



2008 Latino Voter Survey in Key Battleground States

Produced by

The NALEO Educational Fund and
Latino Decisions in partnership with AARP

October 23, 2008



Survey Methodology

- Telephone survey of Latino registered voters in four key battleground states (Colorado, Florida, New Mexico, Nevada)
- All interviews conducted by bilingual Latino interviewers
- Latino Decisions surveyed 1,600 Latino registered voters, Aug 18 – Sept 10, for a total of 400 interviews in each state, with a margin of error of +/- 4.7% for each state
- Database of registered voters
- Largest sampling of Latino registered voters in these important states for this election.



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Vote Choice and Issue Priorities



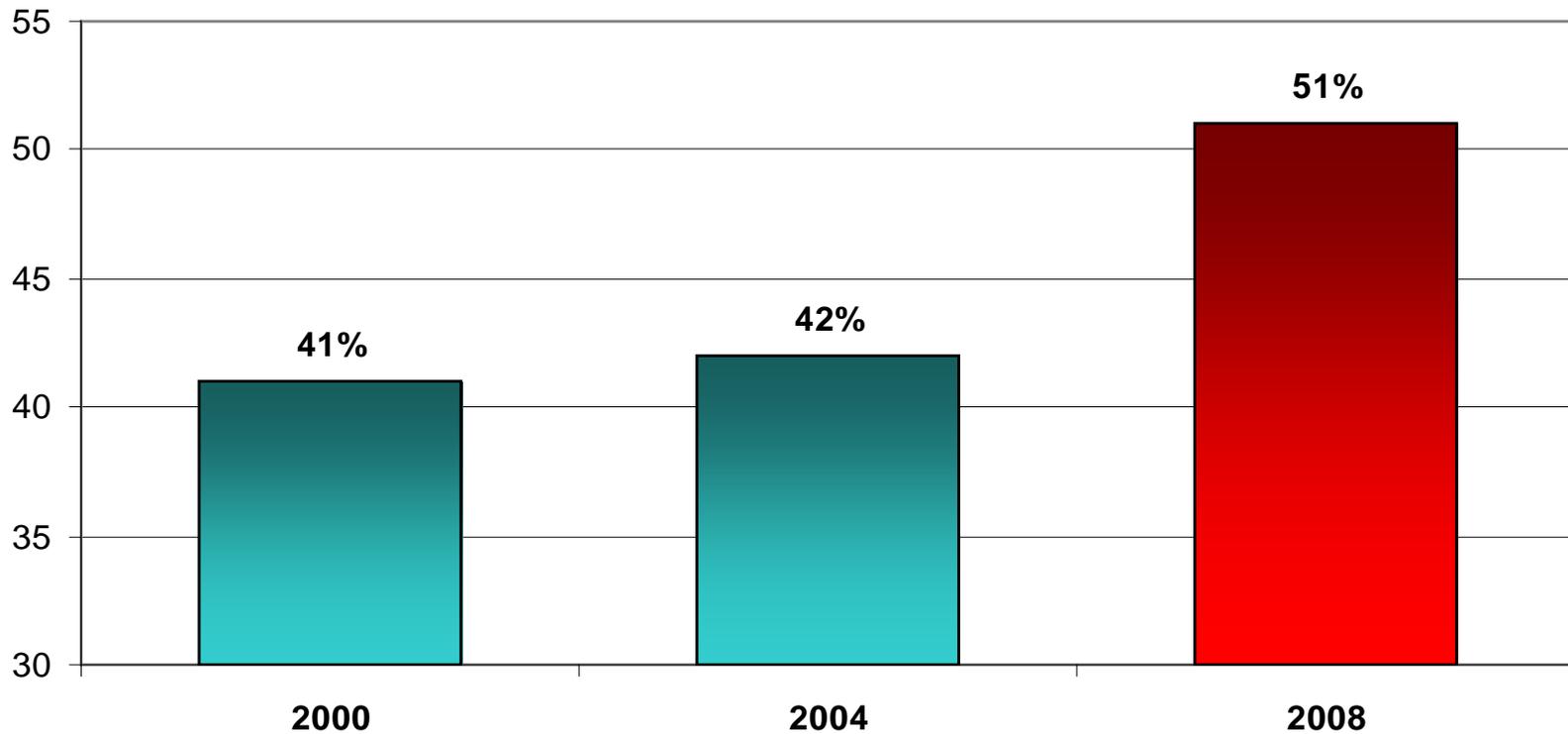
Latino interest in the election is at record levels in these four important states

Question: How closely are you following news about the 2008 presidential race?

	CO	FL	NM	NV
Closely	85.6	86.0	87.5	80.9
Not too close	9.3	9.7	8.7	13.8
Not at all	4.6	2.8	3.6	4.8



**How closely are you following news about the presidential election? Percent who said "Very Closely"
[Among Latino Registered Voters]**





Continuing a trend noted in 2006, Latino Democratic partisanship has increased

Question: Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?

