

Survey of Latino Voters in Orange, San Diego, and San Bernardino Counties

September 26, 2006

Methodology

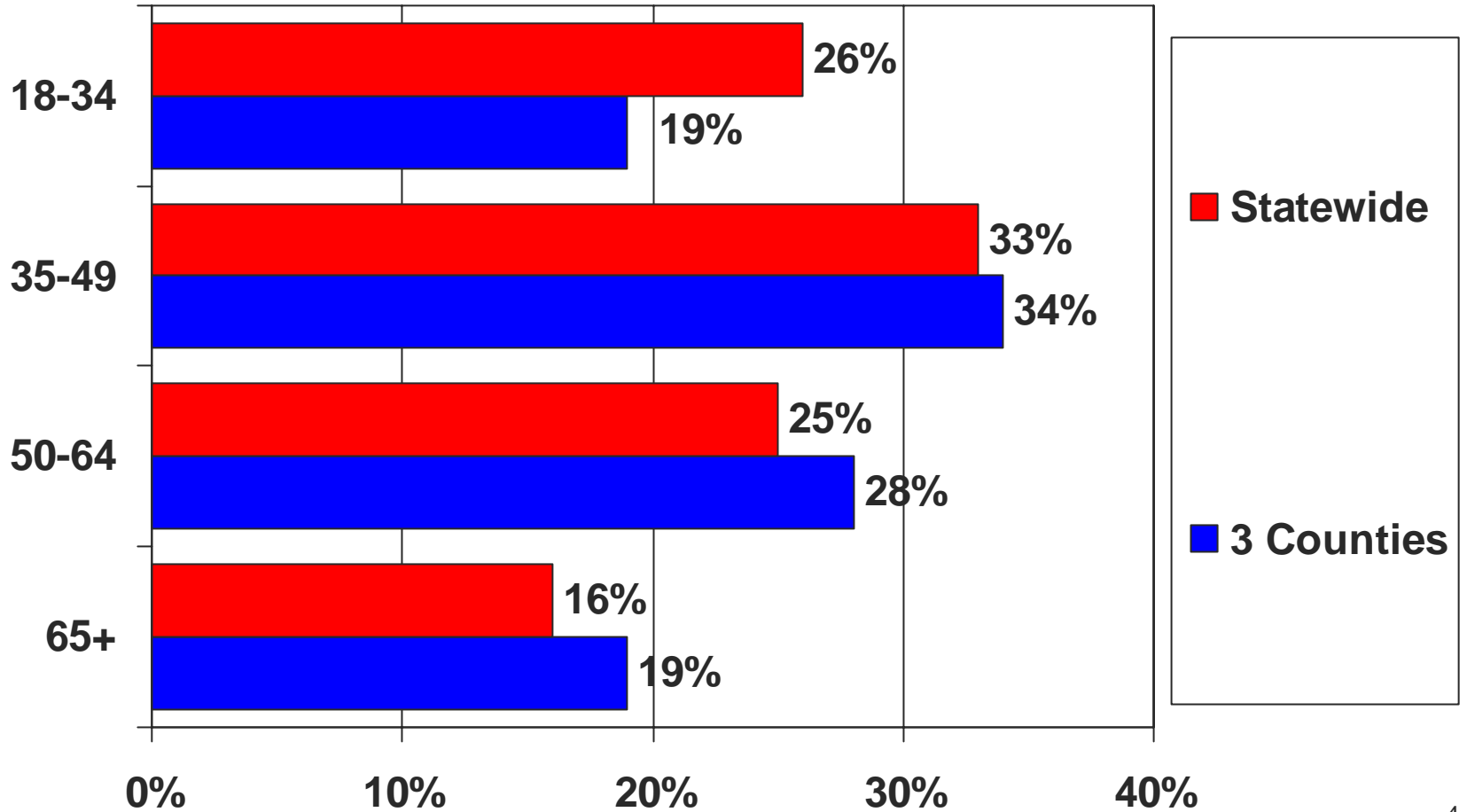
<i>Sample size</i>	603 Latino voters in Orange, San Diego, and San Bernardino counties likely to participate in the November election
<i>Dates of interviews</i>	September 21-24, 2006
<i>Margin of error</i>	4 percentage points
<i>Language of interviews</i>	Spanish



