

As the second largest ethnic/racial population in the United States, the Latino community represents a crucial voting bloc that can no longer be ignored. Hispanic voters have soared from two percent of the overall U.S. voting population in the 1988 Presidential election to seven percent in the 2000 general election. In fact, in the 1996-2000 election cycle, Latinos continued to have the fastest growth in voter registration among all major ethnic groups for the sixth consecutive cycle. The Hispanic vote is expected to make a significant impact on this year's presidential election, and be an increasingly prominent feature in our nation's political landscape.

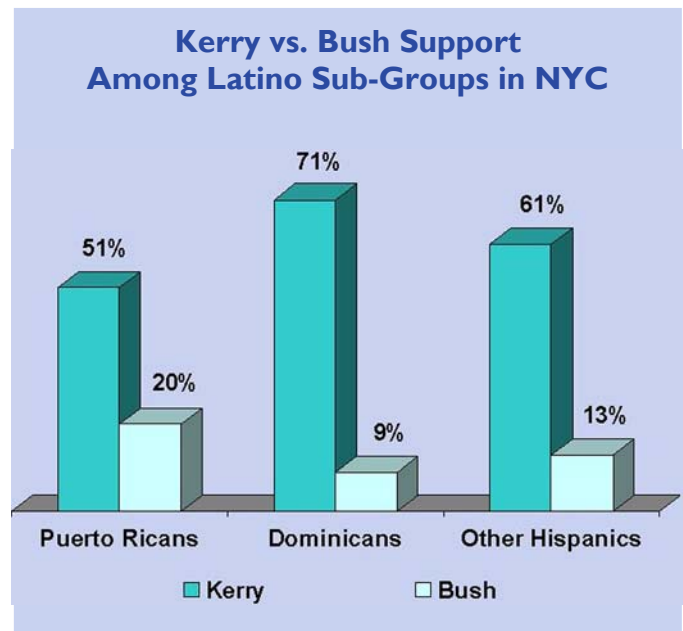
Latinos in New York and New Jersey represent a powerful and vibrant economic, cultural and political force. This survey brief focuses on their views on the presidential race, the dramatic shifts in support for President Bush, as well as attitudes about the war in Iraq and the national economy. The survey reveals that over the past year there has been a dramatic drop in support for President Bush among Latinos in the New York and New Jersey. Last year, our survey found that 46% of Hispanics in New York City approved of the way President Bush was handling his job. Today, his approval rating has dropped to 31%. Much of this drop can be attributed to growing concerns with the war in Iraq and the national economy.

As the debate continues on these issues and the presidential race, we hope to provide valuable insight on the perspectives of the Latino community in New York City and New Jersey.

Bush Loses Big to Kerry

Kerry wins a majority of registered Latino voters in New York City and New Jersey.

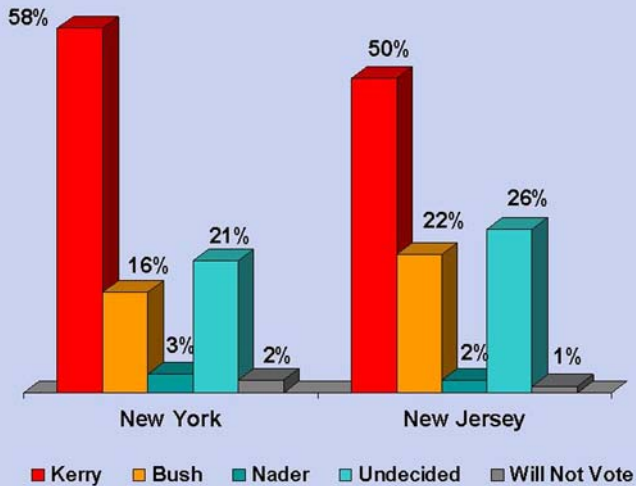
- If the election were held today, 58 percent of New York City registered Latinos would vote for Kerry while 16% would vote for Bush—a 3 to 1 margin. Nader would garner 3% of the New York Hispanic vote. Undecided vote is high at 21 percent; only 2% say they will not vote in November.
- If the election were held today, 50 percent of New Jersey registered Latinos would vote for Kerry, 22% would vote for Bush, and 2% would vote for Nader. Twenty-six percent are undecided at this time; only 1% say they will not vote in November.
 - * Support for Bush increases slightly with family income, though Kerry still carries every Latino income group. In New York City, 15 percent of those earning under \$10,000 support Bush, though among the \$40,000+ group support for the President reaches 19 percent.
 - * In New York City, Kerry carries all Latino sub-groups – 51 percent of Puerto Ricans, 71 percent of Dominicans and 61 percent of all other Hispanic groups. Bush support reaches 20 percent among Puerto Ricans, 9 percent among Dominicans and 13 percent among other Hispanic groups.