	CO	FL	NM	NV
Democrat	62.7	34.1	69.3	61.1
Republican	12.3	35.4	14.1	15.7
Independent / other	22.6	26.2	15.3	19.8



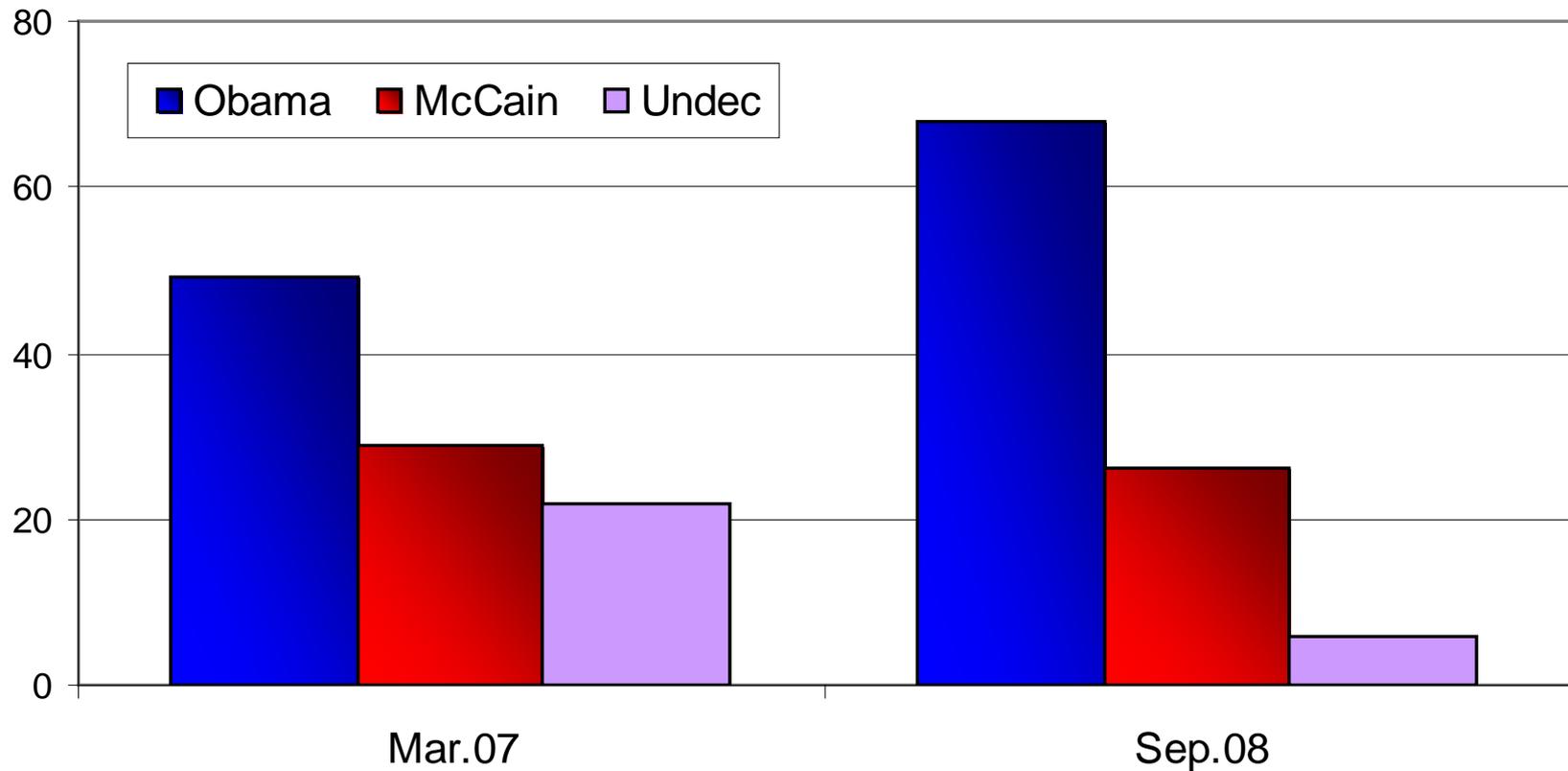
Despite low support in the primary, Latinos now support Obama at higher levels than Kerry or Gore

Question: If the 2008 election for President was held today who would you vote for?

