that we get all of the tax."					
Hidalgo	Male	Liberal	Democrat	35-44	Before 1960/ Native
"I would say the education system...I would go back to the basics and have more opportunities for minorities and implement a bilingual program."					
Nueces	Female/ works	Conservative	Democrat	45-54	Before 1960/ Native
"Give the states back to the states...take away some of the money from national programs and give it to state programs."					

## Question 19 continued

County	Sex	Ideology	Party	Age	Length of Residence
--------	-----	----------	-------	-----	---------------------

Hidalgo	Male	Conservative	Democrat	45-54	Before 1960/ Native
---------	------	--------------	----------	-------	------------------------

"I think the people that work fifty or sixty hours a week (in labor) should have less deducted rather than more...this would give people a little more incentive to work more...some just work the forty hours so the government can't take more money from them."

-----

Hidalgo	Male	Conservative	Independent	35-44	Before 1960/ Native
---------	------	--------------	-------------	-------	------------------------

"Well, get the fed's off my back and let me sell petroleum to other states ...well, let me give you an example...we (the people in Texas) are having to pay more for our own natural gas than the eastern states have to pay to get our gas."

-----

Cameron	Male	Moderate	Democrat	35-44	Before 1960/ Native
---------	------	----------	----------	-------	------------------------

"That's a sweeping question...I guess better job opportunities and economic prosperity...particularly in middle or light industries...the job opportunities should be increased."

-----

Cameron	Male	Conservative	Republican	45-54	Before 1960/ Native
---------	------	--------------	------------	-------	------------------------

"Better relations with the Mexican people who are our neighbors and who could help us as we could help them."

-----

Nueces	Male	Conservative	Republican	35-44	1960-69
--------	------	--------------	------------	-------	---------

"Primarily I'd put taxes as the number one thing...we need to become self-sufficient by not increasing taxes or the number of programs...we have to make do with what we have...we shouldn't overtax because that will drive out the businesses."

-----

Nueces	Female/ works	Liberal	Democrat	25-34	Before 1960/ Native
--------	------------------	---------	----------	-------	------------------------

"We need to become more progressive...well, first of all we have a problem with illegal aliens, but some have been here many years and have helped to make our community progressive...we need to change some laws to help them become citizens."

-----

## Question 19 continued

County	Sex	Ideology	Party	Age	Length of Residence
Cameron	Female/ home	Conservative	Democrat	35-44	Before 1960/ Native

"Go back to the Bible...seek God's wisdom and direction in helping make decisions of who to put in political office."

-----

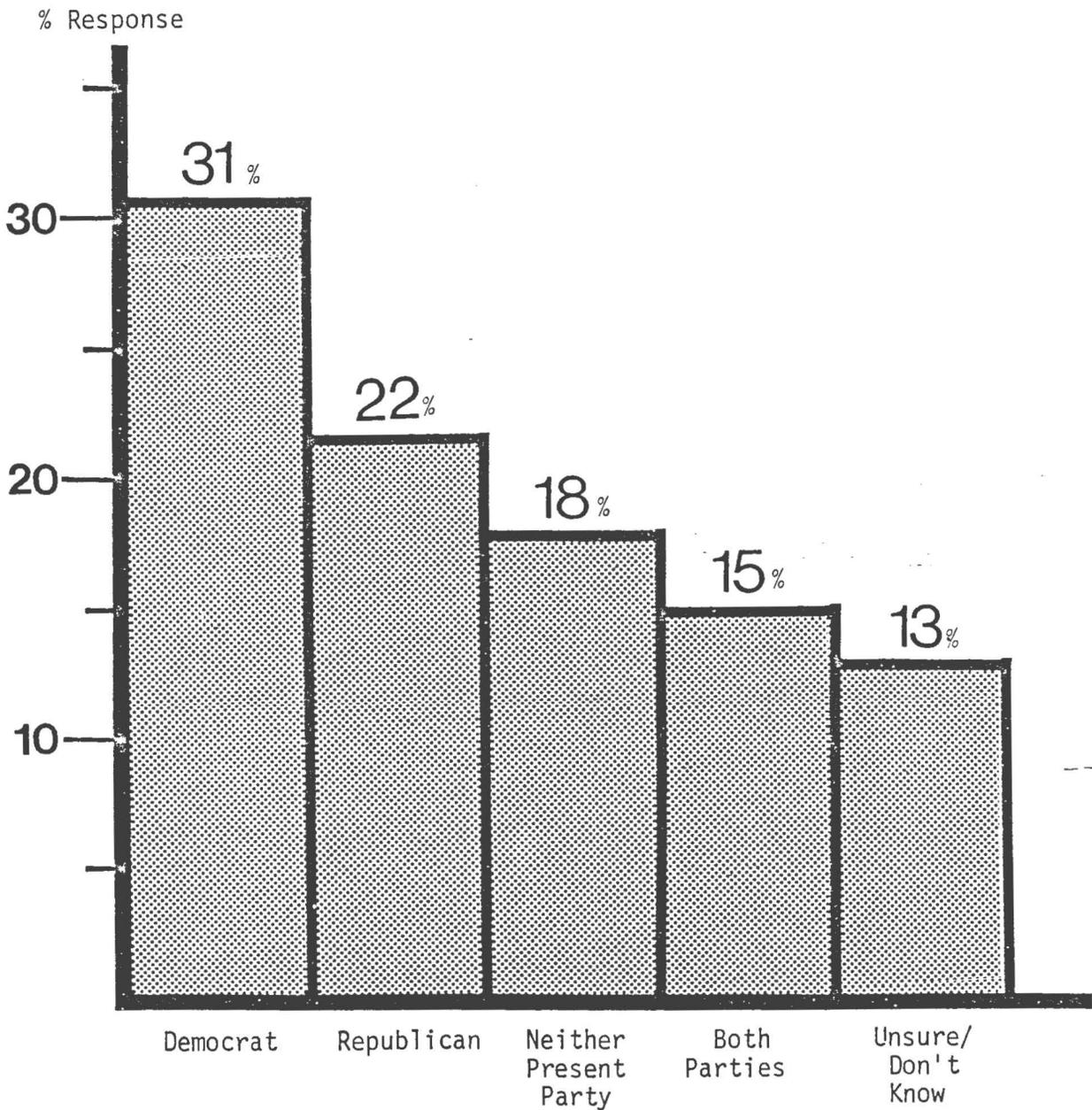
Nueces	Male	Conservative	Democrat	25-34	Before 1960/ Native
--------	------	--------------	----------	-------	------------------------