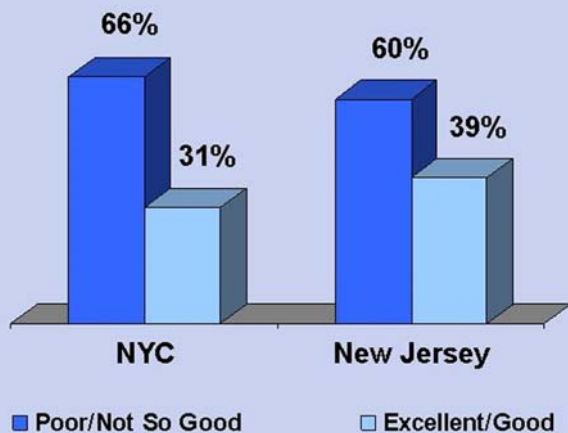
President's Job Approval Ratings are Poor

Latino adults, regardless of voter registration status, give the President poor marks on the job he is doing on issues of importance to them and the Latino community.

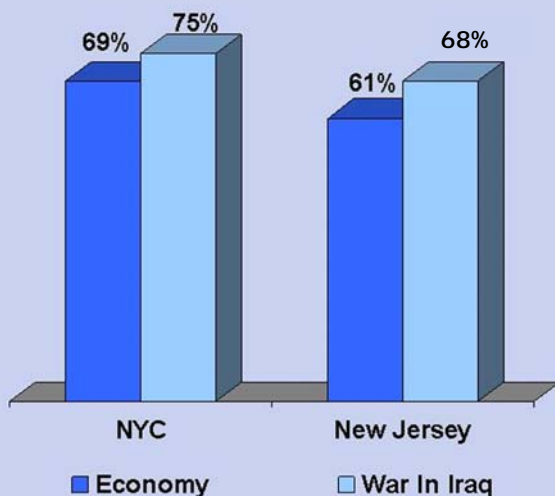
Latino Registered Voters in NYC and NJ on Voting for Presidential Candidates



Bush's Job Approval Ratings as President



Bush Disapproval Rate High: Handling of Economy and War in Iraq



- Two-thirds of Latinos believe the President is doing a not so good or poor job as president (66% NYC, 60% NJ) compared to roughly a third who believe he is doing an excellent or good job (31% NYC and 39% NJ).
 - * Latinas are more negative in their assessment of the President's job performance than Latino men: 71% of NYC Latinas believe the President is doing a not so good or poor job compared to 66% of Latino men; 69% of New Jersey Latinas believe the President is doing a not so good or poor job compared to 49% of Latinos.
- Even greater numbers of Latinos believe the President is doing a not so good or poor job of serving the Hispanic community (70% of NYC Latinos, 71% of NJ Latinos).
 - * The gender gap is less pronounced when it comes to the President's performance in serving the Latino community. 78% of New Jersey Latinas and 68% of New Jersey Latinos believe the President is doing a not so good or poor job of serving the Hispanic community (73% and 71%, respectively, in New York City).
- Latinos also disapprove of the way Bush is handling both the economy and the war in Iraq.
 - * Sixty-nine percent of New York City Latinos disapprove of the way the President is handling the economy, and 75% disapprove of the way the President is handling the war in Iraq.
 - * Sixty-one percent of New Jersey Latinos disapprove of the President's handling of the economy, and 68% disapprove of his handling of the war in Iraq.