	CO	FL	NM	NV
Obama / Biden	74.1	45.9	68.5	71.2
McCain / Palin	20.6	48.2	25.5	21.6
Undecided	5.3	5.9	6.0	7.2

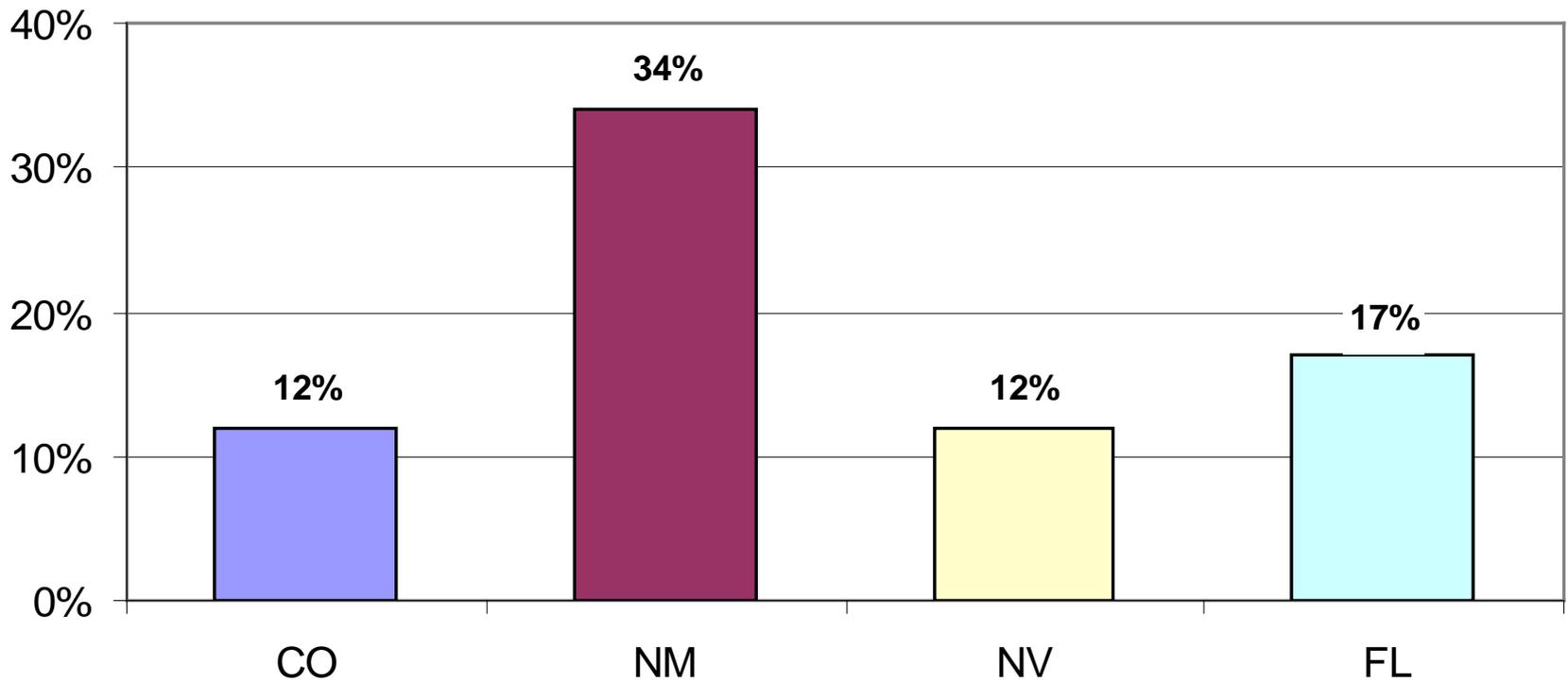


Latino presidential vote choice 2008



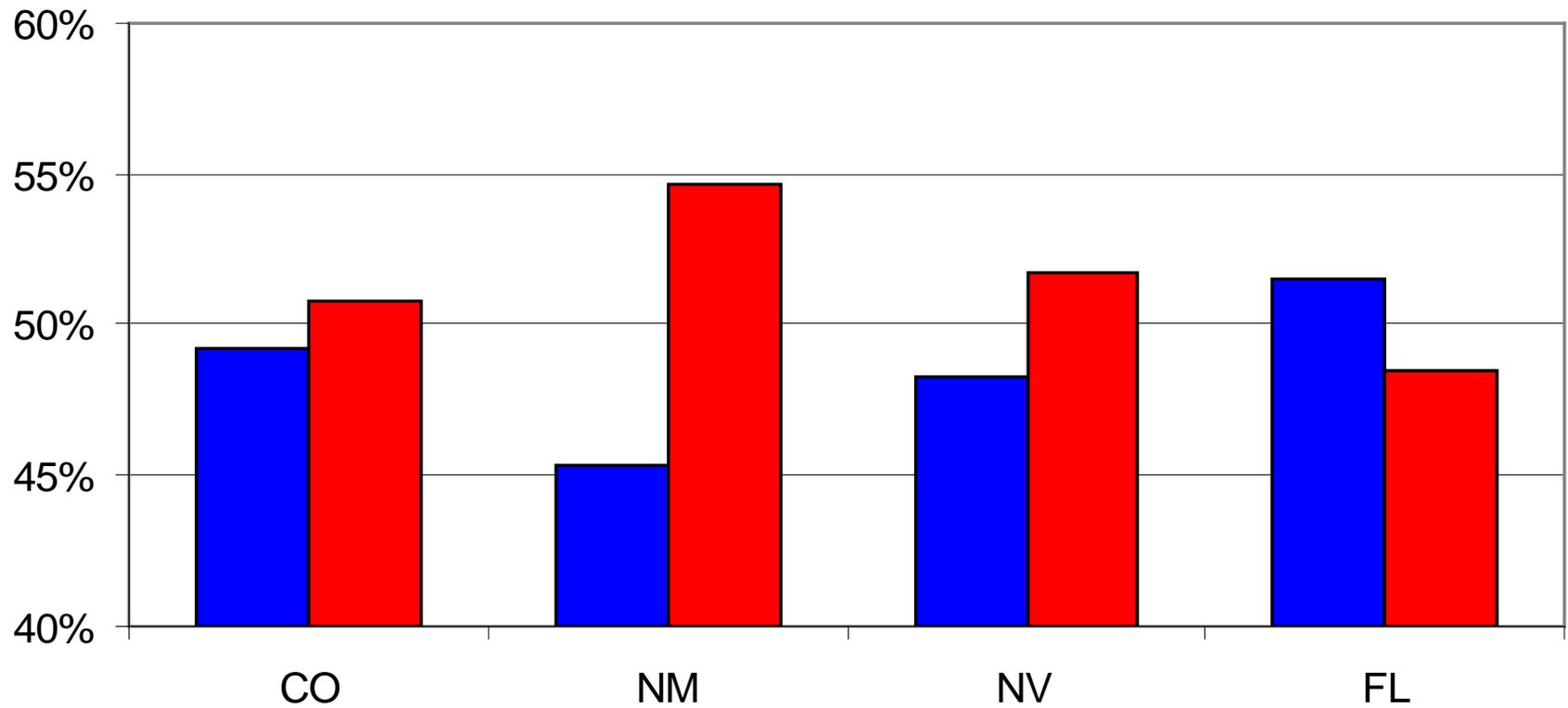


Percent Latino Among Voters in Battleground States



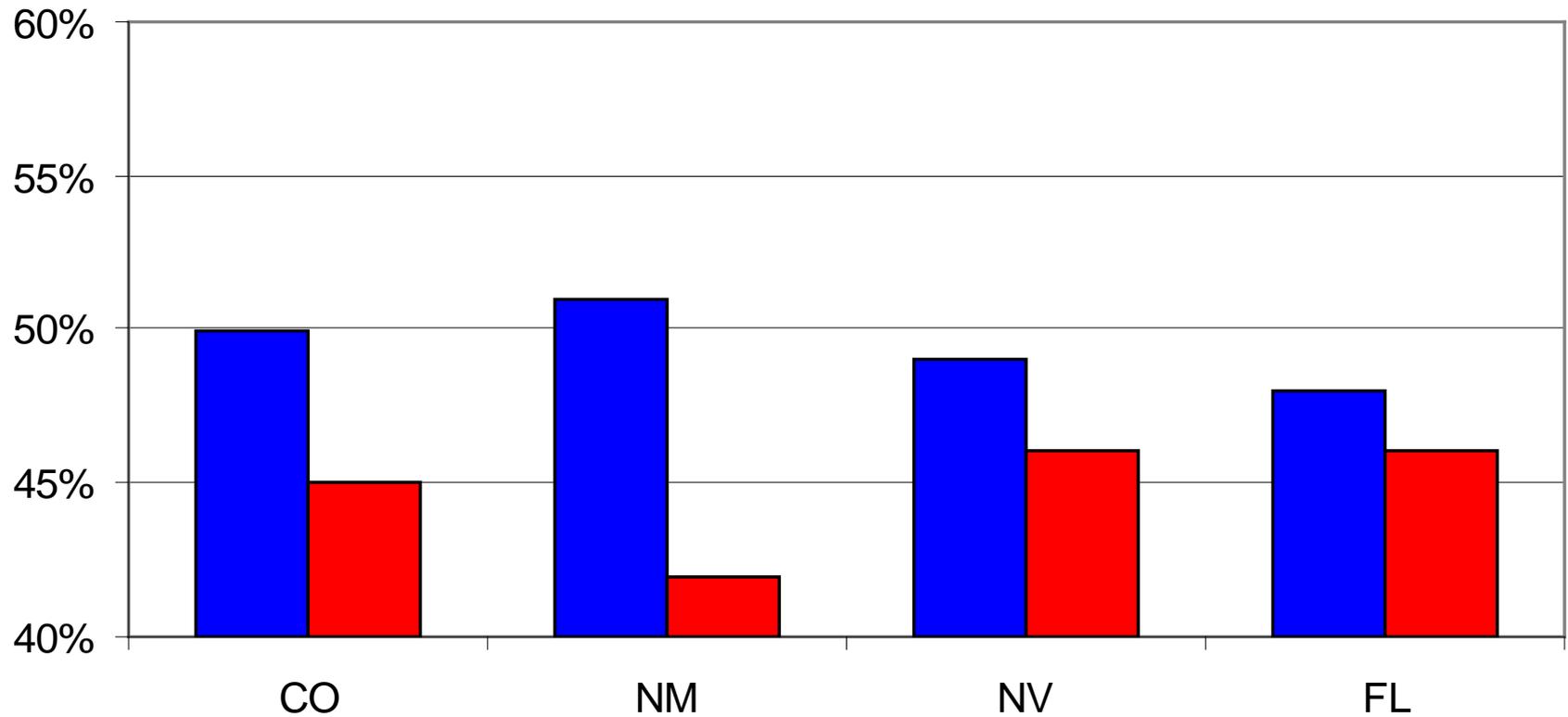


Non-Latino Vote in Battleground States 2008





Current Poll Avg. in Battleground States 2008



Source: Real Clear Politics, poll average, 10/21/08



Democrats currently hold a strong edge over Republicans when it comes to positive partisan brand.

Question: Which political party do you think has more concern for the Latino community?

	CO	FL	NM	NV
Democratic	64.0	39.8	64.4	61.5
Republican	5.9	20.3	4.4	6.8
No diff / DK	30.3	39.9	31.3	31.8