"To gear the state toward a better understanding...to cut down on the high taxes and make a better way of living for everyone...paying bills is getting harder and harder, the high taxes are really affecting the poor people."

-----

FIGURE 14

TEXAS POLITICAL PARTY BEST ABLE TO HELP ATTAIN YOUR GOAL



Party to Attain Goal

TABLE IV-14

## Question 20:

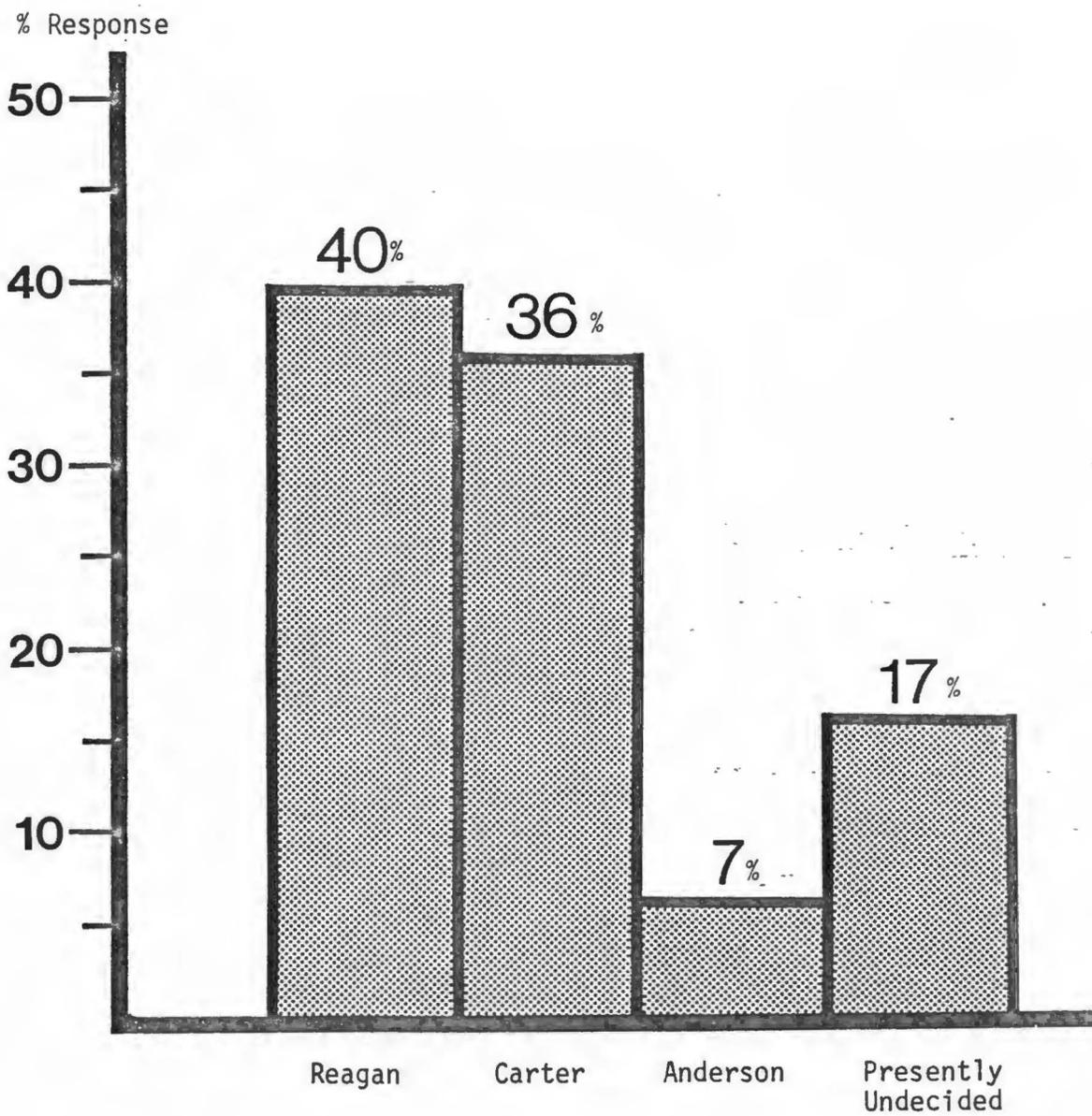
And which political party do you feel can best help to attain that goal or objective?  
(Asked of those respondents that mentioned Goal/Objective in Question 19.)

