



behavior research center's

Latino Poll

NEWS RELEASE
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ARIZONA LATINOS FAVOR KERRY OVER BUSH 2 TO 1;
HUGE DIFFERENCE FOUND IN PREFERENCES OF MEN AND WOMEN,
NADER ON BALLOT COSTS KERRY DEARLY

Phoenix, Arizona, March 30, 2004. Among Latino voters in Arizona, John Kerry enjoys a two-to-one vote margin over George Bush (62% to 29%). But if Ralph Nader qualifies for the ballot in this state, his potential to play the role of a “spoiler,” as has been lamented by Democrats, is very real, especially among younger voters. For example, with Nader on the ballot, Kerry’s lead among Latinos shrinks from 33 points to 26 points as Kerry slips to 57 from 62 percent and Bush rises to 31 percent from 29. Nader himself draws only four percent of the vote, but the impact is unmistakable.

Earlier statewide polling, including both Latino and non-Latino voters, shows Arizona splitting fairly even between Bush and Kerry, perhaps with Bush having a modest lead. Kerry’s chances for victory here depend significantly on his maintaining a strong margin among Latino voters and getting a strong turnout from within their ranks as well. He cannot afford even minor defections from the ranks of liberal Latino voters who look favorably on Nader.

Nader’s role as spoiler is boosted principally by young Latinos (those under 25 years of age). Within their ranks, 61 percent favor Kerry on a Kerry-Bush ballot, but in a three way ballot, ten percent move to Nader.

Another factor working against Kerry being able to run up a wide Latino margin in Arizona is that among Latinos most likely to go to the polls on election day, Kerry’s edge over Bush is noticeably narrower – 33 percent for Bush to 58 for Kerry. In a three way race, Bush narrows the gap even further, so there can be little doubt that no matter how much he denies it, Nader is playing the classic role of a spoiler — someone with no chance to win but whose participation will weaken one of the candidates. If Latino turnout in the Arizona Democratic primary earlier this year is any measure of their interest in this election, it may only be those most active voters who participate this November, enhancing Nader’s opportunity to throw the presidential election outcome in Arizona into the hands of the Republicans in two successive national elections.

The findings outlined in this report are based on a survey of 241 Hispanic registered voters across Arizona, conducted between March 17 and March 23, 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.

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This survey also uncovered a stunning difference in voting preferences of men and women in the Latino community. Kerry is hugely popular among women – with 71 percent – while Bush attracts only 20 percent. Among Latino men, however, Bush’s appeal rises sharply to 40 percent, and Kerry’s share drops to only 52 percent. So if Kerry is to maintain or improve his percentage in Arizona’s Latin community, he will have to find messages and appeals that help bring Latino men back into the fold and which encourage younger Latino voters not to defect to Nader.

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EDITOR'S NOTE: This Latino Poll (2004-I-13) is based on 241 telephone interviews with Hispanic registered voters across Arizona, conducted from March 17 through March 23, 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 Hispanic 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

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Rocky Mountain Poll - Arizona
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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)”

	<u>ALL RESPONDENTS</u>	<u>MOST LIKELY TO VOTE</u>
Republican George W. Bush	29%	33%
Democrat John Kerry	62	58
Undecided	<u>9</u>	<u>9</u>
	100%	100%
Republican George W. Bush	31%	34%
Democrat John Kerry	57	54
Independent Ralph Nader	4	5
Undecided	<u>8</u>	<u>7</u>
	100%	100%

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