



Latino Policy Coalition

Latino Perspectives

Latino/a Voters' Preferences and Priorities Heading Into the 2008 Election

Findings from a Survey
of Registered Latino Voters in 23 States





Methodology

- Lake Research Partners designed and administered this survey which was conducted by phone using professional interviewers.
- The survey reached 1000 Latino/a registered and likely voters in the 23 states* with the highest Latino population density. The survey was conducted March 13 – 21, 2007.
- Telephone numbers for the survey were drawn from a list of registered voters in each of the 23 states surveyed.
- The data were weighted slightly by age and country of origin in order to ensure that the results more accurately reflect the demographic configuration of these populations.
- The margin of error for the survey is +/- 3.1 percentage points.
- We are also comparing this to past data from surveys of Latino adults in the same 23 states. The surveys were conducted April 20-26, June 12-22, and September 12-18**, 2006. In the current survey, we are looking at registered voters, so we will be only using data from respondents that meet those criteria in the previous surveys. In April, there were 788 registered voters, in June there were 800, and in September there were 600 likely voters (all of whom were registered).

*CA, TX, FL, NY, IL, AZ, NJ, NM, CO, GA, NV, NC, WA, MA, VA, PA, CT, MI, OR, MD, IN, OH, WI

** September data among LIKELY voters only, with oversamples in key congressional districts.



Overview

- **Latinos continue to believe that the country is headed in the wrong direction, and these feelings have been constant for a year.**
- **President Bush remains unpopular and receives even worse job performance ratings – these two have been rather steady in the last year.**
- **Nancy Pelosi has a favorable profile, though her job performance is more divided. While Congress is seen slightly more positively than in the past and Democrats are well-liked, Latinos are still disappointed in the job Congress is doing. That sentiment extends to their own Member of Congress.**
- **The Presidential race is unformed, but by all accounts Senator Hillary Clinton has a commanding lead in both the general and primary elections. She is the most personally favorable person we tested, and she wins more than six in ten primary votes. While other candidates beat the Republican standard-bearer by ten and fifteen points, she wins by 37 points.**



Overview

- **Most Latinos do not know there is a Latino in the race, and only one in four know that candidate is Bill Richardson. In the general election, his lead expands among those who know he is Latino. However, Clinton leads by a wide-margin even among Latinos who know Richardson shares their heritage.**
- **Latinos believe the war in Iraq has been a mistake, and they are even more certain of this than they were last fall. Half know someone who has served in Iraq or Afghanistan.**
- **Pocketbook issues dominate Latinos' concern about energy. They favor expanding renewable energy and producing more alternative fuels in order to help the economy and end our dependence on foreign oil.**



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Context and the Political Climate

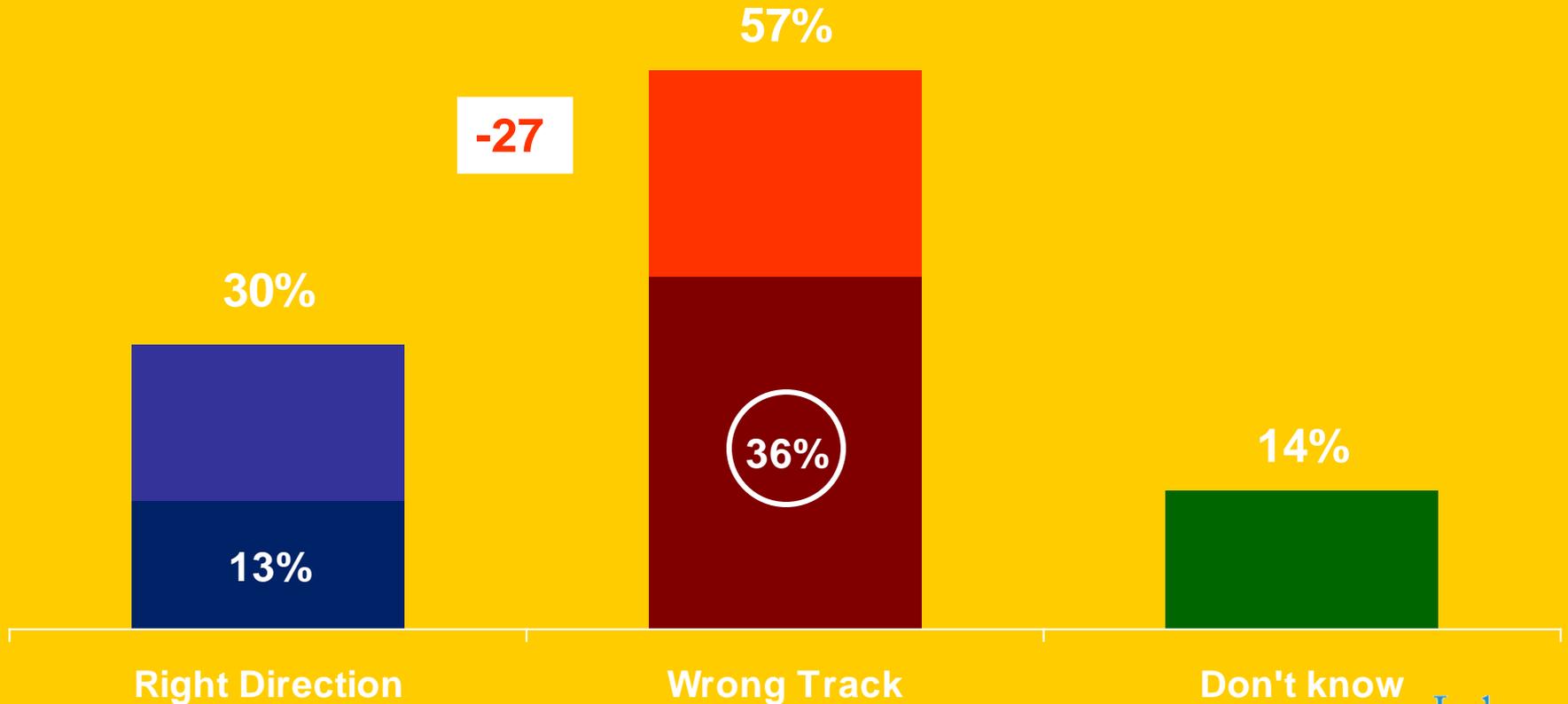
Latino Voters continue to be pessimistic about the direction of the country and the job being done by Bush and their own member of Congress.





More Latino/as *strongly* feel the country is headed off on the wrong track than the total who feel it is going in the right direction.

Thinking about how things are going in the country, do you feel things in this country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

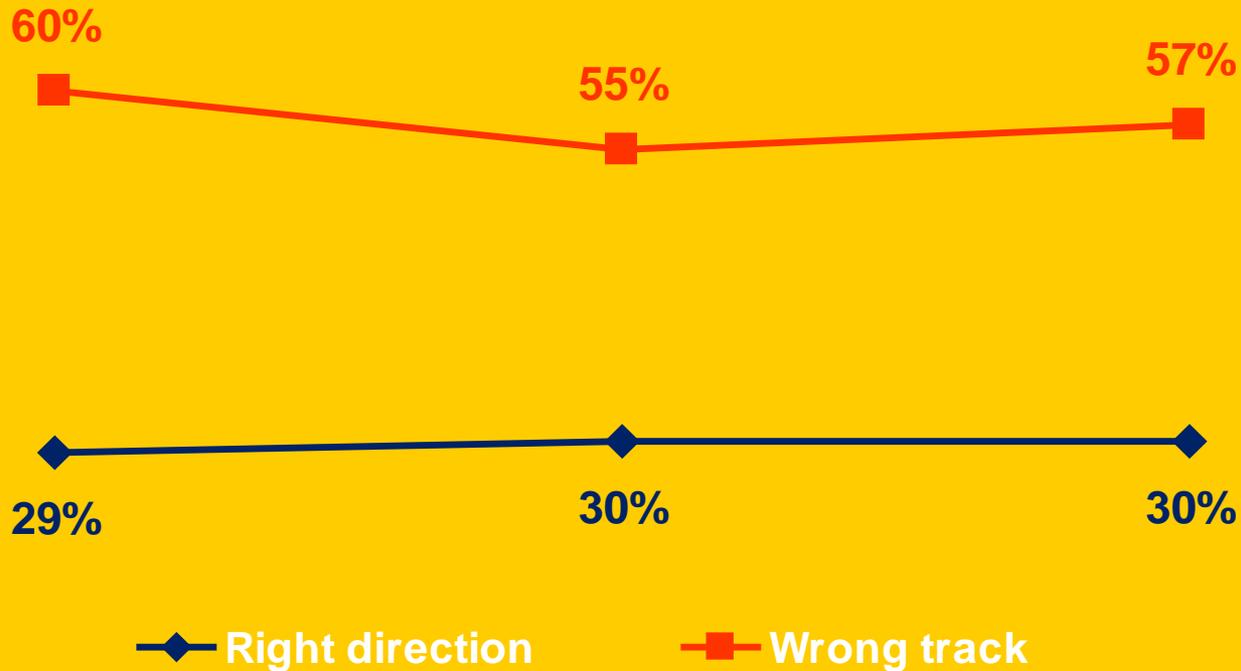


Darker colors indicate intensity.



Latino/as pessimism about the direction of the country, and desire for change has remained constant in the last year.

Thinking about how things are going in the country, do you feel things in this country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?



