



PEW HISPANIC CENTER/KAISER FAMILY FOUNDATION ELECTION SURVEY

Topline Results

1. Do you approve or disapprove of the way George W. Bush is handling his job as president?

| | Approve | Disapprove | Don't know | Refused |
|--------------------|----------------|-------------------|-------------------|----------------|
| Registered Latinos | 35 | 55 | 7 | 2 |

2. If the presidential election were being held today, would you vote for the (Republican ticket of George W. Bush and Dick Cheney) for the (Democratic ticket of John Kerry and John Edwards) or for the ticket of Ralph Nader and Peter Camejo? (ITEMS IN PARENTHESIS ROTATED)
 (IF DON'T KNOW/REFUSED ASK: As of today, do you lean more to (Bush, the Republican), (Kerry, the Democrat) or Nader?)

| | Bush/Cheney | Kerry/Edwards | Nader/Camejo | Other | Don't know | Refused |
|--------------------|--------------------|----------------------|---------------------|--------------|-------------------|----------------|
| Registered Latinos | 31 | 59 | 3 | * | 5 | 1 |

(Asked of those who would vote for Nader, someone else, don't know, or refused; n=70)

3. Suppose there were only two tickets to choose between the (Republican ticket of George W. Bush and Dick Cheney) and the (Democratic ticket of John Kerry and John Edwards). Who would you vote for?

Q2/3 Combination Table

| | Bush/Cheney | Kerry/Edwards | Other | Don't know | Refused |
|--------------------|--------------------|----------------------|--------------|-------------------|----------------|
| Registered Latinos | 32 | 62 | * | 4 | 1 |

(Asked of those who would not vote for Kerry; n=317)

4. Do you think there is a chance that you might vote for John Kerry in November, or have you definitely decided not to vote for him?

| | Chance might vote for him | Decided not to vote for him | Don't know | Refused |
|--------------------|----------------------------------|------------------------------------|-------------------|----------------|
| Registered Latinos | 29 | 59 | 11 | 1 |

(Asked of those who would not vote for Bush; n=541)

5. Do you think there is a chance that you might vote for George W. Bush in November, or have you definitely decided not to vote for him?

| | Chance might vote for him | Decided not to vote for him | Don't know | Refused |
|--------------------|----------------------------------|------------------------------------|-------------------|----------------|
| Registered Latinos | 13 | 81 | 6 | * |

(Asked of those who would vote for Bush/Kerry)

6. What do you like most about (BUSH/KERRY) his personality, his leadership ability, his experience, or his stand on issues?

Would vote for Bush; n=247

| | Personality | Leadership ability | Experience | Stand on the issues | Don't know | Refused |
|--------------------|--------------------|---------------------------|-------------------|----------------------------|-------------------|----------------|
| Registered Latinos | 11 | 39 | 11 | 34 | 4 | 2 |

Would vote for Kerry; n=471

| | Personality | Leadership ability | Experience | Stand on the issues | Don't know | Refused |
|--------------------|--------------------|---------------------------|-------------------|----------------------------|-------------------|----------------|
| Registered Latinos | 12 | 19 | 17 | 38 | 11 | 3 |

(Asked of those who would vote for Bush/Kerry)

7. What do you like LEAST about (BUSH/KERRY) his personality, his leadership ability, his experience, or his stand on issues?

Would vote for Bush; n=247

| | Personality | Leadership ability | Experience | Stand on the issues | Don't know | Refused |
|--------------------|--------------------|---------------------------|-------------------|----------------------------|-------------------|----------------|
| Registered Latinos | 16 | 13 | 13 | 39 | 18 | 1 |

Would vote for Kerry; n=471

| | Personality | Leadership ability | Experience | Stand on the issues | Don't know | Refused |
|--------------------|--------------------|---------------------------|-------------------|----------------------------|-------------------|----------------|
| Registered Latinos | 9 | 33 | 9 | 40 | 6 | 2 |

Methodology

The Pew Hispanic Center/Kaiser Family Foundation Election Survey is being released in conjunction with the *2004 National Survey of Latinos: Politics and Civic Engagement*. It was conducted by telephone between July 12th and July 20th, 2004 among a national sample of 788 Latino adults, 18 years and older, who are registered to vote. 62% of these respondents also participated in previous Pew/Kaiser national RDD surveys of Latinos and 38% of respondents were contacted using a new RDD sample of the 48 contiguous states. The results are weighted to represent the best available estimates of the Latino electorate in the United States. The margin of error for the survey is +/-3.5%. International Communications Research of Media, PA conducted the fieldwork in either English (71% of interviews) or Spanish (29%), based on the respondent's preference.

Please note: (1) Sampling error may be larger for other subgroups and sampling error is only one of many potential sources of error in this or any other public opinion poll (2) Table percentages may not add to 100% due to rounding (3) An asterisk (*) indicates a response of less than 1%.