



Democrats at a 2-1 Advantage Over Republicans Among Hispanic Likely Voters

National Poll Shows Immigration Not Among Issues Most Driving Decision Making, Other Findings Show 71% of Hispanic Potential Voters Plan to Participate in Mid-Term Elections

Miami, Florida, November 3, 2006 – Almost half of Hispanic likely voters (49%) have decided to vote for change in the U.S. Congress, indicating they would vote for the Democratic party's candidate if the election were held today, according to a recent poll conducted by Miami-based Encuesta Inc., an independent market research and opinion polling firm. Republican party candidates, meanwhile, enjoy support from 34% of Non-Hispanics compared to 22% of Hispanics.

Likely voters indicated that in addition to a candidate's position on issues, their vote is also greatly influenced by a candidate's moral character and experience, significantly more than by political party affiliation. Based on those considerations, the Democrats currently come out ahead, though candidates still have room to sway one-fifth (20%) of Hispanic likely voters who say they don't yet know who will get their vote, significantly more than the 13% of Non-Hispanics who indicate they are still undecided.

The key issues both population groups will have in mind when going to the polls closely resemble each other, with top mentions including the war in Iraq, terrorism, social security, and healthcare (see complete results below). Surprisingly, illegal immigration is not a top issue driving voter choice among Hispanics and Non-Hispanics alike.

Almost two-thirds of Hispanic potential voters "strongly" or "somewhat agree" that in the U.S., citizens can influence government by voting at the federal level, and 71% say they plan to participate in future elections. The reluctance or uncertainty of the rest might in part be explained by the 30% who are "extremely concerned" about voting count inaccuracies and 32% about voting fraud.

Encuesta, Inc. conducted the poll by telephone between October 11-30, 2006, among a representative national sample of 300 non-Hispanic and 300 Hispanic adults, in their language of choice. The margin of error is +/- 4.5%, with a higher margin of error for sub-groups.

Data on other questions regarding political opinion and behavior are available, as are breakdowns by demographic and other variables.

% Who Consider Issue "Very Important" in Deciding to Vote for One
 Presidential/Congressional Candidate Over Another
 (3-Point Scale: "Very Important," "Somewhat Important," "Not at All Important")

	Hispanic %	Non-Hispanic %	Difference
TERRORISM	89	77	12
SOCIAL SECURITY	87	76	11
NATIONAL SECURITY	86	70	16
HEALTHCARE	86	76	10
MEDICARE	85	67	18
ECONOMY IN GENERAL	85	71	14
FAMILY VALUES	84	67	17
WAR IN IRAQ	84	81	3
GAS PRICES	83	59	24
CORRUPTION IN GOVERNMENT	83	72	11
TAXES	82	66	16
MORALITY AND ETHICS	81	67	14
COST OF HIGHER EDUCATION	80	61	19
QUALITY OF PUBLIC EDUCATION	80	72	8
UNEMPLOYMENT	79	61	18
CRIME	79	68	11
CHILDCARE	78	49	29
NATURAL DISASTER RELIEF	78	50	28
DRUGS	77	61	16
ENERGY POLICY	75	58	17
COST OF LIVING	75	64	11
POVERTY	75	66	9
MINIMUM WAGE	73	61	12
ILLEGAL IMMIGRATION	72	55	17
U.S. FOREIGN POLICY	72	64	8
ALTERNATIVE ENERGY SOURCES	71	55	16
DISSATISFACTION WITH GOVERNMENT	70	57	13
ETHNIC AND RACIAL RELATIONS	66	50	16
GLOBAL WARMING	65	51	14
ENVIRONMENTAL POLLUTION	65	52	13
NATIONAL DEBT	65	58	7
ABORTION	64	40	24
DISTRIBUTION OF WEALTH	64	44	20
PUBLIC TRANSPORTATION	60	34	26
JOBS MOVING OVERSEAS	59	57	2
TRAFFIC CONGESTION	53	33	20
STEM-CELL RESEARCH	48	45	3
SAME-SEX MARRIAGE	39	22	17

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Encuesta, Inc., sponsors the Americanos Poll series to compare the U.S. Hispanic and general populations across a range of topics.

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.