April 2006

Sept. 2006

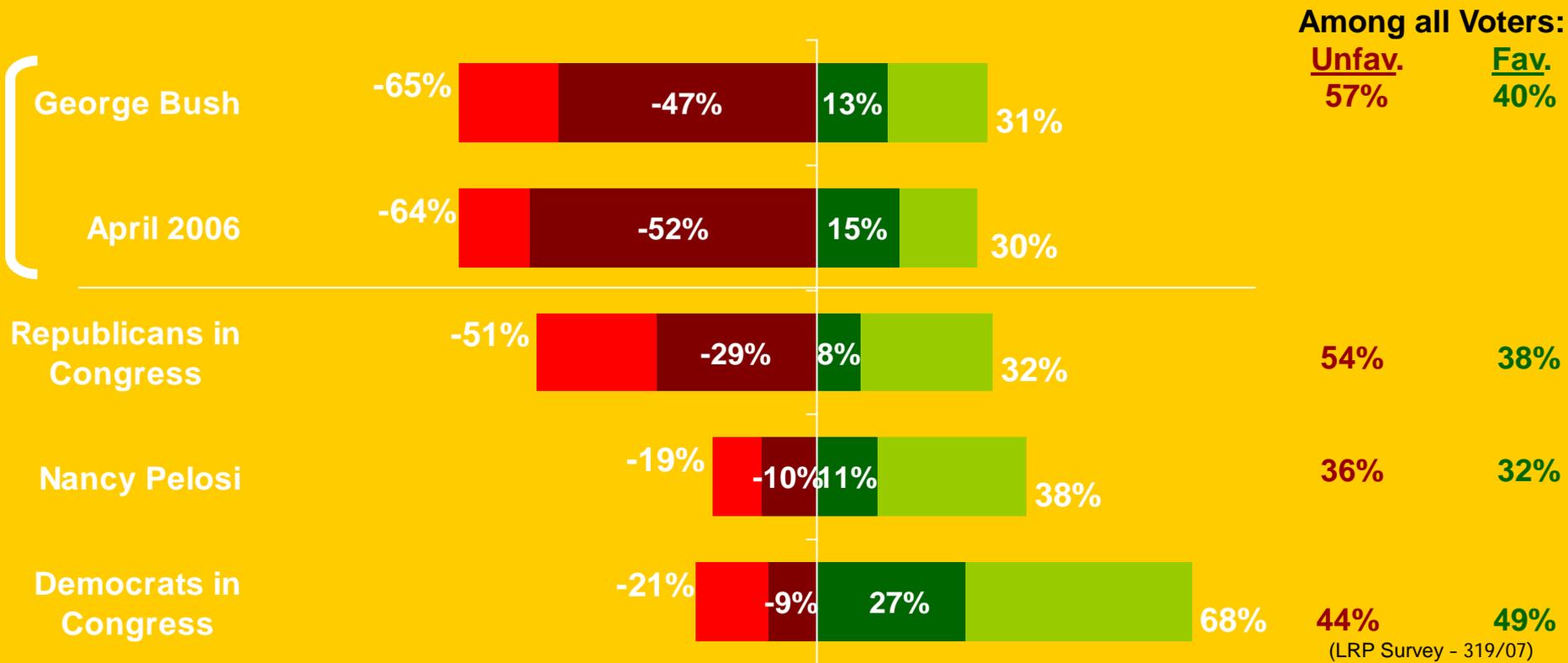
Mar. 2007



President Bush's unpopularity has gone unchanged since April 2006, although there is slightly less intensity behind it. Two-thirds find Congressional Democrats favorable while only one in three say the same about Republicans. Nancy Pelosi is less known three months into her Speakership – but receives a net favorable rating.

Now I'd like to ask you about some people and organizations who have been mentioned in the news recently. For each, please tell me whether you have heard of the person and if your impression is very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable. If you have heard of the person but don't know enough about them to have an impression, please say so and we will move on.

■ Very Unfav. ■ Somewhat Unfav. ■ Very Fav. ■ Somewhat Fav.



(LRP Survey - 319/07)

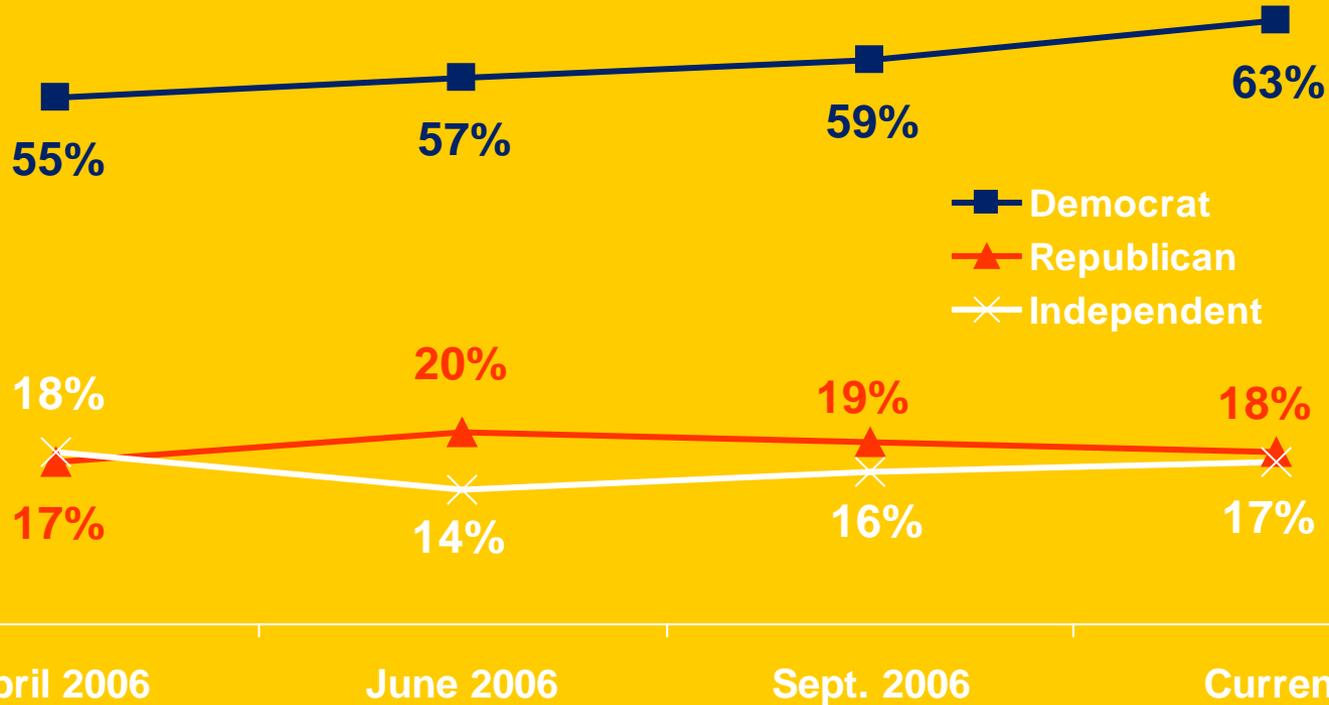


Darker colors indicate intensity.



Over the past year, more Latino voters are identifying themselves as Democrats. The trend has occurred steadily over the past ten months.

Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?





Hugo Chavez is pretty well known among Latino voters, but he is mostly disliked. The jury is still out on Felipe Calderon, though he receives a net favorable rating.

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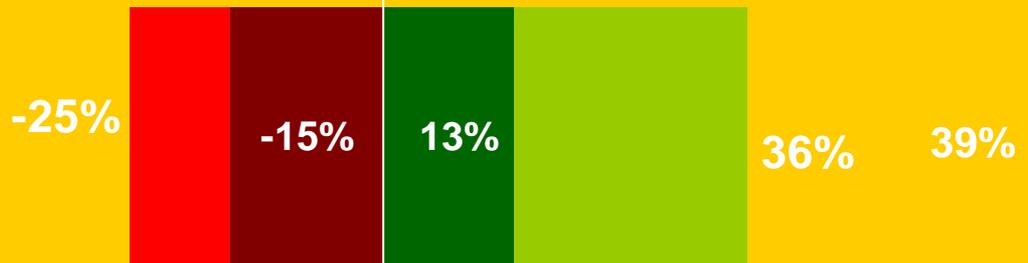
■ Very Unfav. ■ Somewhat Unfav. ■ Very Fav. ■ Somewhat Fav.

Don't know/Never Heard

Venezuelan President Hugo Chavez -53%



Mexican President Felipe Calderon



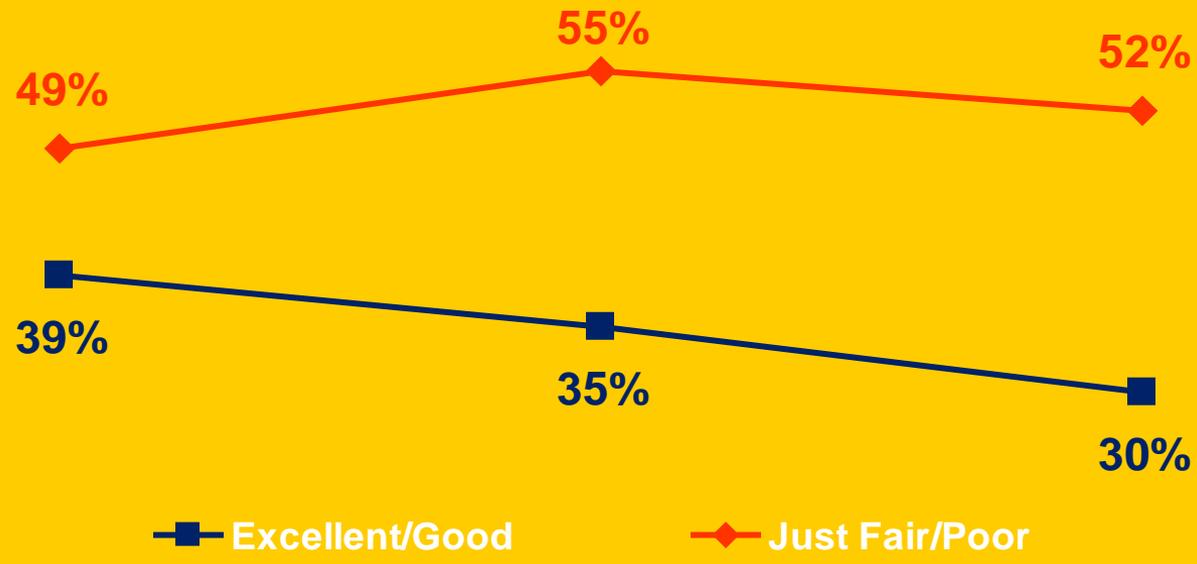
Among Mexican-Americans 42% have a favorable impression of President Calderon, while 24% have an unfavorable impression.