Registered and Likely to Vote

Two-thirds (68%) of NYC Hispanics are registered to vote; 61% of NJ Latinos are registered. Registered voters plan on going to the polls in November.

- More than four in five Latinos who indicate they are registered to vote (86% New York City, 91% New Jersey) say they are almost certain to vote or will probably vote in the November 2004 election for President. Another one in ten registered Latinos say the chances they will vote are only 50-50 or that they will not vote at all (12% and 9%).
 - * Registered voters will vote to make their voices heard (29% NYC Latinos and 31% NJ Latinos), to support the issues they believe in (27% NYC, 28% NJ), or to improve their economic futures (15% NYC and 20% NJ).

Among Latino adults overall, two-thirds in New York City (67%) and in New Jersey (64%) say they are almost certain to vote or will probably vote in the November 2004 election for President. One in ten Latinos (10% NYC Latinos, 9% NJ Latinos) say the chances they will vote are only 50-50, and another 19% of New York City Latinos and 23% of New Jersey Latinos do not intend to vote.

- New York City Puerto Ricans are more likely to vote in November than their counterparts and only 9% of Puerto Rican adults say they will not vote in November compared to 20% of Dominicans and 27% of other Hispanics.
- Not surprisingly, newer immigrants are less likely to vote than NYC Latinos who have spent their lives in the city (40% won't vote among Latinos living in NYC for less than five years; 33% among Latinos who have been living in the city 6-15 years; 21% 16-25 years; 7% 25+; and 11% lifetime).
- Similar to the population as a whole, younger Latinos are more likely to opt out of the elections than their older counterparts (21% of NYC Latinos ages 18-24 will not vote compared to 9% of seniors).
- Republicans appear to have been unsuccessful in convincing Latino New Yorkers to register in the G.O.P.— only 9% of registered Latinos are Republicans. More than eight times as many—74%—are registered Democrats. In New Jersey, the percentage of registered Republicans increases considerably to 26%, while 55% identify themselves as Democrats.
- Non-voters (Latino adults) say they will not vote because they are not registered to vote (19% New York City Latinos, 27% New Jersey Latinos), have never voted (12% and 15%), do not like the candidates on the ballot (11% each), believe the candidates are not focusing on issues of importance to them and their families (9% and 4%), or that their vote does not matter (7% each).

Latino adults, regardless of registration status, need more information to get to the polls in November.

- Latinos need more information about the candidates (30% New York City, 29% New Jersey), information reminding them where to vote (16% and 17%), and a phone call or letter reminding them to vote (10% and 15%) to increase the likelihood they will vote.

* Only 9% of New York City and New Jersey Latinos need help registering to vote, while 31% of New York City Latinos and 37% of New Jersey Latinos are not currently registered to vote.

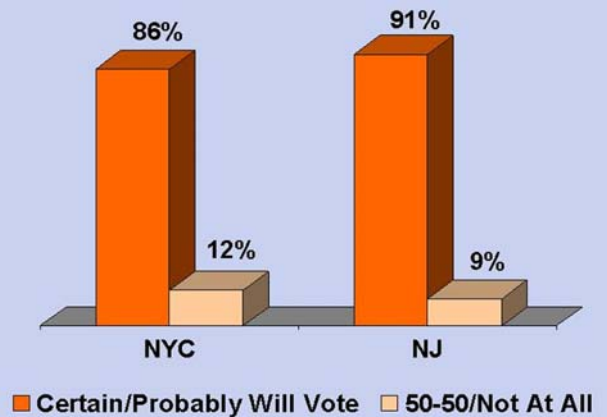
Issues Agenda

Latino voters will bring their issue concerns to the ballot box. New York City and New Jersey Latino voters volunteer education, the economy and jobs, and the war in Iraq as the most important issues in determining who they will vote for President.

