



behavior research center's

Latino Poll

NEWS RELEASE
LTLP 2005-IV-06

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TERRY GODDARD AND JANET NAPOLITANO BUILDING DEPTH OF SUPPORT AMONG LATINO VOTERS

Phoenix, Arizona, November 17, 2005. State Attorney General Terry Goddard and Governor Janet Napolitano are building a depth of support among the growing body of Arizona Latinos that may, if Latinos participate significantly, provide them considerable advantage in next year's statewide elections. Among these voters, only eleven percent rate Napolitano's performance in office in negative terms and for Goddard, the figure is only seven percent. In contrast, 60 percent of Latinos believe Napolitano is doing a good job and 40 percent think the same of Goddard.

Among Latino voters with an opinion about their performance, 64 percent rate Napolitano favorably and 52 percent say the same of Goddard.

As is increasingly understood, Latino voters are a diverse group with issue interests that are strongly focused on education, health, family and children. Notwithstanding a well documented history of disproportionately light turnout on election day, the popularity of these two office holders may prove to be a catalyst to more involvement in 2006. Additionally, it also appears that the state legislature is not held in high regard by Latino voters and with some Latino political leaders openly labeling as racist the positions taken by some GOP legislators on issues pertaining to undocumented workers in Arizona, the dynamics for heavier and more Democratic-leaning turnout from Latinos may be in the offing.

The findings outlined in this report are based on a survey of 402 adult Latino heads of household and 263 voters across Arizona, conducted between October 6th and 31st, 2005, 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.

The survey also reveals that the popularity of Janet Napolitano is surging among older Latino voters who are male (64%) or college graduates (70%). She is also building a very strong level of respect among Latinos in Pima county (65%). Terry Goddard's growing popularity is also evident in Pima County, but as well in the so-called rural counties and among older, more affluent and well educated Latinos across the state.

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EDITOR'S NOTE: This Latino Poll (2005-IV-06) is based on 402 telephone interviews with Latino heads of household across Arizona, and 263 Latino voters, conducted from October 6th through October 31st, 2005. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 5.0 percent of what they would have been had the entire Latino adult population been surveyed. The margin of error for the voter sample is +/- 6.1 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
LTLP 2005-IV-06

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NOVEMBER 2005

	<u>JANET NAPOLITANO GOVERNOR</u>		<u>TERRY GODDARD ATTORNEY GENERAL</u>	
	All Latinos	Registered Voters	All Latinos	Registered Voters
<u>JOB RATING</u>				
Excellent/good	56%	60%	37%	41%
Fair	21	23	28	31
Poor/very poor	14	11	7	7
Not sure	9	6	28	21
<u>JOB RATING</u>		<u>STATE LEGISLATURE</u>		
Excellent/good		26%	19%	
Fair		38	46	
Poor/very poor		14	17	
Not sure		22	18	

HISTORICAL TREND

		<u>JOB RATING AMONG ARIZONA LATINOS</u>			
		Excellent/ Good	Fair	Poor/ Very Poor	(Net Positive to Negative)
<u>GOVERNOR JANET NAPOLITANO</u>					
October	05	56%	21%	14%	(+42)
April	05	59	25	13	(+46)
September	04	59	23	5	(+54)
March	04	53	26	12	(+41)
October	03	48	29	8	(+40)
<u>ATTORNEY GENERAL TERRY GODDARD</u>					
October	05	37	28	7	(+30)
April	05	33	30	6	(+27)
<u>ARIZONA STATE LEGISLATURE</u>					
October	05	26	38	14	(+12)
April	05	26	31	19	(+ 7)
September	04	29	32	9	(+20)
March	04	26	39	14	(+12)