

Nearly Nine in Ten Hispanics Feel that Children of Immigrants Have Better Opportunities in the U.S. than They Would in Their Parents' Country of Origin

Four in Five Consider that Securing a Better Future for Their Families Is Worth the Hardships Immigrants May Be Facing



Ipsos Public Affairs

Public Release Date: July 5, 2010 12:00 pm EST

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos Public Affairs conducts public opinion polling among U.S. Hispanics on behalf of Telemundo. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

To learn more, visit: www.ipsos-pa.com

For copies of other news releases, please visit: www.ipsos-na.com/news/.

Nearly Nine in Ten Hispanics Feel that Children of Immigrants Have Better Opportunities in the U.S. than They Would in Their Parents' Country of Origin

Four in Five Consider that Securing a Better Future for Their Families Is Worth the Hardships Immigrants May Be Facing

New York, NY – As the controversy over the immigration law in Arizona continues, eight in ten Hispanics (81%) say that the hardships faced by Hispanic immigrants living in the United States are worth it in order to ensure a better future for their families, according to the newest Ipsos-Telemundo telephone poll.

Over half of the 504 Hispanics interviewed *completely* agree that the promise of a better future is worth the challenges that immigrants may face living here. Just 12% disagree with this statement (5% somewhat, 7% completely). This is consistent with the results from the March wave of the study, when 84% agreed, including 59% who completely agreed.

Those who prefer Spanish language media tend to be more likely to agree than those who prefer English language media; including television (87% vs. 78%), radio (87% vs. 77%) and internet (87% vs. 78%).

In Spite of the Economic Crisis, the U.S. is Still Perceived as a Better Option

Nearly four in five Hispanics (79%) also agree – including 55% who *completely* agree – that in spite of the current economic conditions, immigrants who live in the U.S are better off financially than they would be if they lived in their country of origin. Just one in seven (14%) disagree, while 5% neither agree nor disagree and 2% were unsure.

Better Opportunities for Hispanic Children

Nearly nine in ten (86%) feel that children of Hispanic immigrants have more and better opportunities in the United States than they would in their parents' country of origin, including two thirds (66%) who *completely* agree. Less than one in ten (8%) disagree.

Likewise, 83% of Hispanics polled believe that their children – or children in their family – will have more and better opportunities than they did. Agreement is even higher among certain segments of the population:

- Hispanic women are even more likely than are men to agree that their children will have more and better opportunities than them (88% vs. 79%).
- Those with a lower household income are also more likely to agree: under \$25,000: 90% agree; \$25,000 to \$75,000: 83%; \$75,000 or more: 70%.
- Nine in ten Hispanics with a high school education (92%) agree compared to 73% who have at least some college education.
- Hispanics who prefer communicating in Spanish are more likely to agree than those who prefer communicating in English (90% vs. 75%).



- This is also the case for those who prefer Spanish-language media over English-language media; including:
 - o Magazines (93% vs. 78%)
 - o Television (92% vs. 78%)
 - o Internet (92% vs. 78%)
 - o Newspaper (92% vs. 79%)
 - o Radio (91% vs. 77%)

These are some of the findings of an Ipsos-Telemundo poll conducted from June 10 to June 28, 2010 with a nationally representative sample of 504 Hispanics aged 18 and older, interviewed by telephone via Ipsos' U.S. Hispanic Omnibus. With a sample of this size, the results are considered accurate within 4.4 percentage points, 19 times out of 20, of what they would have been had the entire adult population of Hispanics in the U.S. been polled.

All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. These data were weighted to ensure that the sample's composition reflects that of the actual U.S. population according to U.S. Census figures. For the survey, respondents had the option to be interviewed in English or Spanish.

###

For more information on this news release, please contact:

***Julio Franco
Senior Research Manager
Ipsos Public Affairs
646-313-6117
Julio.Franco@ipsos.com***

Releases are available at: <http://www.ipsos-na.com/news/>

About Ipsos

Ipsos is a leading global survey-based market research company, owned and managed by research professionals that helps interpret, simulate, and anticipate the needs and responses of consumers, customers, and citizens around the world. Member companies assess market potential and interpret market trends to develop and test emergent or existing products or services, and build brands. They also test advertising and study audience responses to various media, and measure public opinion around the globe.

They help clients create long-term relationships with their customers, stakeholders or other constituencies. Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting and offers a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2009, Ipsos generated global revenues of €943.7 million (\$1.33 billion U.S.). Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.