	Democratic	Republican	(N=43) Neither	(N=36) Both
	%	%	%	%
<u>Aggregates</u>	31	22	18	15
<u>Geographic Areas</u>				
Nueces	42	18	19	10
Cameron	35	19	19	19
Hidalgo	17	29	17	17
<u>Turnout</u>				
Low (N=27)	37	22	19	7
Medium	32	23	19	13
High	29	20	17	21
<u>Target Groups</u>				
Republican (N=37)	3	56	16	13
Ticket-splitter (N=47)	4	26	34	26
Cons. Democrat	49	13	11	14
Mod/Lib Democrat	41	15	17	12
<u>Age/Education</u>				
Under 35/No coll. (N=15)	27	20	27	7
Under 35/Some coll.	27	27	23	13
35-54/No college	36	22	14	16
35-54/Some college	25	22	18	18
55 & over/No coll. (N=10)	70	10	0	10
55 & over/Some coll. (N=15)	47	13	20	13
<u>Sex</u>				
Male	31	22	18	17
Female (N=28)	32	21	21	4
<u>Occupation</u>				
Independent professional	33	24	19	10
Business ldr./Owner	33	20	19	15
Key employee	27	22	18	21
<u>Inflation effect</u>				
Hard	31	19	18	17
Not so hard	31	23	19	14

For additional information, see pages 7, 36, 61, 81, 107, 169, 192, and 334 of the cross-tabulations.

FIGURE 15

PRESIDENTIAL ELECTION BALLOT



Presidential Candidate Choice

TABLE IV-15

## R21. Presidential Ballot.

	(N=21) Anderson %	Reagan %	Carter %	Undecided %
<u>Aggregates</u>	7	39	36	17
<u>Geographic Areas</u>				
Nueces	6	27	56	11
Cameron	8	46	30	16
Hidalgo	7	45	23	25
<u>Turnout</u>				
Low (N=33)	0	39	36	24
Medium	6	39	38	18
High	10	40	35	15
<u>Target Groups</u>				
Republican (N=37)	0	92	0	8
Ticket-splitter	5	42	15	38
Cons. Democrat	8	35	42	15
Mod/Lib Democrat	10	22	58	9
<u>Age/Education</u>				
Under 35/No coll. (N=18)	0	39	28	33
Under 35/Some coll.	14	36	33	17
35-54/No college	0	36	49	15
35-54/Some college	10	42	31	17
55 & over/No coll. (N=22)	5	55	27	14
55 & over/Some coll. (N=19)	5	26	53	16
<u>Sex</u>				
Male	8	41	34	18
Female (N=34)	3	26	56	15
<u>Occupation</u>				
Independent professional	7	40	45	7
Business ldr./Owner	8	40	31	22
Key employee	6	38	35	20
<u>Inflation effect</u>				
Hard	7	38	36	19
Not so hard	7	39	38	16

For additional information, see pages 7, 37, 62, 82, 109, 170, 193, and 335 of the cross-tabulations.