Issues: As with all voters, the economy dominates the agenda

Question: What general issues would be most important to you in deciding who to vote for?

	CO	FL	NM	NV
Jobs/Economy	48.1	50.5	54.9	54.2
War in Iraq	27.3	30.8	34.0	24.7
Health care	20.3	17.0	19.8	13.2
Immigration reform	13.1	11.2	10.9	26.8
Education	11.6	14.4	9.4	15.3
Gas prices	12.2	7.1	8.8	9.2



The Economy...

Question: Over the past year, have you ever had a month where you had a hard time making your monthly payment?

	All RVs	< \$40K
Colorado	35%	46%
Florida	30%	49%
New Mexico	30%	48%
Nevada	28%	38%



A majority of Latino voters in each of the four states prefer an approach toward immigration reform that combines a concurrent focus on border security and dealing with undocumented immigrants already here.

	CO	FL	NM	NV
Border security first	15.9	21.5	17.2	14.9
Deal with immigrants first	20.9	16.2	17.5	21.4
→ Do both together	51.3	55.4	53.4	54.2
Something else/other option	5.1	3.7	4.4	5.5
Don't know	6.9	3.3	7.5	3.9



Significant majorities of the Latino voters surveyed believe a new direction is needed in Iraq

	CO	FL	NM	NV
Should continue current policy	6.7	13.3	10.2	9.1
Favor an even larger troop commitment	6.5	6.4	4.4	3.2
Should begin reducing U.S. forces	45.2	37.7	44.2	34.9
Favor immediate troop withdrawal	39.7	38.7	38.1	49.1
Don't know	1.9	3.9	3.1	3.8



Universal health insurance has strong support among Latino Voters across all four states

Question: Should the Federal government ensure that all people have health insurance, even if it means raising taxes?