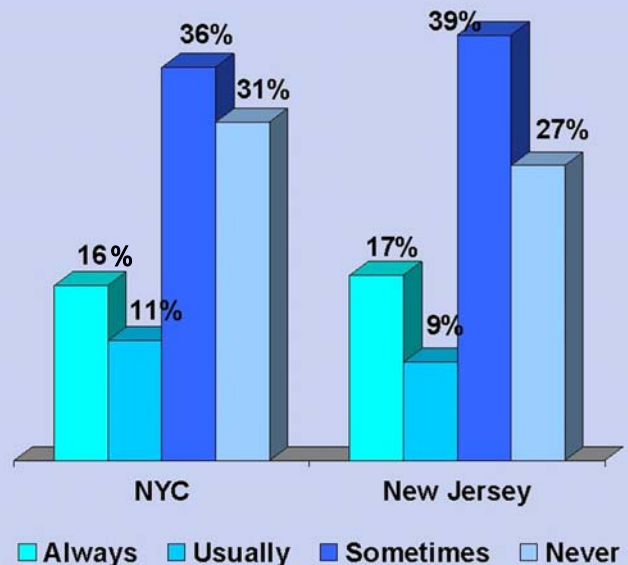
- Registered voters list the economy and jobs (23% NYC and 26% NJ), followed by the war in Iraq (19% each) and education (12% and 15% respectively) as the most important issues to them personally in deciding whom they will for President.

In addition, Latino voters will vote outside party lines in order to support a candidate who stands with them on issues of importance.

If Registered, How Likely Are You To Vote?



How Often Are You Voting For a Candidate For Public Office From A Different Political Party?



Profile of NYC and NJ Voters

	NYC	NJ
Puerto Rican	48%	41%
Dominican	21%	9%
Mexican	5%	4%
Cuban	4%	12%
Democrat	74%	55%
Republican	9%	26%
Other	17%	19%
Born US	49%	40%
Born Puerto Rico	21%	15%
Born Somewhere Else	29%	45%

- Sixty-three percent of NYC Latino voters have voted for a candidate from another party at some point in their lives. These individuals say the candidates (38%) and their issue agenda (23%) are more important to them than party affiliation.
- Sixty-five percent of NJ Latino voters have voted for a candidate from another party at some point in their lives. These individuals say the candidates (27%) and their issue agenda (27%) are more important to them than party affiliation. Another 11% will vote outside their party line in favor of a candidate who represents the needs of their local community.

Economic concerns hit home; four in ten Latino adults say they or an immediate family member have had trouble paying the rent or mortgage, or have been laid off from a job, or been forced to work fewer hours in the past year.

- Forty-two percent of New York City Latinos say they or an immediate family member have had problems

paying the rent or mortgage; 45% say they or an immediate family member have been laid off from their job; 41% say they or an immediate family member have been forced to work fewer hours because of cutbacks at their job; and 33% have had difficulty paying a medical bill within the last year.

* Another two-thirds of New York City Latino adults (67%) have been unable to save money for the future for things like their children's education or retirement savings.

- Thirty-eight percent of New Jersey Latinos say they or an immediate family member have had problems paying the rent or mortgage; 43% say they or an immediate family member have been laid off from their job; 40% say they or an immediate family member have been forced to work fewer hours because of cutbacks at their job; and 45% have had difficulty paying a medical bill within the last year.

Methodology

Miram Global designed and conducted this study among 1,400 Hispanic adults in the New York City metro area and New Jersey for the Hispanic Federation between June 9th and 30th, 2004.

- The survey reached 800 Hispanic adults living in New York City, 200 Hispanic adults living in Westchester, Nassau, and Suffolk counties, and 400 Hispanic adults living in New Jersey.

The margin of error for the sample of 800 Hispanic adults living in New York City is +/-3.5%; the margin of error for the sample of 200 Hispanic adults living in Westchester, Suffolk, and Nassau counties is +/-6.9%; and the margin of error for the sample of 400 Hispanic adults living in New Jersey is +/-4.9%.



To Serve Our Community by Building and Supporting Latino Institutions