



behavior research center's

Latino Poll

NEWS RELEASE
LTLP 2004-III-15

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ARIZONA LATINOS FAVOR KERRY BUT MORE ARE UNCOMMITTED
NEITHER KERRY NOR BUSH MAKE GAINS

Phoenix, Arizona, September 27, 2004. Senator John Kerry enjoys a 53 percent to 30 percent lead over President Bush among Arizona Latino voters, but some Latinos appear to be moving away from both candidates and into the undecided column. Kerry's share of the Latino vote shrank from 57 to 53 percent over the summer and Bush edged downward from 31 to 30. Undecided rose to 17 percent from only eight.

The small shifts in candidate preference found in this survey are within the margin of error of the survey so it appears that there has been little change in their voting preferences since March. Of interest is the finding that the small percent of Latinos who favored Ralph Nader in March apparently switched to neither Bush nor Kerry, but instead slid into the undecided column and Libertarian candidate Michael Badnarik attracted no votes in this poll.

The findings outlined in this report are based on a survey of 241 Hispanic registered voters across Arizona, conducted between September 13th and September 20th, 2004, 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.

Also of interest is the finding that it is among Latino women that uncertainty about how to vote is growing. More specifically, fully a fifth of women are now in the uncommitted column compared to only 14 percent of men.

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EDITOR'S NOTE: This Latino Poll (2004-III-15) is based on 241 telephone interviews with 240 Latino registered voters across Arizona, conducted from September 13 through September 20, 2004. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 6.4 percent of what they would have been had the entire Latino adult voter population been surveyed. 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

For this and other polls, see www.brcpolls.com/results.

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“If the election for President of the United States were being held today who would you vote for if the candidates were: (ROTATE ORDER OF PRESENTATION)”

ALL RESPONDENTS

	<u>March 04</u>	<u>Sept. 04</u>
Republican George W. Bush	31%	30%
Democrat John Kerry	57	53
Independent Ralph Nader (March)	4	0
Libertarian Michael Badnarik (Sept.)	0	0
Undecided	<u>8</u>	<u>17</u>
	100%	100%

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ALL RESPONDENTS

|          | <u>Bush</u> | <u>Kerry</u> | <u>Un-committed</u> |
|----------|-------------|--------------|---------------------|
| TOTAL    | 30%         | 53%          | 17%                 |
| Maricopa | 33          | 52           | 15                  |
| Pima     | 26          | 60           | 14                  |
| Rural    | 30          | 49           | 21                  |
| Women    | 28          | 52           | 20                  |
| Men      | 32          | 54           | 14                  |

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