	Yes	No
Colorado	65%	19%
Florida	61%	22%
New Mexico	63%	22%
Nevada	63%	27%



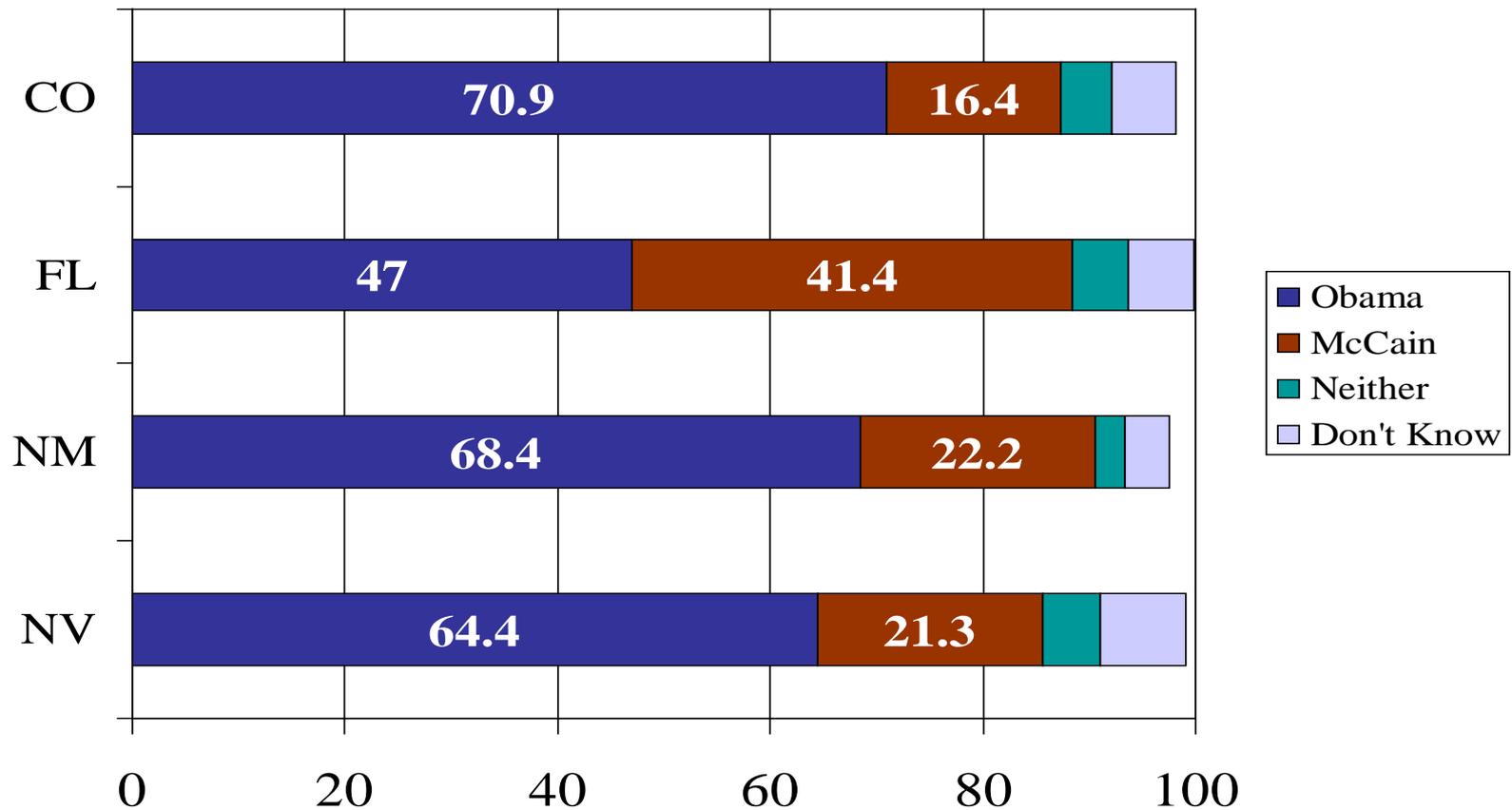
Like many Americans, Latino voters are worried about the future of Social Security

Question: Overall, how do you think the social security system for retirement is working in the U.S.

	Good	Poor/Fair
Colorado	26%	71%
Florida	29%	66%
New Mexico	31%	65%
Nevada	28%	69%

