



behavior research center's

Latino Poll

NEWS RELEASE [LTLP 2007-I-01]

Contact: Earl de Berge
Research Director
602-258-4554

HILLARY CLINTON TOP CHOICE AMONG ARIZONA LATINOS

Phoenix, Arizona, September 21, 2007. Senator Hillary Clinton is head and shoulders ahead of all of her rivals in the hearts of Latino voters in Arizona. As of our latest Latino poll across the state, 75 percent of Latino voters plan to vote in the Democratic party Primary and among those with a preference, 57 percent favor Hillary Clinton. Senator Barack Obama claims second place but with only 18 percent and Al Gore checks in at just nine percent. All other Democratic contenders, including Bill Richardson, garner seven or less percent of the Latino vote. Three in ten Latino Democrats remain undecided.

Among Latino voters who call themselves Republican or Independent (barely 25%), fully 53 percent say they will vote for none of the seven GOP candidates we listed on the test ballot. McCain attracts just 31 percent while Rudy Guiliani and Fred Thompson fall below ten percent. No Latino Republicans favored Newt Gingrich, Mitt Romney, George Pataki or Chuck Hagel.

- 30 -

EDITOR'S NOTE: This Latino Poll - Arizona (2007-I-01), is based on 200 interviews with Latino voters across Arizona during September of 2007. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. In a Latino sample of this size, one can say with a 95 percent certainty that the results have a statistical precision of plus or minus 7.07 percent of what they would have been had the entire adult population been surveyed. The Latino Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
LTLP (2007-I-01)

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

“Next, I’d like to read you the names of some public officials. As I read each one, please just tell me if you think the job they are doing in office is excellent, good, fair, poor or very poor.”

Voter Preferences

	<u>Is Percent Of</u>	
	<u>Total</u>	<u>Voters with a Preference</u>
<u>Democrat (N=158)</u>		
Hillary Clinton	40%	57%
Barack Obama	12	18
Al Gore	7	9
Bill Richardson	5	7
John Kerry	4	5
John Edwards	2	4
Joe Bidens	1	*
Uncommitted	29	-
<u>Republican (N=43)</u>		
John McCain	31%	66%
Rudy Guiliani	9	19
Fred Thompson	7	15
Uncommitted	53	-

~~~~~