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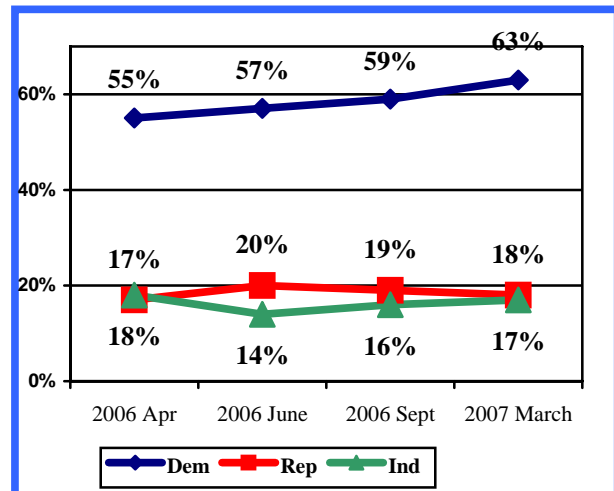
Rick Johnson
Vice President

To: Interested Parties
From: Celinda Lake and Joshua Ulibarri
Date: April 2, 2007
Re: Latino Attitudes on Upcoming Presidential Election

Lake Research Partners, on behalf of the Latino Policy Coalition (LPC), recently concluded another round of survey research among Latino/a registered voters. This was the fourth installment of survey research that began in April of 2006. LPC also funded two rounds of focus groups last year that informs the continuing research. In this case, we interviewed 1,000 Latino registered voters in 23 states with the highest Latino populations from March 13 to 21. The survey focused on the war in Iraq, the 2008 Presidential election, attitudes toward Congress and President Bush, and energy issues.

INCREASING DEMOCRATIC PARTISANSHIP

Latinos are steadily becoming more Democratic. Any notion that President Bush would permanently bridge the gap between the Republican Party and Latino voters is bunk. As the graph shows, sixty-three percent of registered Latino voters self-identify as Democrats. This is up from 55% in April of last year – an 8-point increase—and the increase has grown steadily over the time that LPC has been polling registered Latinos. Only 18% of Latinos identify as Republicans. The movement toward identifying as Democrats is strongest among voters under age 30 (+9 since September), voters over age 65 (+11), blue collar women (+8), single Latinos (+11), and Latinos with household incomes under \$40,000 (+8).



LATINOS HAVE A FAVORABLE IMPRESSION OF LEADING DEMOCRATIC CANDIDATES

Most leading presidential candidates of both parties have a favorable image among Latino voters. Images are more mixed for the leading Republicans, but

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even they have net positive ratings. Senator Hillary Clinton’s favorable ratings are strong with 68% of Latinos rating her favorably and only a quarter rating her unfavorably. Senator Barack Obama also has a net favorable rating (48% favorable, 17% unfavorable), but a third of Latinos either cannot rate him (25% no opinion) or have never heard of him (10%). Similarly, Governor Bill Richardson has a net-favorable image (38% favorable, 17% unfavorable), but is relatively unknown (31% no opinion, 15% never heard). Former Vice-Presidential nominee John Edwards is more popular than Richardson but less so than Obama (44% favorable, 25% unfavorable, 32% no opinion/never heard). Republicans Giuliani (45% favorable, 31% unfavorable) and McCain (37% favorable, 32% unfavorable) have more mixed images but are still popular.

STRONG SUPPORT FOR DEMOCRATIC PRESIDENTIAL CANDIDATES

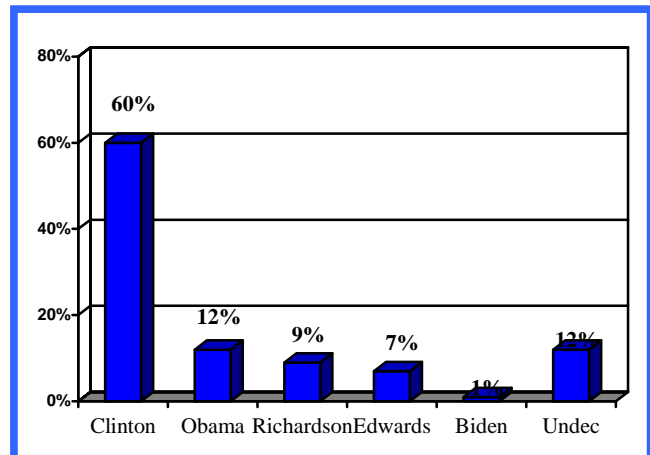
Latinos’ strong Democratic partisanship contributes to the large lead Democratic candidates have against leading Republicans. *As the table shows below, Senators Hillary Clinton and Barack Obama and Governor Bill Richardson have large leads against Senator John McCain and former Mayor Rudy Giuliani.* Clinton’s leads in both cases are much larger than either Obama’s or Richardson’s, but in all cases the Democrat’s lead is in double digits. More voters are undecided when McCain is the Republican candidate than when Giuliani is. In each ballot, the only Latinos who prefer the Republican candidate to the Democratic candidate are self-identified Republican Latino voters. Importantly, at this early stage, only Clinton’s lead comes close to the Democratic partisan advantage (+45 Democratic), because of strong name identification.

	Hillary Clinton		Barack Obama		Bill Richardson	
	Clinton	McCain	Obama	McCain	Richardson	McCain
	62	25	48	29	42	28
Dem. Advantage	+37		+19		+14	

	Hillary Clinton		Barack Obama		Bill Richardson	
	Clinton	Giuliani	Obama	Giuliani	Richardson	Giuliani
	64	27	51	30	45	36
Dem. Advantage	+37		+21		+19	

SELF-IDENTIFIED DEMOCRATS PREFER CLINTON IN A HYPOTHETICAL PRIMARY

The Democratic Primary has taken some shape at this early stage, but it is far from hardened. However, having said that, *Senator Clinton has a commanding lead among self-identified Democrats. Sixty percent of Democrats would vote for Clinton at this time.* Obama (12%), Richardson (9%), former Vice-Presidential



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nominee John Edwards (7%), and Senator Joe Biden (1%) trail far behind. While it appears much of the context is based on name-identification, Clinton's lead is wide and deep. She leads in every demographic group and region of the country.

There is some recognition that Richardson is a Latino candidate, but even among those voters who know Richardson is a Latino candidate Clinton wins. Thirty-seven percent of Latino registered voters know there is a Latino candidate, including 25% who know it is Richardson, 5% who know a Latino is running but name someone else, and 7% who know there is a Latino but cannot name the candidate. Sixty-three percent of Latinos say there is no Latino running (52%) or are unsure (11%). Among Latinos who know Richardson is the Latino candidate, 56% support Clinton and 16% support Richardson in the multi-candidate primary vote. Importantly, Richardson's lead increases among those who know he is the Latino candidate in the general election ballots against McCain and Giuliani: +35% against McCain among those who know Richardson is Latino and +42% against Giuliani.

METHODOLOGY

Lake Research Partners designed and administered this survey which was conducted by phone using professional interviewers. The survey reached 1000 Latino registered and likely voters in the 23 states with the highest Latino population density. These states include: CA, TX, FL, NY, IL, AZ, NJ, NM, CO, GA, NV, NC, WA, MA, VA, PA, CT, MI, OR, MD, IN, OH, and WI. The survey was conducted March 13 and 21, 2007. Telephone numbers for the survey were drawn from files of registered voters. The data were weighted slightly by age and national ancestry. The margin of error for the survey is +/- 3.1 percentage points.