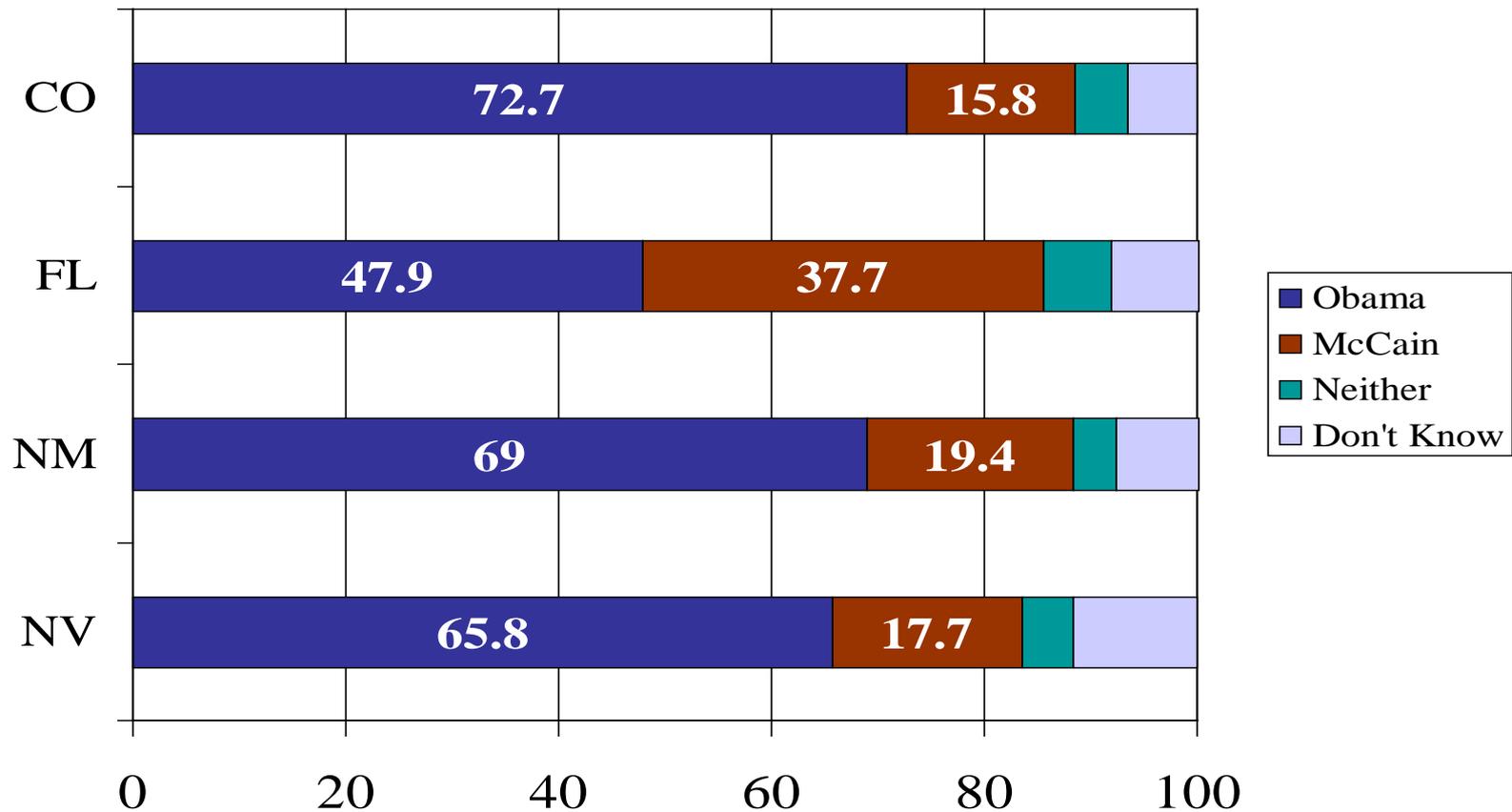


Question: Which candidate do you trust to do a better job at
Improving the Economy?



