

Across Range of Political Activities, U.S. Hispanics Less Involved Than Non-Hispanics

Candidate's Gender and Ethnicity Change Likelihood of Voting for Both Population Groups

Miami, Florida, February 6, 2007 – When it comes to being politically active, U.S. Hispanics are less likely to be involved in the political arena than non-Hispanics, and one reason appears to be that they are less likely to believe they can make a difference. The findings are part of a study conducted by Miami-based Encuesta Inc., an independent market research and opinion polling firm.

Among a substantial proportion of Hispanic registered voters, though, the likelihood that they will go out and vote increases if a woman, Hispanic, or African-American is running for office. Over one-third of Hispanics (39%) stated they would be more likely to go out and vote if a Hispanic were running for office, 30% if an African-American were running, and 36% if a woman were running. Non-Hispanics were significantly less likely to say their inclination to vote would be influenced by the ethnic characteristics of the candidates on the ballot: 12% would be more likely to go out and vote if a Hispanic were running for office, and 16% if it were an African-American. One-fifth, however, indicated they would be more likely to vote if a woman is a candidate. Beyond getting a voter to the polls, when it comes to the impact of a candidate's gender and ethnicity on the likelihood of winning Hispanic and non-Hispanic votes, similar percentages apply as those noted above.

The study explored a variety of political behaviors, beliefs, and characteristics. Among the findings:

- Approximately two-thirds (63%) of Hispanics who are not U.S. citizens intend to apply for U.S. citizenship, of whom 85% intend to register to vote
- Unlike non-Hispanics, the belief that citizens can influence government by voting differentiates registered and non-registered Hispanic U.S. citizens
- Hispanic and non-Hispanic views are similar with regard to the party that best represents their views on immigration
- Hispanics are less likely than non-Hispanics to believe that the Bush Administration uses terrorism and security to its political benefit and to agree that the U.S. made the right decision in using military force against Iraq
- Hispanics are less likely than non-Hispanics to consider a Republican candidate for President in 2008
- Both Hispanic and non-Hispanic likely voters mentioned Hillary Clinton most when asked impromptu for their 2008 presidential preference

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.americanospoll.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.