Darker colors indicate intensity.



Latino/as continue to doubt the job their own Member of Congress is doing – and have had these doubts since last year. Interestingly, the general voting public has a more approving outlook on their Member of Congress.

How would you rate the job being done by your member of Congress– excellent, good, just fair, or poor?



June 2006

Sept. 2006

Current



Attitudes toward Congress have steadily improved since last year, though they are still quite negative. Since Democrats have taken over control, Congress' job ratings have improved.

How would you rate the job being done by the United States Congress— excellent, good, just fair, or poor?



Among all Voters:
22% Excellent/Good
73% Fair/Poor
(LRP Survey- 3/19/07)

April 2006

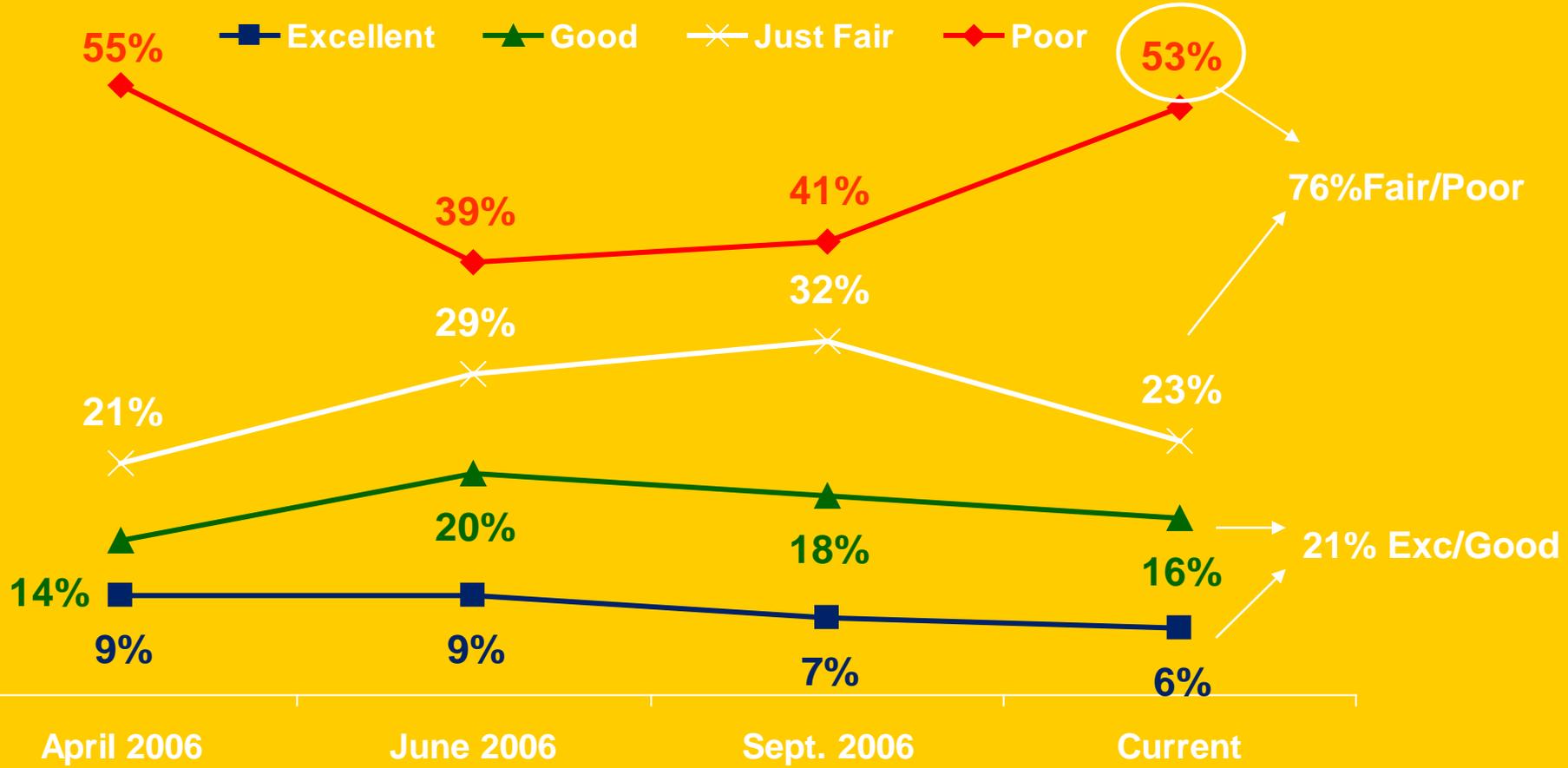
June 2006

Current



After a slight reprieve in the summer and fall of 2006, President Bush's poor performance levels have slipped back to where he was a year ago among Latino/as. This is about as bad as it can get for Bush with three in four Latino's giving him a just fair or poor job performance rating.

How would you rate the job being done by George Bush as President – excellent, good, just fair, or poor?



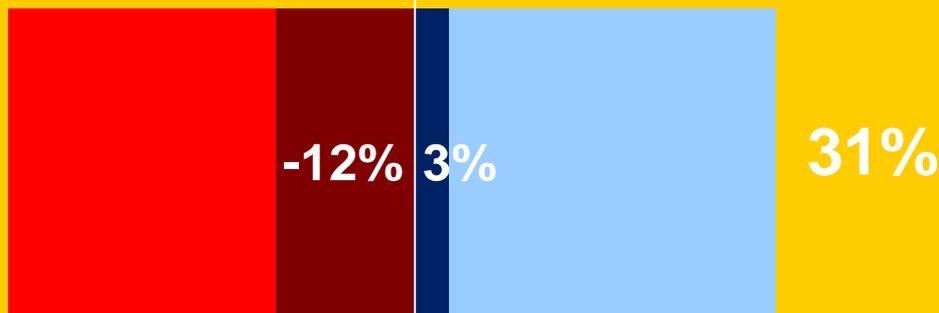
Among all Voters:
32% Excellent/Good 67% Fair/Poor
 (LRP Survey- 3/19/07)



It appears that Latino voters have a “wait and see” attitude when judging the job Pelosi has done thus far. While she has a net-favorable personal profile her job-profile is slightly net-negative.

How would you rate the job being done by Nancy Pelosi as Speaker of the House— excellent, good, just fair, or poor?

Nancy Pelosi -35%



■ Poor ■ Just Fair ■ Excellent ■ Good

34% do not know

Among all Voters:

26% Approve

54% Disapprove

20% Don't know

(LRP Survey- 3/19/07)

Latino voters over age 65 give Pelosi the highest marks (42% excellent/good to 34% fair/poor.)

Darker colors indicate intensity.
Asked of half the sample



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Looking Ahead to 2008

Latino voters are backing Hillary Clinton early in the 2008 campaign.

Obama and Richardson receive favorable ratings, but Clinton dominates the race to this point.



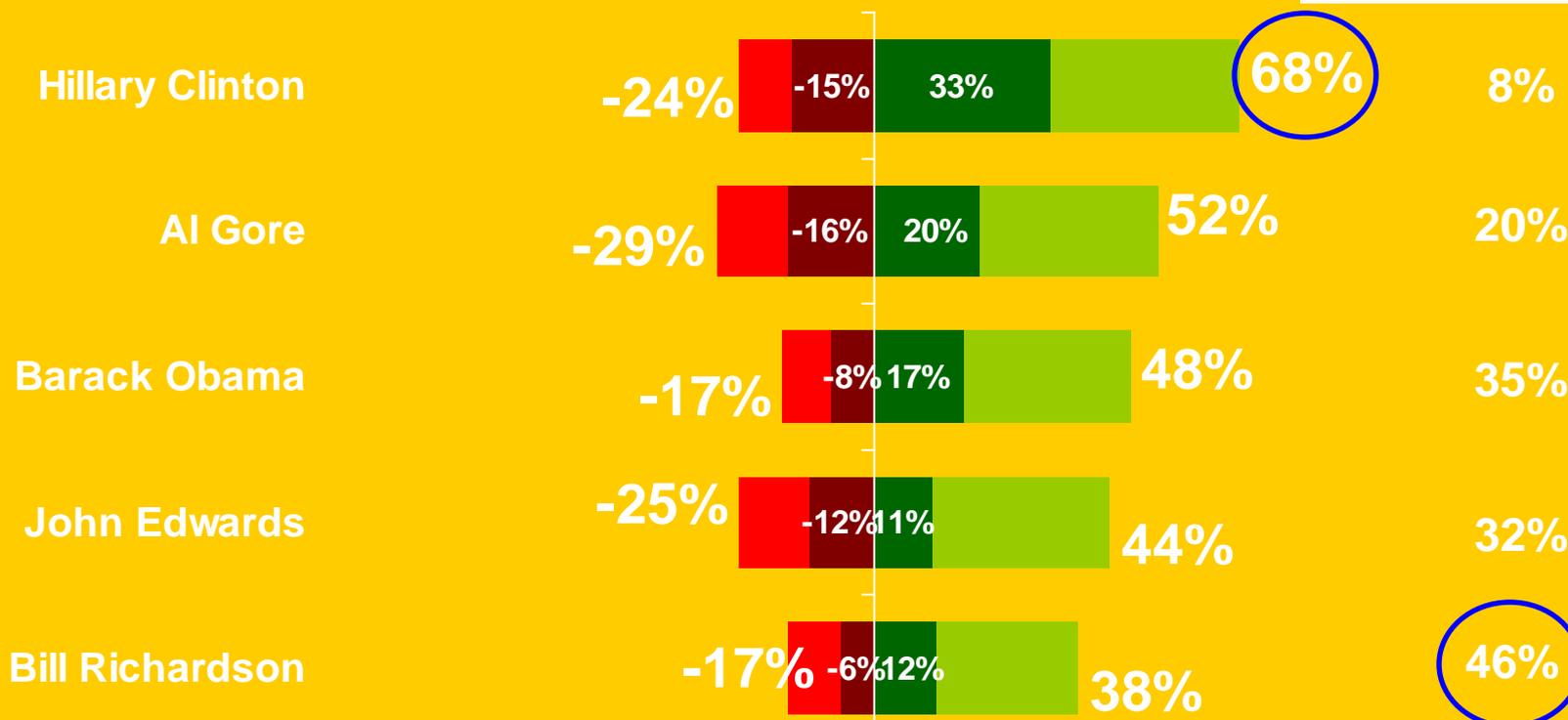


Hillary Clinton is very popular with Latino voters, but all leading Democrats have a positive image. Almost half do not know enough to give Bill Richardson a rating.