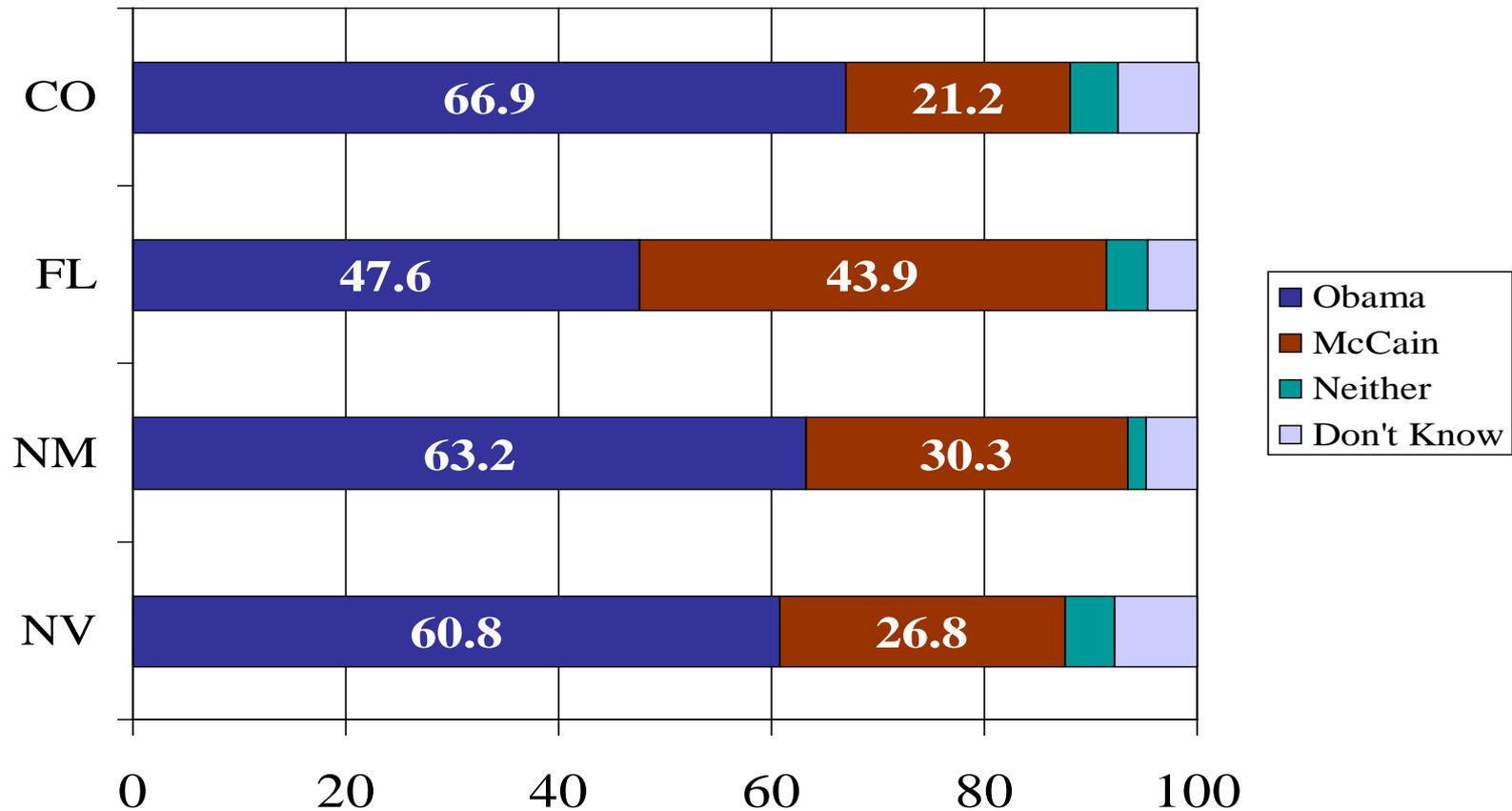


Question: Which candidate do you trust to do a better job at
Creating more jobs?



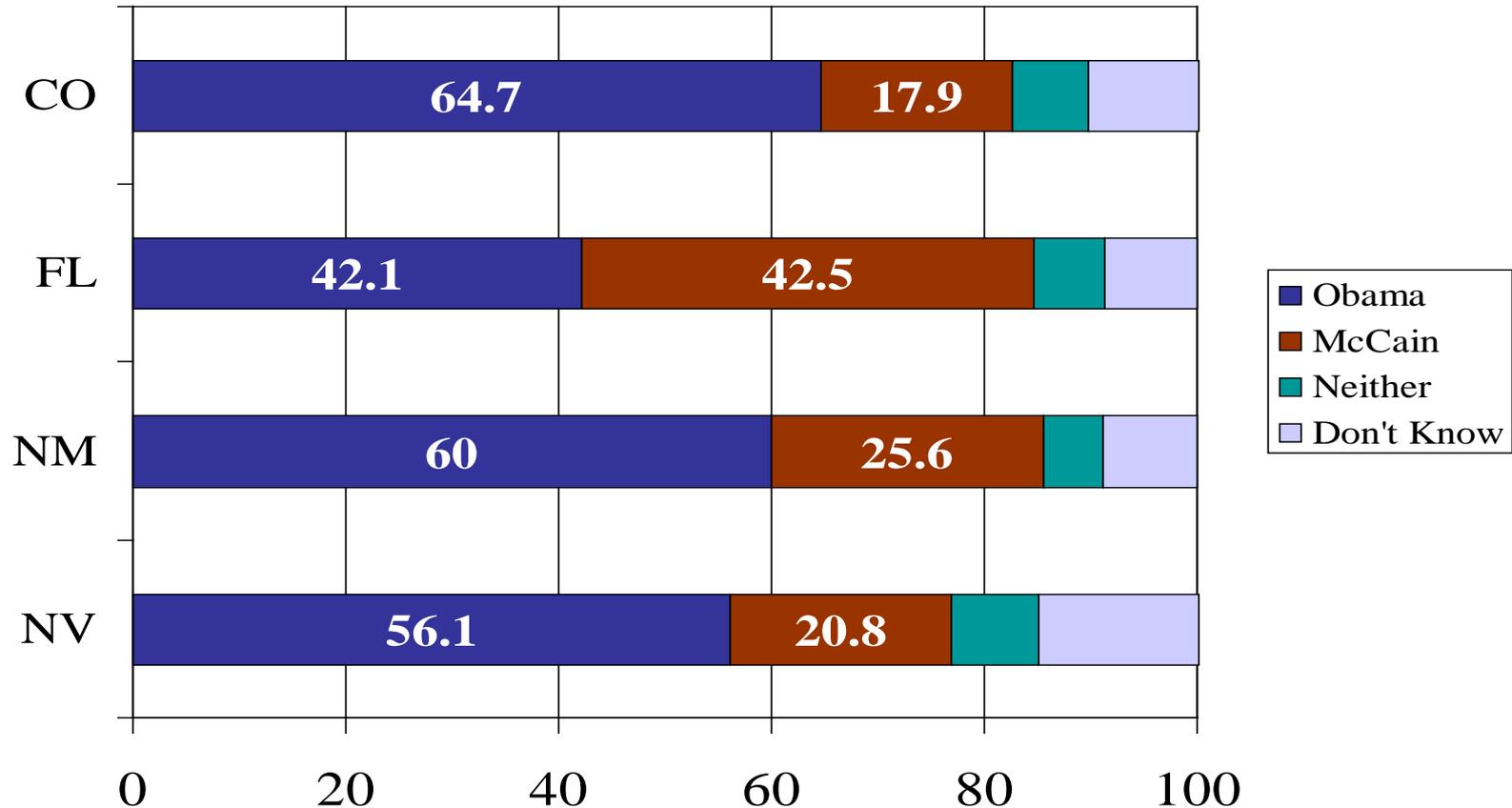


Question: Which candidate do you trust to do a better job at handling the situation in Iraq?





Question: Which candidate do you trust to do a better job at handling
Immigration reform?





Question: Which candidate do you trust to do a better job at handling health care?

