



behavior research center's

Latino Poll

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DEMOCRAT LATINO VOTERS IN ARIZONA FAVOR WESLEY CLARK. HOWARD DEAN AND JOE LIEBERMAN CLOSE BEHIND

Phoenix, Arizona, October 2, 2003. Half of registered Latino Democrats in Arizona have a preference for who they will support in the upcoming Democratic presidential primary in Arizona. And, while Howard Dean and Joe Lieberman are close on the tail of Wesley Clark, Clark is ahead despite only recently entering the race. Among those with a preference, Clark has 25 percent of the Latino vote, a six-point lead over Howard Dean who is at 19 percent and eight points ahead of Joe Lieberman, who claims third place with 17 percent.

Dick Gephardt is in fourth place with 14 percent of the vote, while John Edwards attracts roughly ten percent. Further behind is John Kerry at six percent. At the bottom with less than five percent each are Bob Graham, Al Sharpton, Dennis Kucinich and Carol Mosely Braun.

The strength of Wesley Clark is impressive considering he has only been in the race a few weeks and his number one position among Latino voters may be a reflection of the generally conservative and the patriotic/pro-military profile of many Latino voters. At the same time, the fact that 48 percent of Arizona's Latino voters remain uncommitted suggests with months of campaigning ahead, the outcome is anything but certain.

Not all Latino voters are Democrats and each year the proportions are shifting gradually toward the GOP. Today, 66 percent of Latino voters are registered with the Democratic party but 29 percent are Republicans and a small percent are registered Independents. When Republican and Independent Latinos are asked whether they think President George W. Bush deserves another term as president or if it is time for new leadership, we find a highly divided view. Only 52 percent currently favor his reelection while four in ten favor someone new and the balance are unsure. This surprising division makes it clear that whatever support President Bush may have enjoyed among Latino Republicans is already eroding seriously.

The findings outlined in this report are based on a survey of 400 Hispanic heads of household across Arizona, conducted between September 23 through September 25, 2003, 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.

EDITOR'S NOTE: This Latino Poll (2003-III-13) is based on 400 telephone interviews with Hispanic heads of household across Arizona, conducted from September 23 through September 25, 2003. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 4.4 percent of what they would have been had the entire Hispanic adult population been surveyed. The registered voter subsample includes 225 voters and has a margin of error estimated at plus or minus 6.5 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
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"If the Democratic primary election for President of the United States were being held today, which of the following candidates would you vote for?"

	<u>AS PERCENT OF</u>	
	<u>All</u>	<u>Those With A</u>
	<u>Democrats</u>	<u>Preference</u>
Wesley Clark	13%	25%
Howard Dean	10	19
Joe Lieberman	9	17
Dick Gephardt	8	14
John Edwards	5	10
John Kerry	3	6
Carol Mosely Braun	2	4
Dennis Kucinich	1	3
Bob Graham	1	2
Undecided	<u>48</u>	<u>--</u>
	100	100%

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