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Don't know/Never Heard



Among all voters:

Clinton: 49% favorable; 48% unfavorable

Obama: 54% favorable; 30% unfavorable



Among Democrats, favorable ratings and overall name recognition increase for all the top Democratic contenders, though Clinton still stands out as the favorite among Latino Democrats.

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Darker colors indicate intensity.



Besides Clinton, other candidates are the most popular in the regions they are from – which happens to be where they are most known.

Favorable Net Ratings by Region (Fav – Unfav)	Clinton	Obama	Richardson
All Latino/as	+44	+32	+21
Middle Atlantic	+59	+31	+18
East North Central	+36	+42	+12
South Atlantic	+25	+28	+13
West South Central	+29	+30	+24
Mountain	+36	+32	+27
Pacific	+59	+31	+22



A plurality of Latinos give Giuliani and McCain favorable personal ratings. Gingrich and Romney are mostly unknown to Latino voters thus far – but Gingrich is clearly disliked.

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Don't know/Never Heard



Darker colors indicate intensity.

*Asked of half the sample.

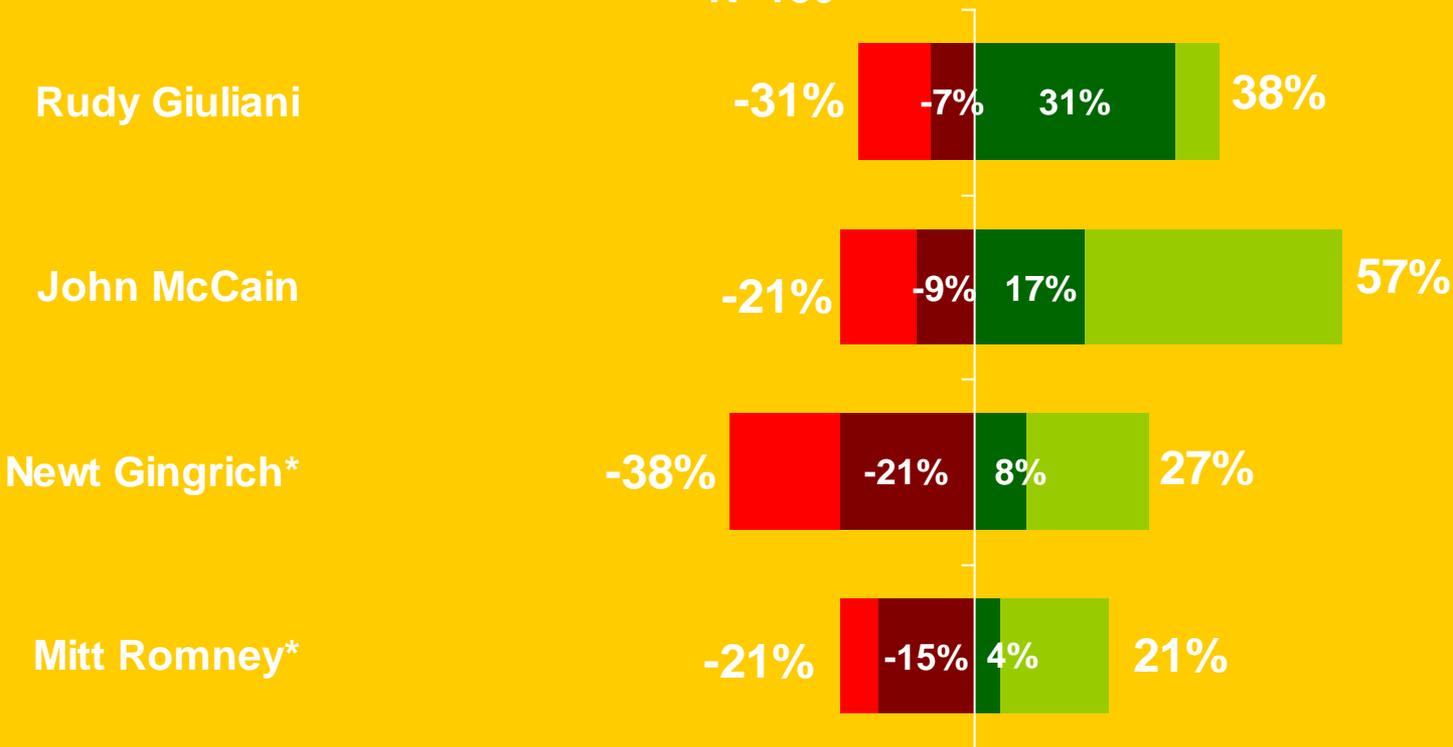


Among Republicans, John McCain emerges as the overall favorite, though more Latinos have an intensely favorable image of Giuliani than McCain.

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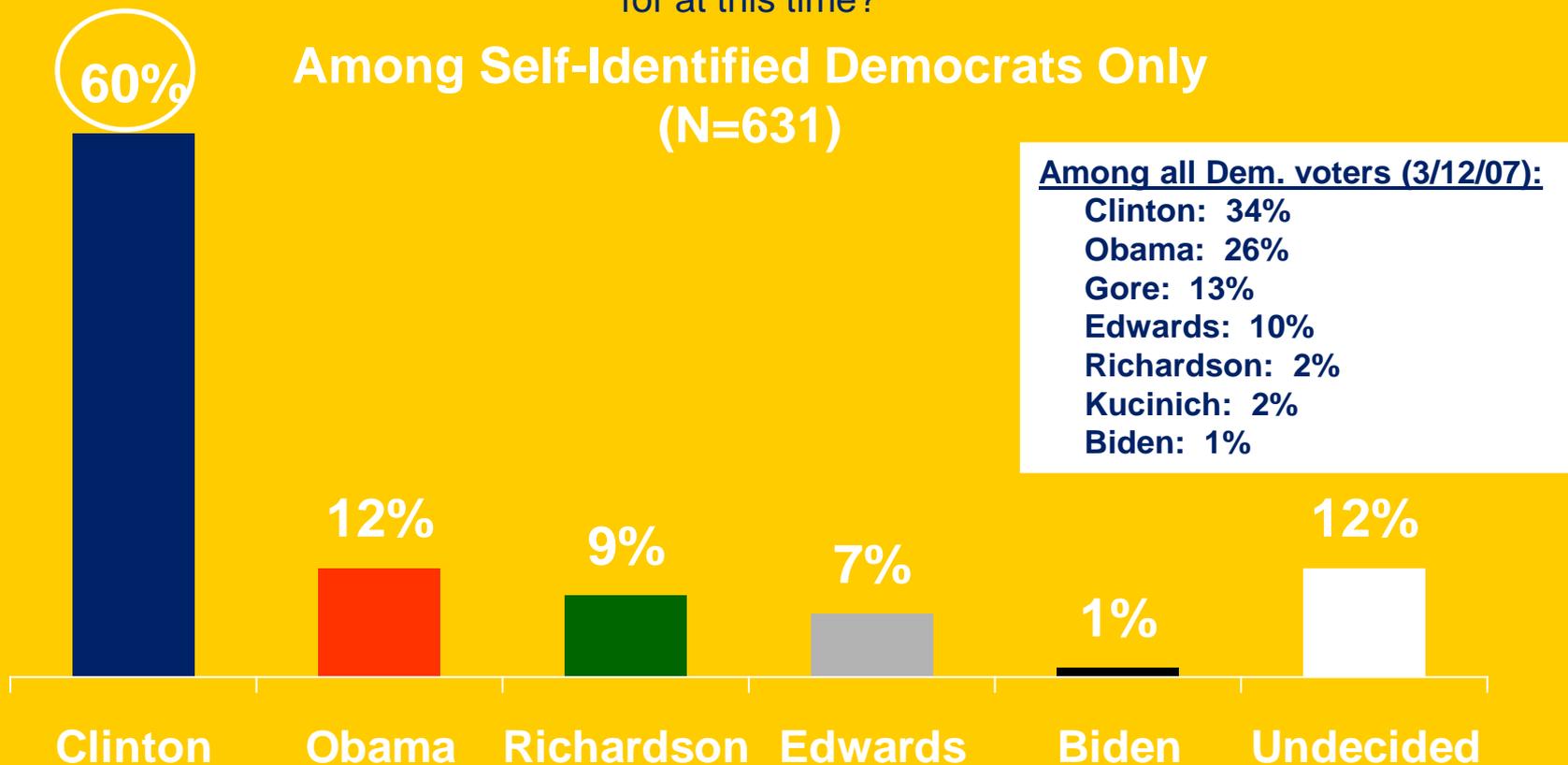
Darker colors indicate intensity.

*Asked of half the sample.



Among self-identified Latino Democrats, Clinton has a commanding lead in the primary ballot.

Out of the leading Democratic candidates for President, [rotate] John Edwards, Barack Obama, Hillary Clinton, Bill Richardson, and Joe Biden for whom are you planning to vote for at this time?