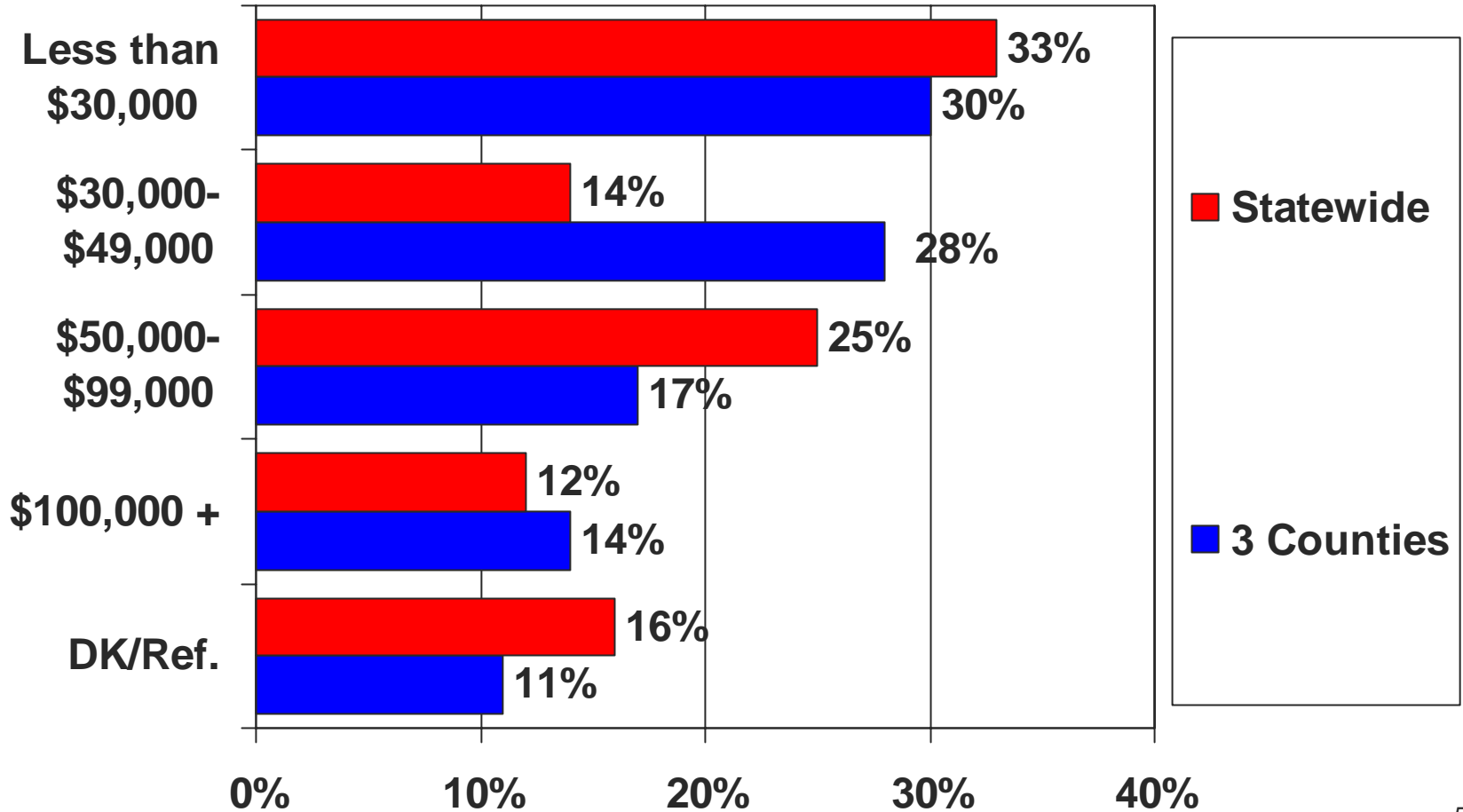
I. Demographics

The Latino electorate in these three counties is older, poorer, and more Republican than the statewide Latino electorate.

