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# **Latino Poll**

NEWS RELEASE  
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## ARIZONA LATINO VOTERS HEAVILY SUPPORT NAPOLITANO AND FAVOR TWO TO ONE FOR PEDERSON

Phoenix, Arizona, July 25, 2006. If Latino leadership and the Democratic Party are able to deliver a strong turnout of Latino voters in November (something they have not shown themselves able to do well in the past) there can be little doubt that Democrats Janet Napolitano and particularly Jim Pederson will owe much to Latino Voters. The probability that Latino voters in Arizona could play a decisive role in the outcome of the 2006 election traces to their lopsided support for Janet Napolitano's re-election bid and the fact that, as of mid-July, Latino voters appear poised to give a two to one majority of their votes to Democrat Jim Pederson.

Given the fact that Pederson still trails incumbent Jon Kyl, he will need every vote he can lay his hands on and a good turn out from Latinos.

Napolitano's strength among Latinos is awesome: in two test elections for the Governor's office, Napolitano bests both Len Munsil and Don Goldwater dramatically. In a three way test election, she swamps opponent Goldwater by 72 to 14 percent and Libertarian Barry Hess draws only two percent. When Napolitano is pitted against Republican Len Munsil, the result is much the same: 69 percent for Napolitano, 13 percent for Munsil and just a handful for Barry Hess.

Two key factors underpin Napolitano's strength: (1) her support among Democrats is as close to unity as may be possible – 86 percent – by far the highest we have recorded for a Democrat candidate in more than 30 years; and (2) over a third of Latino Republicans are crossing over to support her candidacy. Len Munsil fares somewhat better at holding Republicans loyal to the GOP ticket, but even in his case over a third of Republican Latino voters are defecting to the Napolitano camp.

The findings outlined in this report are based on a survey of 200 registered Latino voters across Arizona, conducted between July 1 and July 15, 2006, 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](http://www.brcpolls.com) to read this and other recent polls.

A look at the U.S. Senate race through the eyes of Latino voters leaves little doubt that if Napolitano energizes them to vote in record numbers, she may have coat tails that will help the Democratic candidate in the U.S. Senate race and potentially other Democrats further down the ballot in both congressional and state races. Democratic candidate Jim Pederson is looking to unseat incumbent Jon Kyl, a very conservative Republican who has been a staunch supporter of President Bush on such troublesome issues as the war in Iraq, stem cell research and domestic spying. Among Latino voters, Jim Pederson is currently leading Jon Kyl by a narrower lead than

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Napolitano enjoys over her rivals, but nonetheless attracts an impressive 47 to 24 percent margin, a margin that widens in major media markets and particularly in Maricopa County where Pederson leads among Latino voters by 58 to 15 percent. Pederson is also demonstrating his greatest voter appeal among urban Latinos and those over 35 years of age. At the same time, however, Senator Kyl is noticeably more competitive with Pederson among rural Latinos and those in the upper income segments of the Latino community.

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**EDITOR'S NOTE:** This Latino Poll (2006-III-02) is based on 400 telephone interviews with Latino heads of household and 200 registered voters across Arizona, conducted from July 1 through July 15, 2006. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 4.5 percent of what they would have been had the entire Latino adult population been surveyed. The voter segment included 200 respondents and the margin of error for that sample is plus or minus 7.1 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](http://www.brcpolls.com/results)

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**STATISTICAL DATA**

Behavior Research Center  
Rocky Mountain Poll - Arizona  
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“If the election for U.S. Senator for Arizona were being held today, who would you vote for if the candidates were...(Names Rotated)

Latino Voters in Arizona

	Democrat Jim Pederson	Republican Jon Kyl	Libertarian Richard Mack	Undecided
Total	47%	24%	1%	28%
Men	44	28	1	27
Women	51	18	2	29
Maricopa	58	15	*	27
Rural	31	34	4	35
Pima	49	25	*	26

\*Indicates less than 1/2 of one percent

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“If the election for Governor of Arizona were being held today, which of the following candidates would you vote for. (Names Rotated)

Latino Voters in Arizona

|          | Democrat<br>Janet<br>Napolitano | Republican<br>Len<br>Munsil | Libertarian<br>Barry<br>Hess | Undecided |
|----------|---------------------------------|-----------------------------|------------------------------|-----------|
| Total    | 69%                             | 13%                         | 2%                           | 16%       |
| Men      | 65                              | 18                          | 2                            | 15        |
| Women    | 74                              | 5                           | 2                            | 19        |
| Maricopa | 76                              | 5                           | 2                            | 17        |
| Pima     | 67                              | 15                          | 2                            | 16        |
| Rural    | 64                              | 18                          | 3                            | 15        |

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	Democrat Janet Napolitano	Republican Don Goldwater	Libertarian Barry Hess	Undecided
Total	72%	14%	2%	12%
Men	73	15	1	11
Women	71	12	2	15
Maricopa	70	9	5	16
Pima	73	16	*	11
Rural	73	16	*	11

\*Indicates less than 1/2 of one percent

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