



*behavior research center's*

# **Latino Poll**

NEWS RELEASE  
LTLP 2006-III-01

Contact: Earl de Berge  
Research Director

HILLARY CLINTON TOP PRESIDENTIAL CHOICE OF LATINO DEMOCRATS;  
JOHN MCCAIN HEAD MAN AMONG REPUBLICAN LATINOS

Phoenix, Arizona July 21, 2006. Just over a fifth of registered Latino voters in Arizona identify with the Republican party and they are lining up four square behind favorite son John McCain to lead the party in 2008. Only Bill Frist attracts double digit votes (11%) from Latino Republicans, which Newt Gingrich, Mitt Romney, George Allen and Rudy Giuliani barely move the needle.

Although Latino Republicans will have only a very modest impact in the GOP presidential primary, the same cannot be said of the 65 percent of Latinos who are registered as Democratic voters. It appears that a three way contest could be on the horizon in this state, for even though Hillary Rodham Clinton leads the pack with 40 percent of the test vote, John Kerry has 21 percent and Al Gore has 12 percent. John Edwards, Joe Biden and Wesley Clark attract only five percent or less from Latino votes.

Democratic Latinos reveal some interesting patterns in their preferences that could prove important as the campaign matures. For example, women are well above the average in their favorable response to Hillary Clinton while Al Gore may prove to be quite competitive for the vote of men. It also appears that younger Latinos voters (under 35 years of age) are far more likely to support John Kerry than any other candidate while among older Latino voters, Clinton is the lead choice.

The findings outlined in this report are based on a survey of 400 Latino heads of household and 200 registered 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.

-30-

**EDITOR'S NOTE:** This Latino Poll (2006-III-01) 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 +/-7.0 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)

**STATISTICAL DATA**

Behavior Research Center  
Rocky Mountain Poll - Arizona

For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results).

LTLP 2006-III-01

“Next I will read you the names of six people who may be running in the (Democratic/Republican) primary for president in 2008. After I read the names, please just tell me which one you support at this time.”

| Latino Democratic Voters |     | Latino Republican Voters |     |
|--------------------------|-----|--------------------------|-----|
| Hillary Rodham Clinton   | 40% | John McCain              | 66% |
| John Kerry               | 21  | Bill Frist               | 11  |
| Al Gore                  | 12  | Newt Gingrich            | 3   |
| John Edwards             | 5   | Mitt Romney              | 3   |
| Joe Biden                | 4   | George Allen             | 1   |
| Wesley Clark             | 1   | Rudy Guiliani            | 0   |
| Undecided/None of these  | 17  | Undecided/None of these  | 21  |

~~~~~