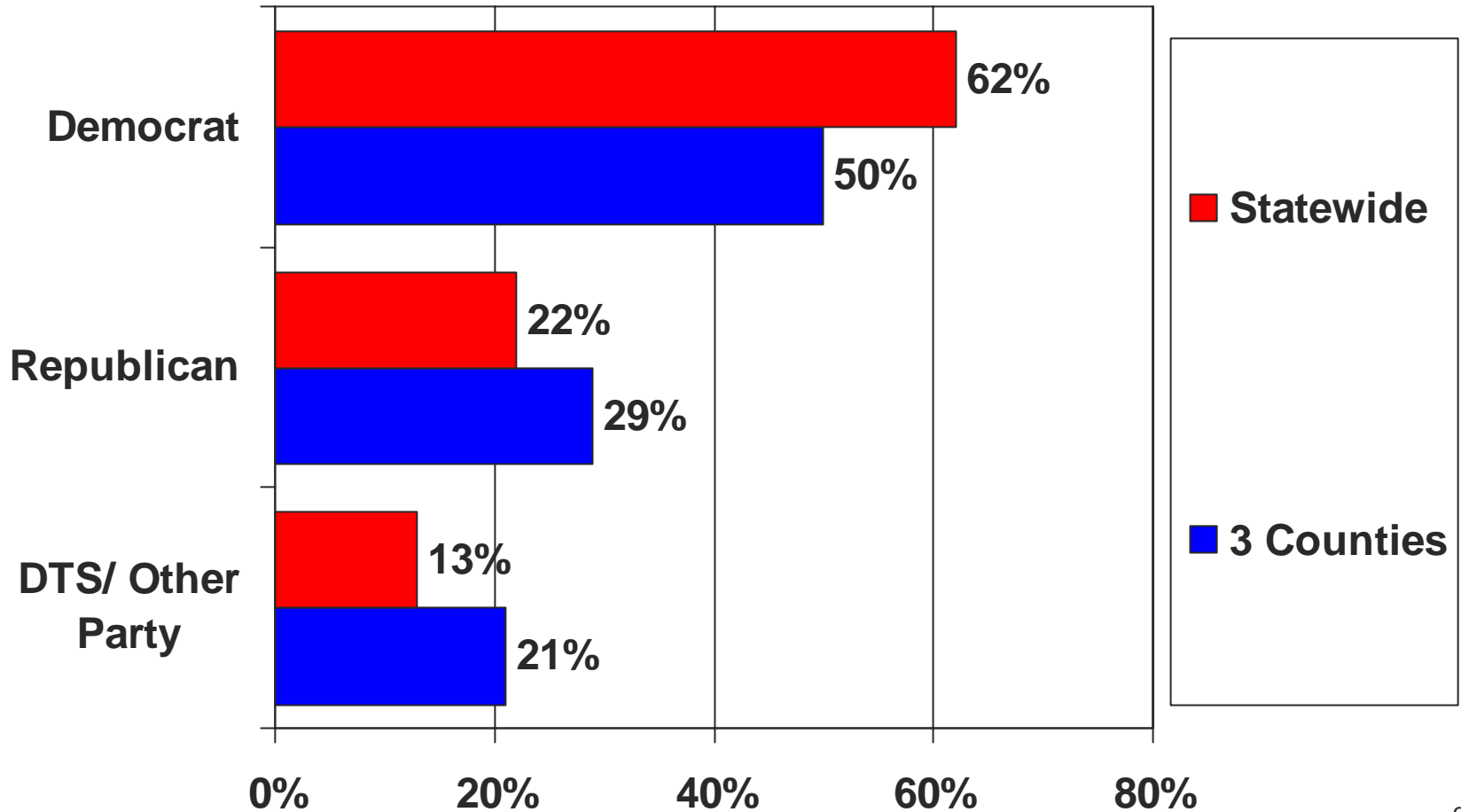
[Age]