Clinton is strongest across all the regions of country. Richardson does best in the West where Latino/as are more familiar with him as New Mexico's governor, but he receives no bounce from the Latinos in the Pacific states.

Dem. Primary by Region	Clinton	Obama	Edwards	Richardson	Biden
All Latino/as	60%	12%	7%	9%	1%
Middle Atlantic	65%	12	5%	4%	>1%
East North Central	67%	14%	5%	3%	>1%
South Atlantic	51%	18%	14%	6%	>1%
West South Central	53%	13%	9%	13%	1%
Mountain	53%	13%	3%	14%	3%
Pacific	68%	7%	6%	7%	1%



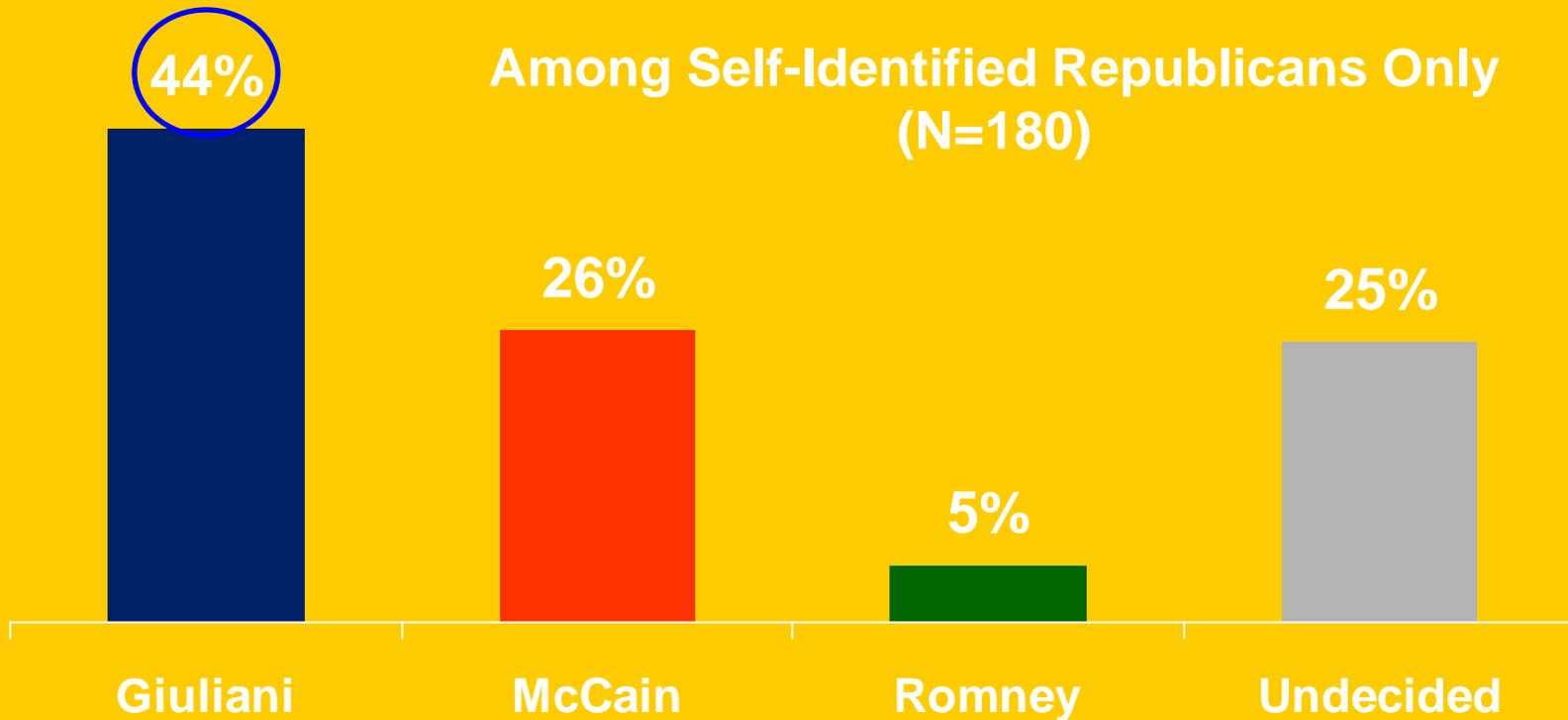
Clinton does best with women and younger Latino/as, Obama and Edwards strongest support is from college educated Latino/as, while Richardson is best with men.

Dem. Primary by Gender, Age, Education	Clinton	Obama	Edwards	Richardson	Biden
All Latino/as	60%	12%	7%	9%	1%
Men	54%	13%	8%	11%	1%
Women	66%	11%	6%	7%	1%
Younger	65%	12%	6%	6%	1%
Older	54%	11%	8%	12%	1%
Non-College	62%	10%	6%	9%	1%
College	51%	23%	11%	7%	>1%



Giuliani is the early front-runner among Latino Republicans. However, one quarter are still undecided.

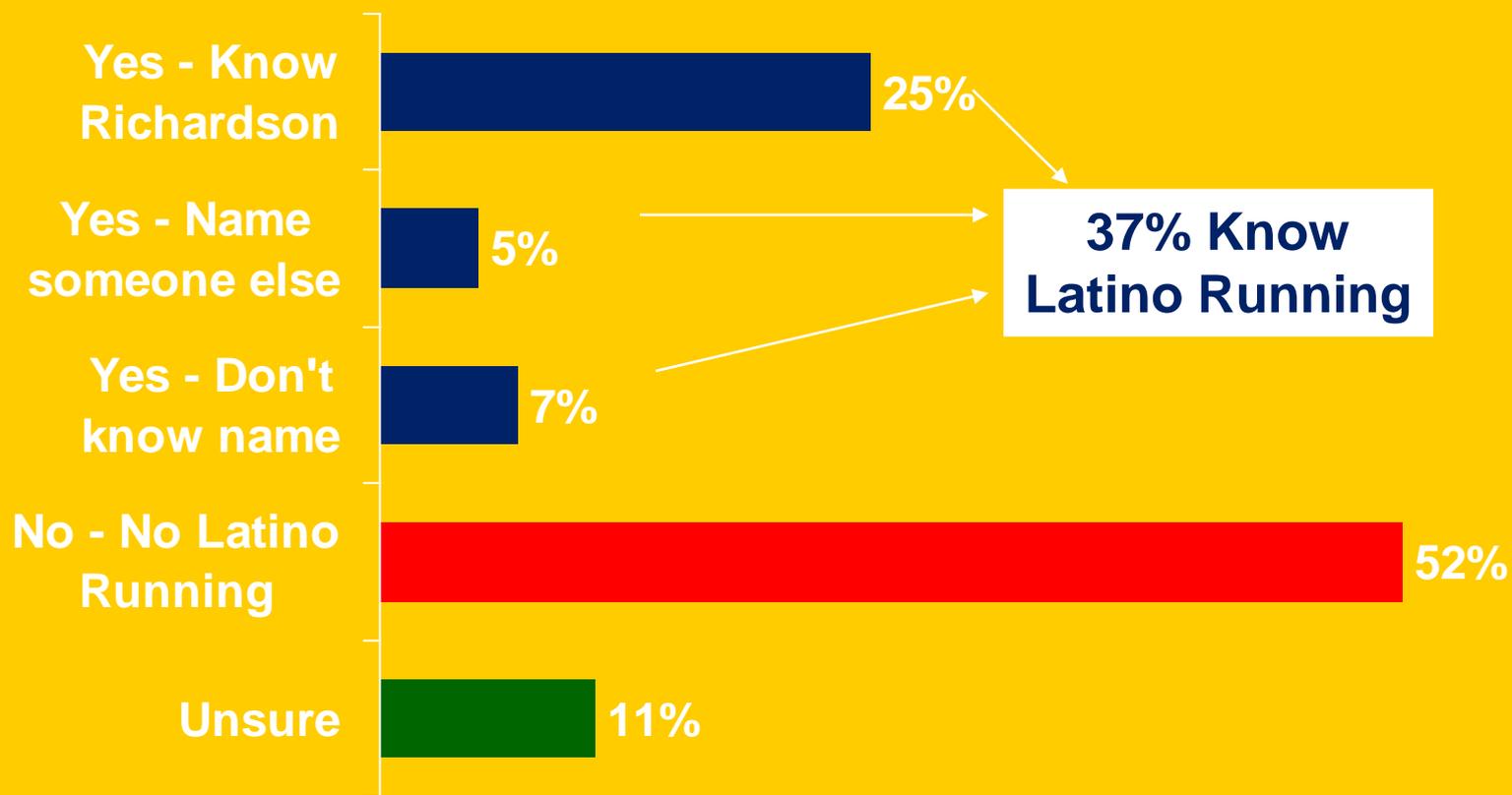
Out of the leading Democratic candidates for President, [rotate] John McCain, Rudy Giuliani, and Mitt Romney for whom are you planning to vote for at this time?





Just one-quarter know Bill Richardson is Latino and is running for President. More than half believe there is no Latino candidate for President.

Have you heard of a Latino running for President of the United States? IF YES: Can you tell me the name of the Latino running for President of the United States?



46% do not know enough about Bill Richardson to give him a favorability rating.



