

## **For U.S. Hispanics, Clinton First Choice for President in 2008**

*Several African-Americans Also Top of Mind*

**Miami, Florida, January 16, 2007** – Both Hispanic and non-Hispanic likely voters mentioned Hillary Clinton most when asked, impromptu, whom among public figures they would most like to see elected president in 2008, but the preferences of one population group did not closely mirror the other's further down the list. The findings are part of a survey conducted by Miami-based Encuesta Inc., an independent market research and opinion polling firm.

Some 6% of both Hispanics and non-Hispanics said they would want Barack Obama to be the next president. Among non-Hispanics, 4% would choose John McCain, while fewer than 1% of Hispanics named McCain as their choice.

In addition to Obama, Hispanic likely voters mentioned several other African-Americans, more than did non-Hispanics: Colin Powell (3%), Oprah Winfrey (3%), Condoleeza Rice (1%), and Alan Keyes (1%). Hispanics named by Hispanics included Antonio Villaraigosa and Bill Richardson, each mentioned by 1% of respondents.

The two other names most mentioned by Hispanics were John Kerry (2%) and Bill Clinton (2%). Among non-Hispanics, after Hillary Clinton, Obama, and McCain, most mentioned were John Kerry (3%), Colin Powell, Condoleeza Rice, and John Edwards (2% each).

A similar proportion of Hispanic (65%) and non-Hispanic (70%) likely voters said they would consider voting for a Democratic candidate in the 2008 presidential election. Significantly fewer Hispanics than non-Hispanics, however, indicated they would consider voting for a Republican candidate, 34% versus 53%.

Respondents who indicated they would consider voting for a Democratic or Republican candidate were read a list of possible candidates in each respective party and asked to indicate on a 3-point scale the extent to which they would consider voting for that person. Of the Democrats, Hillary Clinton would most be considered by both Hispanics and non-Hispanics. Of the Republicans, Colin Powell and Condoleeza Rice would be most considered by Hispanics and Colin Powell by non-Hispanics.

**Willingness to Consider in the 2008 Presidential Election**

Democrats	Definitely				Republicans	Definitely			
	Would		Would or			Would		Would or	
	H	NH	H	NH		H	NH	H	NH
Hillary Clinton	56	35	84	69	Colin Powell	41	51	72	80
John Kerry	30	26	57	56	Condoleeza Rice	38	32	72	64
Al Gore	26	26	56	56	Rudy Giuliani	28	32	47	73
Barack Obama	15	31	36	61	Jeb Bush	16	16	41	40
John Edwards	10	26	51	65	Newt Gingrich	16	12	41	35
Mark Warner	7	8	21	39	Bill Frist	9	8	38	40
Joe Biden	5	15	28	44	John McCain	6	28	34	65

Q: I'm going to read you a list of people in the [Democratic/Republican] party who may run for president in 2008. For each, please tell me if you definitely would consider voting for that person, if you might consider voting for that person, or if you definitely would not consider voting for that person. Base: Likely voters who said they would consider voting for a Democratic, Hispanic n=61, non-Hispanic n=156, and for a Republican candidate, Hispanic n=32, non-Hispanic n=119. Respondents who answered "don't know" or refused to answer are included in base.

The telephone survey was conducted by Encuesta, Inc. between October 11-30, 2006, among a representative national sample of 300 non-Hispanic and 300 Hispanic adults, in their choice of English or Spanish. The sample reflects the U.S. population with regard to gender, age, U.S. citizenship, and voter registration status. The margin of error is +/- 4%, with a higher margin of error for sub-groups.

The findings are part of a study of the Americanos Poll series that is sponsored by Encuesta, Inc. to compare the U.S. Hispanic and general populations across a range of topics. Results from these studies are made public to stimulate thought and dialogue about the U.S. Hispanic population and foster understanding of U.S. Hispanics. For more information please visit [www.americospoll.com](http://www.americospoll.com).

**About Encuesta, Inc.:** Encuesta, Inc. is a leading U.S. Hispanic marketing research and public opinion polling firm that provides customized research, objective analysis, and proven insights to reach the Hispanic community since 1989. Specializing in quantitative research – including project design, data collection, and analysis – Encuesta, Inc. assists clients in all key phases of marketing. Encuesta, Inc., is based in Miami, Florida. For more information, please visit [www.encuesta.com](http://www.encuesta.com).