



behavior research center's

Latino Poll

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LOW TURNOUT AMONG ARIZONA LATINOS MAY TRACE TO LACK OF VISIBLE LATINO POLITICAL HEROS

Phoenix, Arizona, November 23, 2005. Three-quarters of Latinos in Arizona, including 63 percent of those who are registered to vote, are unable to nominate Latino office holders whom they identify as their favorites. Among the third who do name favorites, the only Arizona office holders mentioned are Congressmen Ed Pastor and Raul Grijalva and State Legislator Steve Gallardo.

Most other mentions are for non-Arizona politicians such as Alberto Gonzalez (U.S. Attorney General), Bill Richardson (Governor of New Mexico), Tony Villaraigosa (Mayor of Los Angeles) plus a smattering of names such as Luis Guterrez (IL) Cruz Bustamante (CA) Loretta Sanchez (CA) and Henry Cuellar (TX).

Another interesting aspect of the results to this line of questioning is that, with the exception of one individual – Loretta Sanchez, Congresswoman, California – no other Latina political leaders were nominated. Also, barely 20 percent of Arizona Latinas nominated anyone at all. A similar pattern is found among Latinos under the age of 35 – only 18 percent could nominate anyone.

The findings outlined in this report are based on a survey of 402 Latino adult heads of household including 263 voters across Arizona, conducted between October 6th and 31st, 2005, by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit www.brcpolls.com to read this and other recent polls.

Women in the Latino community are much more focused on Arizona politicians than are men and particularly on Ed Pastor. Among men, national figures such as Alberto Gonzales, Bill Richardson, Luis Gutierrez and Tony Villaraigosa appear to have been more successful in capturing their imagination. Younger voters appear very aware of Ed Pastor, but all of their other nominations focus on Latino leaders from other areas: Cruz Bustamante, Bill Richardson and Loretta Sanchez.

Considering the fact that registration drives and get out-the-vote efforts targeting Latinos have had only marginal success in producing heavy Latino turnout on election day in Arizona, it may be reasonable to conclude that simply getting Latinos registered to vote will remain ineffective on election day until other things also happen. Although it is not entirely clear what will help to stimulate greater voting among Latinos, several hypotheses come to mind:

- Are traditional or even aspiring Latino leaders in the state out of touch with the kinds of issues that are of greatest importance to rank-and-file Latino voters? Past research suggests that these include the economy, the war in Iraq, quality of education, some civil liberties issues, immigration reform and tax policies affecting the emerging Latino

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middle class. A fascinating aspect of the results to this survey is that long-time politicians in county and state government here in Arizona received no nominations whatever. Does this also imply that they are out of touch with today's Latino voters and their issue orientation?

- Do existing and aspiring Latino political leaders need to assume more aggressive leadership positions on a broader array of issues? If they do not, will Latino voters continue to look elsewhere for leadership? It is noteworthy that in this poll, several non-Latinos were nominated even though the question clearly asked them to nominate political leaders who are Latino. These included Arnold Schwarzenegger and Janet Napolitano and Norman Mineta.
- Do these findings imply that Latino politicians are unskilled at getting press coverage for themselves or, perhaps, that they find it more difficult to get coverage in much of the English- and Spanish-language media?
- Does the study imply that aspiring Latino politicians who are willing and able to more aggressively popularize their views on issues may be able to compete for the hearts and minds of alienated Latino voters since there are no strong existing political icons to challenge their efforts?

We will just have to stay tuned to see if new political leadership begins to emerge in Arizona to fill the apparent void.

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EDITOR'S NOTE: This Latino Poll (2005-IV-07) is based on 402 telephone interviews with Latino heads of household across Arizona, and 263 Latino voters, conducted from October 6th through October 31st, 2005. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 5.0 percent of what they would have been had the entire Latino adult population been surveyed. The margin of error for the voter sample is +/- 6.1 percent. The Latino Poll is a part of the ongoing series of Rocky Mountain Polls conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

BELOW: Statistical data. For this and other polls. See www.brcpolls.com/results

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
LTLP 2005-IV-07

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"These days, who would you say are the Latino office holders you respect the most or consider to be your favorites?"

	EXPRESSED AS A PERCENT OF			
	All Latinos	Those With a Nomination	All Latino Voters	Voters With a Nomination
<u>ARIZONA OFFICE HOLDER</u>				
Ed Pastor (Congress)	10%	41%	17%	43%
Raul Grijalva (Congress)	3	9	4	9
Steve Gallardo (State House)	1	3	*	1
<u>OTHER OFFICE HOLDERS</u>				
Alberto Gonzales (U.S. Attorney General)	3	11	4	9
Bill Richardson (Gov. NM)	3	10	4	9
Tony Villarigosa (Mayor, L.A.)	2	7	2	5
Luis Guitierrez (Congress, IL)	1	4	2	4
Cruz Bustamante (Lt. Gov. CA)	1	3	1	2
Loretta Sanchez (Congress, CA)	*	2	1	2
Henry Cisneros (HUD secretary)	*	2	0	0
Henry Cuellar (Congress, TX)	*	2	*	1
<u>MEXICAN POLITICIANS</u>				
Vicente Fox (President)	*	2	*	1
Benito Juarez (Ex-President)	*	2	0	0
I can think of none	75	—	63	—

* = less than .05

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