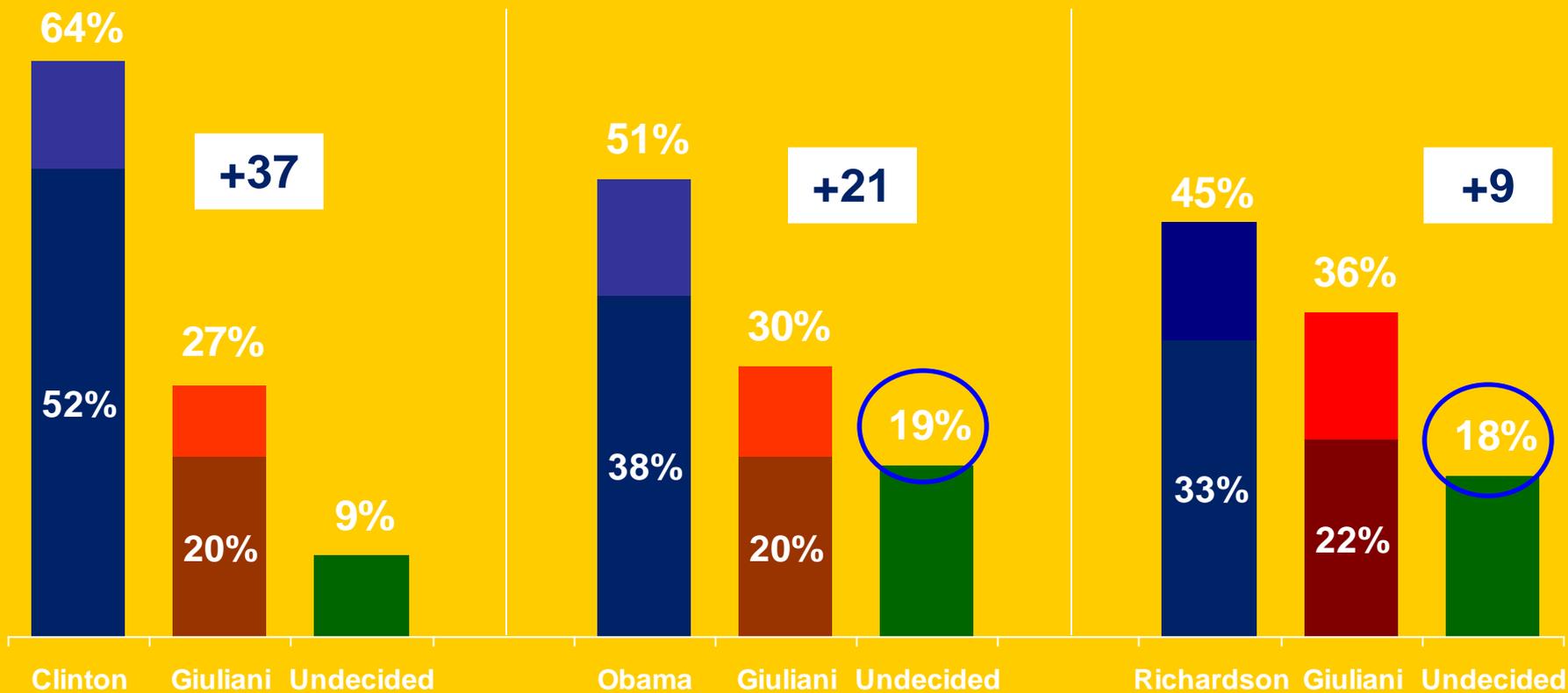
Richardson does better among those who know he is a Latino candidate. However, he still trails Clinton by a wide margin.

Dem. Primary by knowledge of Latino candidate	Clinton	Obama	Edwards	Richardson	Biden	Undecided
All Latino/as (100%)	60%	12%	7%	9%	1%	12%
Yes, heard Richardson (25%)	56%	13%	6%	16%	1%	7%
Yes, heard, don't know name (10%)	73%	8%	>1%	11%	>1%	8%
No, no Latino candidate (52%)	61%	11%	8%	5%	1%	14%



Hillary Clinton wins big among Latinos over Rudy Giuliani. Obama and Richardson also beat Giuliani but by lesser margins and they leave more voters undecided.

And if the election for President were held today and the candidates were Democrat Hillary Clinton/Barack Obama/ Bill Richardson or Republican Rudy Giuliani, for whom would you vote or are you undecided?*



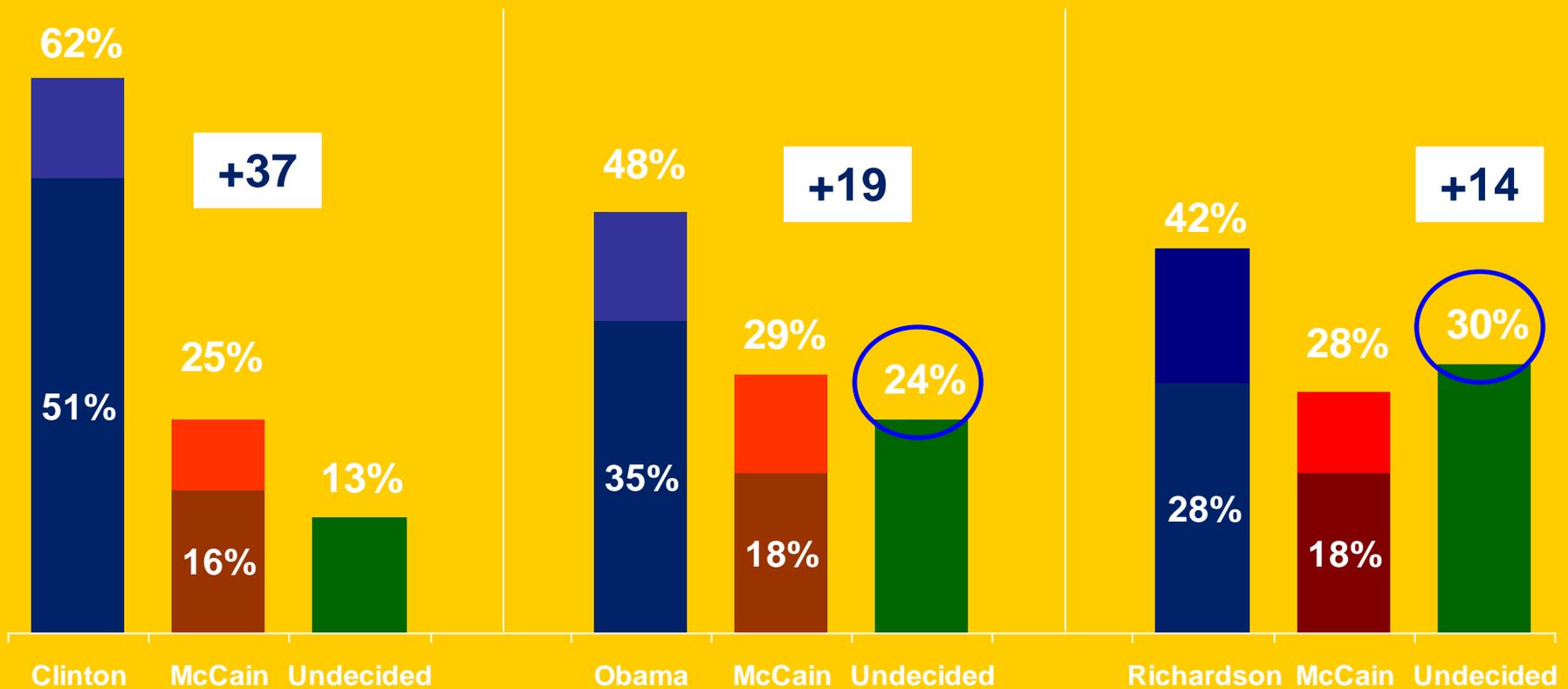
*Asked of half the sample.

Darker colors indicate intensity.



Similar margins prefer the Democratic candidates over John McCain, but with McCain in the race undecided voters increase when Obama and Richardson are the Democratic candidates.

And if the election for President were held today and the candidates were Democrat Hillary Clinton/Barack Obama/ Bill Richardson or Republican John McCain, for whom would you vote or are you undecided?*



*Asked of half the sample.

Darker colors indicate intensity.



Clinton's lead is equally strong against either McCain or Giuliani. Richardson does better against McCain primarily because more voters are undecided in that contest.

Net Summary of General Election Ballots

	Net Dem (vs. Giuliani)	Net Dem (vs. McCain)
Clinton	+37	+37
Obama	+21	+19
Richardson	+9	+14

*Asked of half the sample.



Among voters who know that Richardson is the Latino candidate, his advantage over the Republican candidates rivals Obama's but he still trails behind Clinton.

Among those who know Richardson is the Latino candidate (25%)

Net Summary of General Election Ballots

	Net Dem (vs. Giuliani)	Net Dem (vs. McCain)
Clinton	+59	+45
Obama	+43	+27
Richardson	+42	+35

*Asked of half the sample.



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The War in Iraq

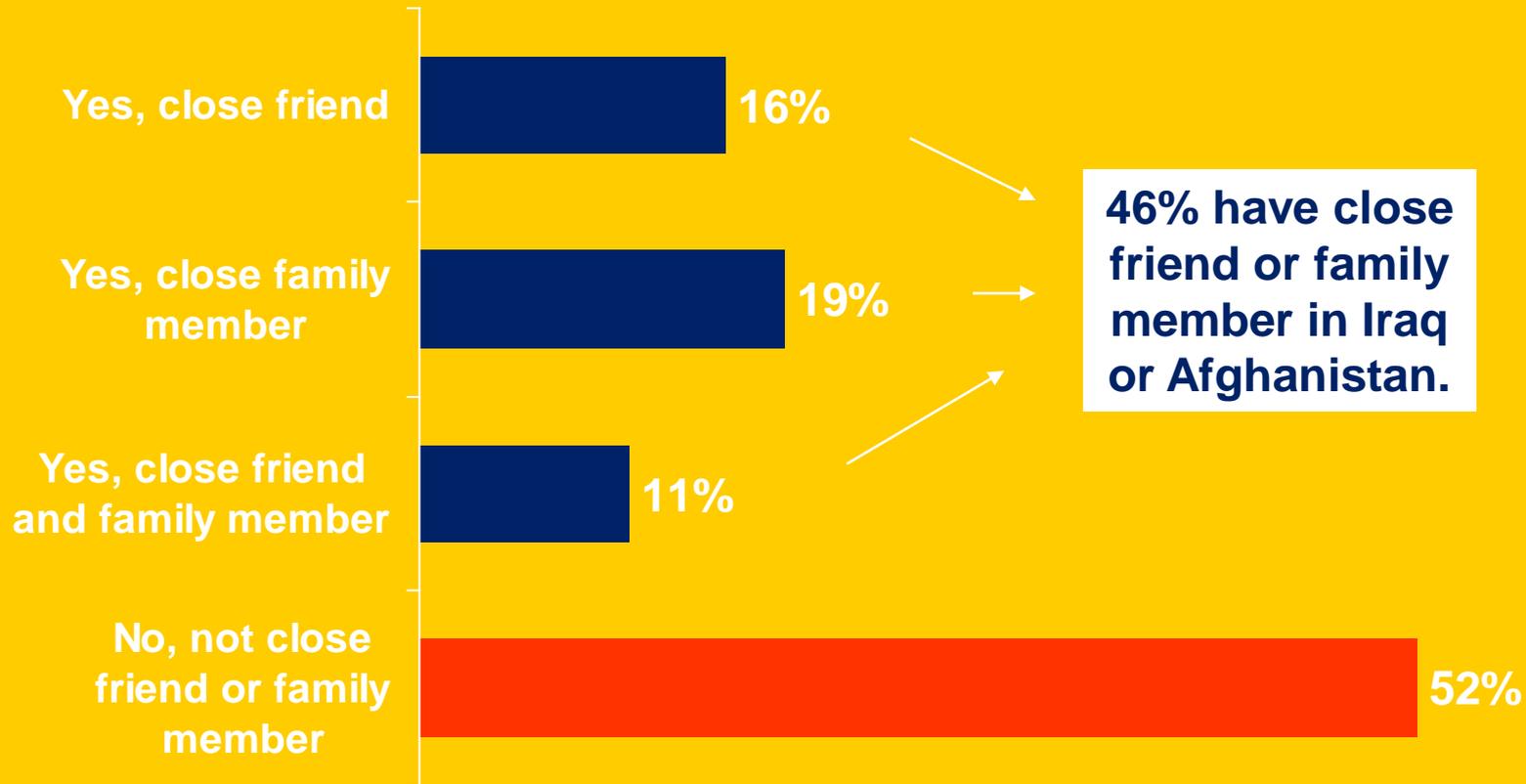
Without question, Latino voters think the war in Iraq is a mistake and want to cut off Bush's funds for the war.





War is something tangible to Latino/a voters. Almost half have a close personal friend or family member serving in Iraq or Afghanistan.

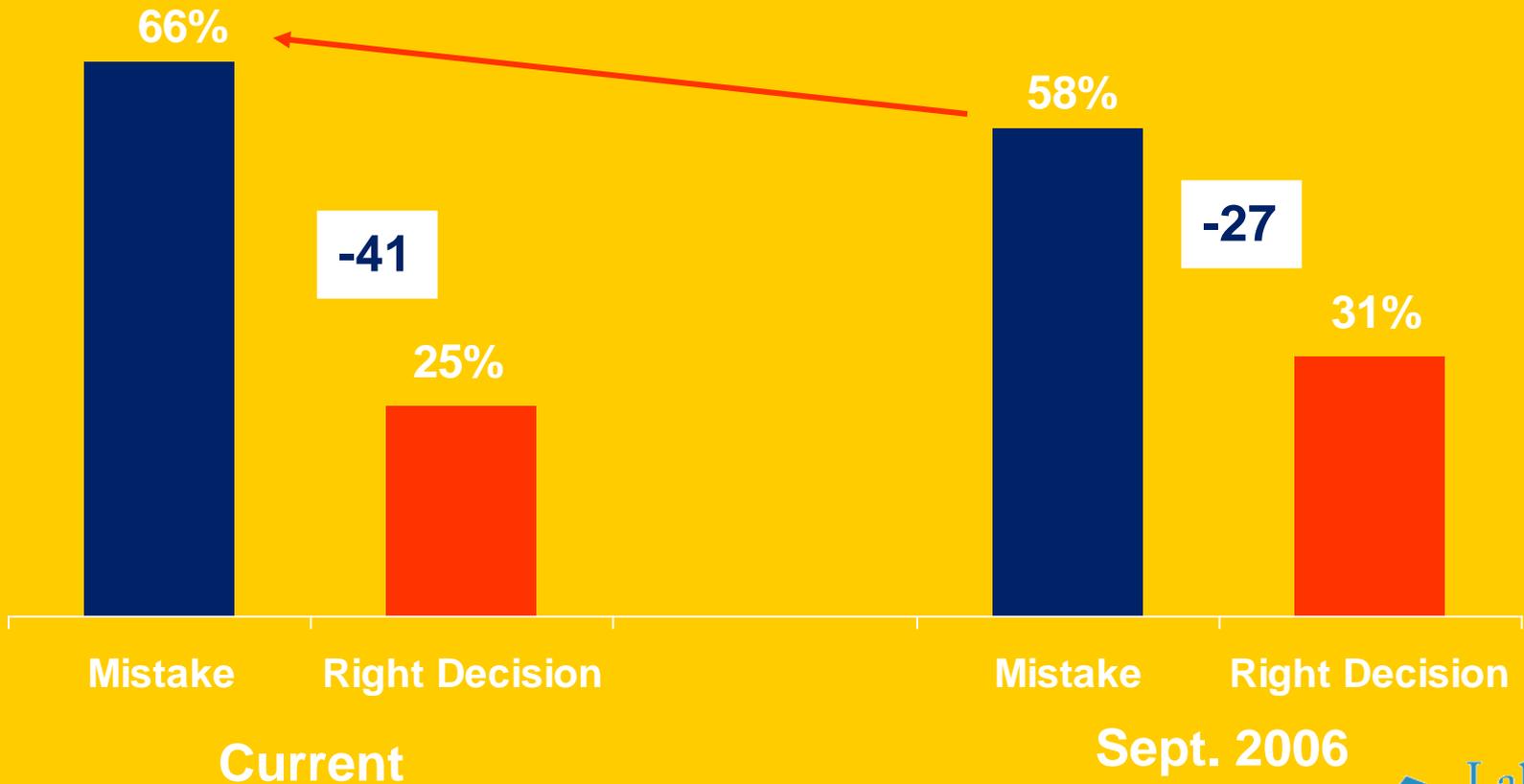
Do you have a close family member or close personal friend who is currently serving in the military in Iraq or Afghanistan?





By more than a two-to-one margin, Latino voters believe going to war was a mistake. In just the past six months, anti-war sentiments have increased among the Latino population.

In view of the developments since we first sent our troops to Iraq, do you think the United States made a mistake in sending troops to Iraq or did we make the right decision?





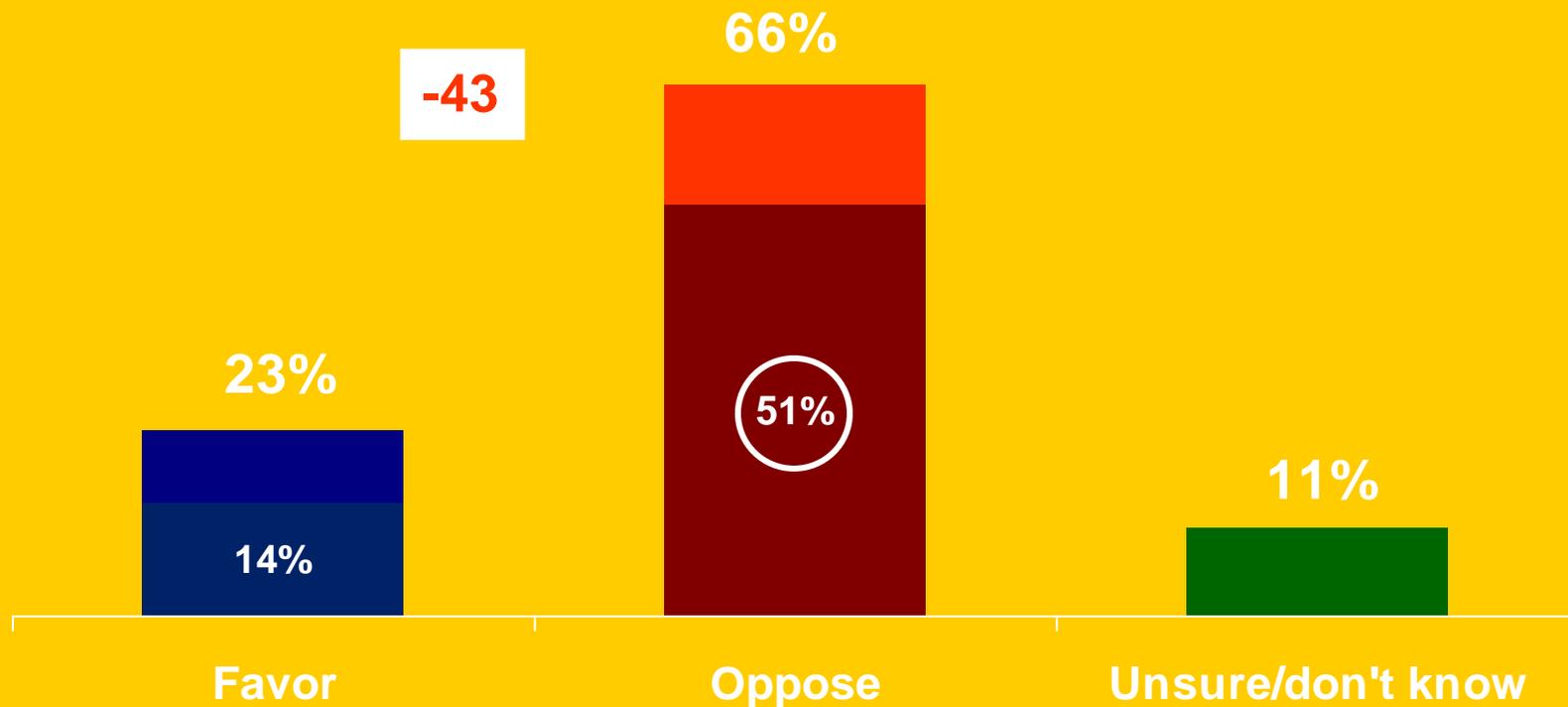
Those who do not know someone serving in Iraq or Afghanistan are slightly more likely to think Iraq was a mistake – but even those with a friend or family member serving think it was a mistake.

	War was a Mistake	Made Right Decision	Net (Mistake – Right Decision)
All Latino/as	66%	25%	+41
Know Family Member/Friend in Iraq or Afghanistan	63%	27%	+36
Do Not Know Family Member/Friend in Iraq or Afghanistan	68%	23%	+45



About two in three Latinos – the same share who say the war was a mistake – oppose Bush’s request for an additional \$100 billion for the war. Half of Latinos strongly oppose funding.

Recently, President Bush has asked Congress for an additional \$100 billion to fund the wars in Iraq and Afghanistan for the remainder of 2007. Do you favor or oppose Congress granting President Bush an additional \$100 billion to fund the wars in Iraq and Afghanistan, or are you unsure?



Darker colors indicate intensity.



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The Energy Crisis

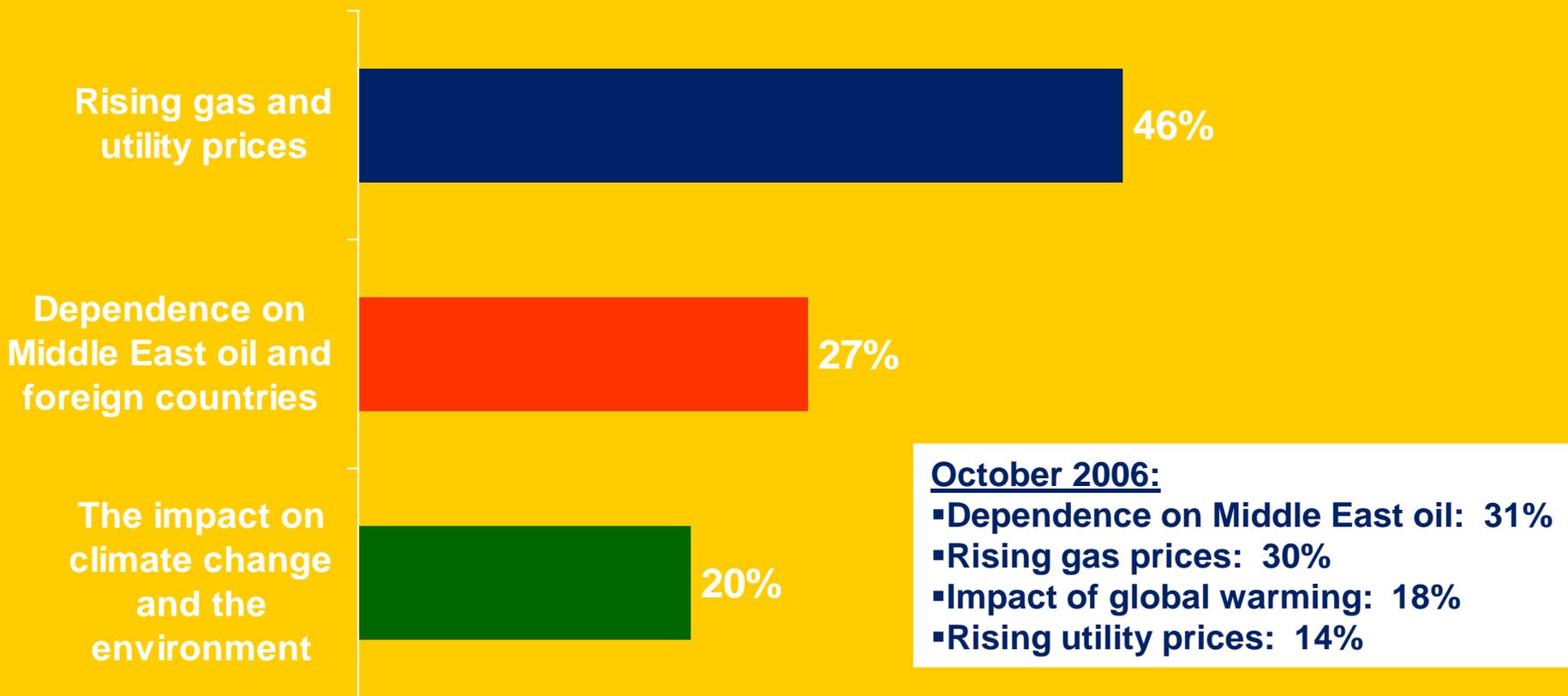
Gas and utility prices are Latino/as main concern when it comes to energy in America. The issue's effect on their pocketbook drives concern. "Renewable" and "Alternative" are strong words.





Almost half of Latino/as cite rising gas/utility prices as their top energy concern. We saw the same concerns among Latino voters leading up to the midterm elections.

And out of the following list, which concerns you most when it comes to our energy situation in America?





Latino/as prioritize expanding renewable energy development and alternative fuels regardless if it is in the context of creating jobs or lessening dependence on foreign oil.

Now, I'm going to read you some new energy projects people have said we should develop in order to **[create jobs at home/reduced our dependence on foreign oil]**, what new projects should be developed immediately to **[create jobs at home/reduced our dependence on foreign oil]**?

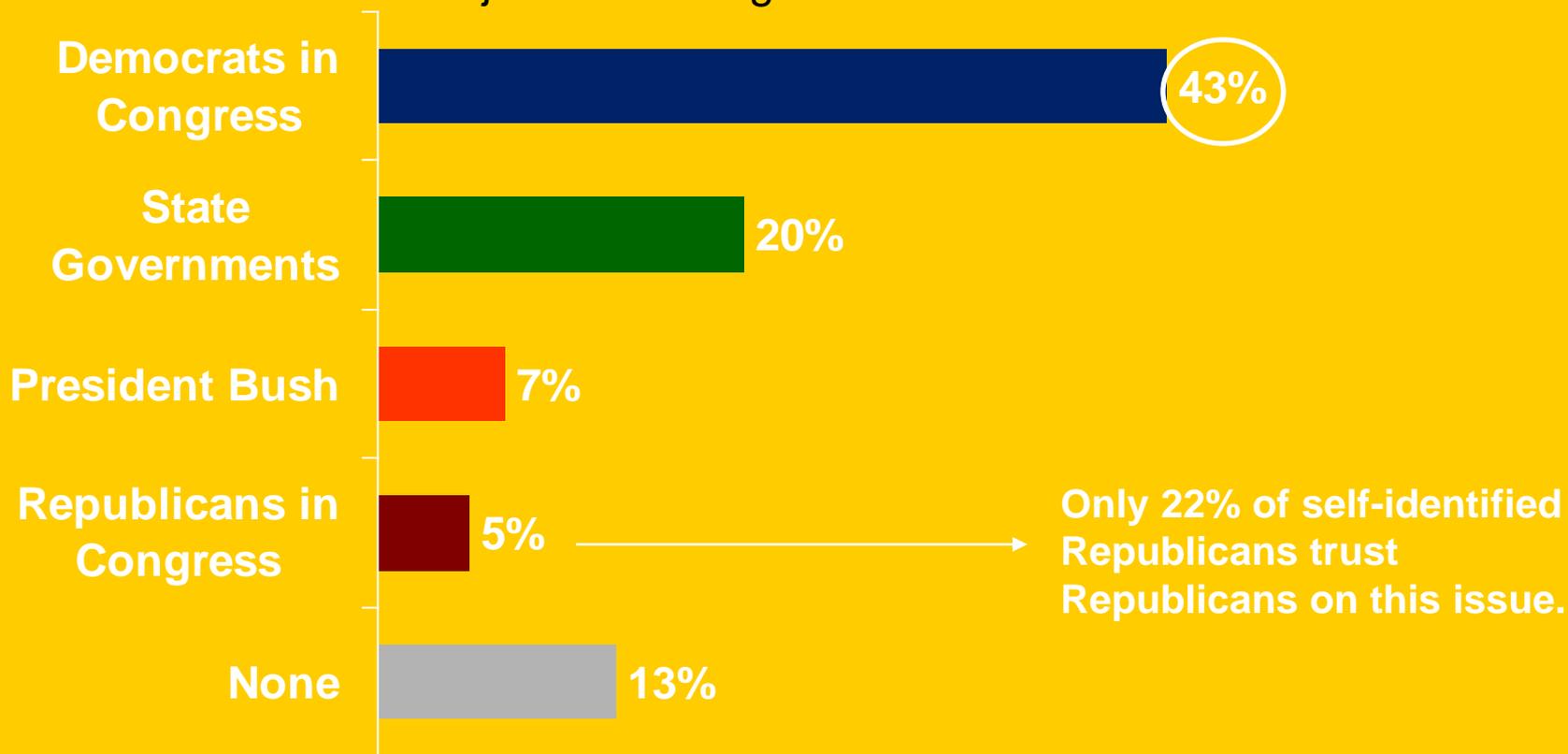
	Context of Creating Jobs At Home*	Context of Reducing Dependence on Foreign Oil*
Expand renewable energy development by promoting technologies in solar, biomass, and wind	31%	31%
Produce more alternative fuels like ethanol	25%	31%
Produce more hybrid cars	17%	15%
Reconstruct old buildings to be more efficient	8%	6%
Invest in more efficient factories	7%	4%

*Asked of half the sample.



Latinos trust Democrats when thinking about the problems of climate change. They do not trust Republicans and President Bush on this issue.

When thinking about the problems of climate change, who do you trust to do a better job of handling this issue?



In October 2006, 52% said the Democrats would do a better job on energy prices than Republicans (21%), and 49% said the Democrats would do a better job than President Bush (17%).



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