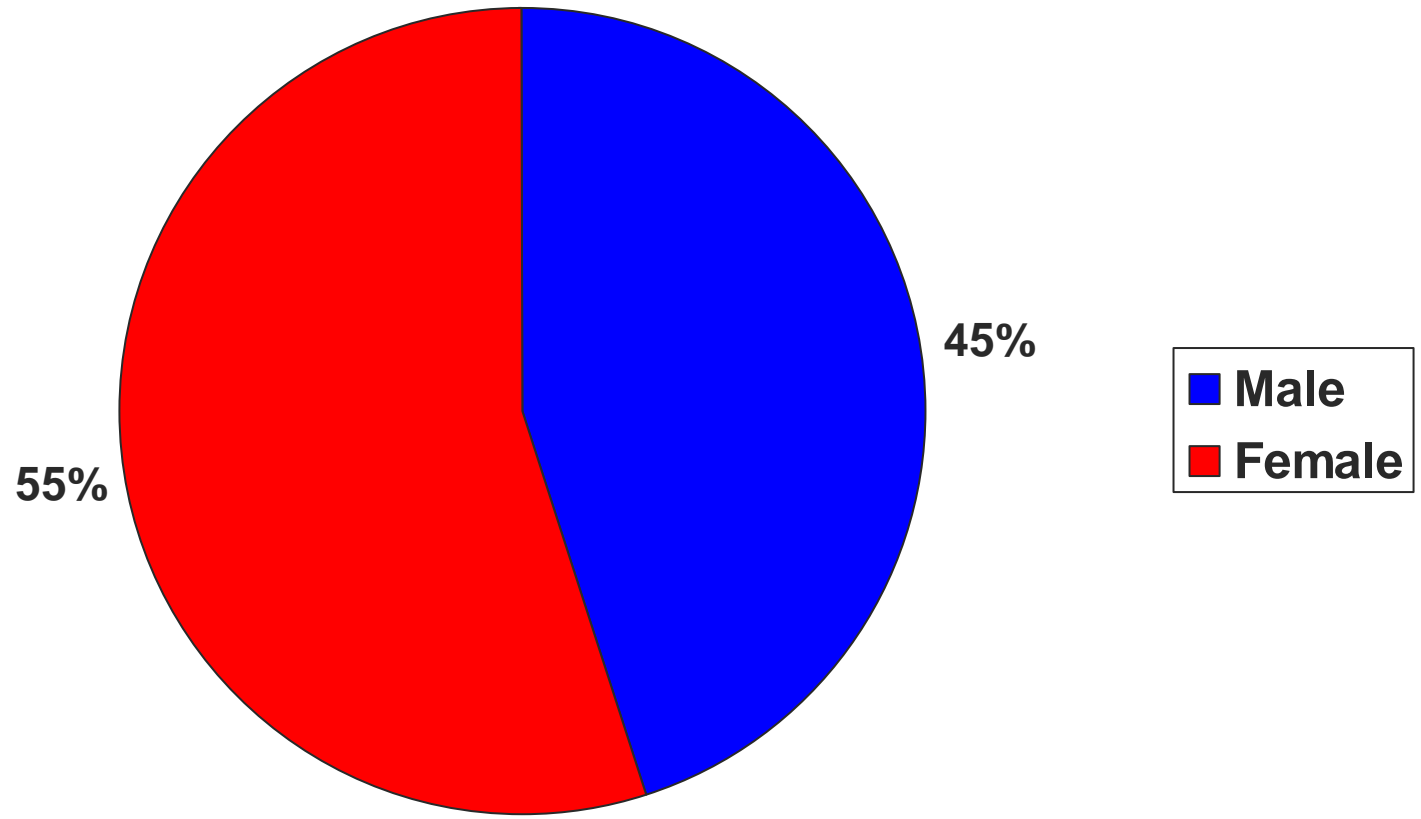
Annual Family Income



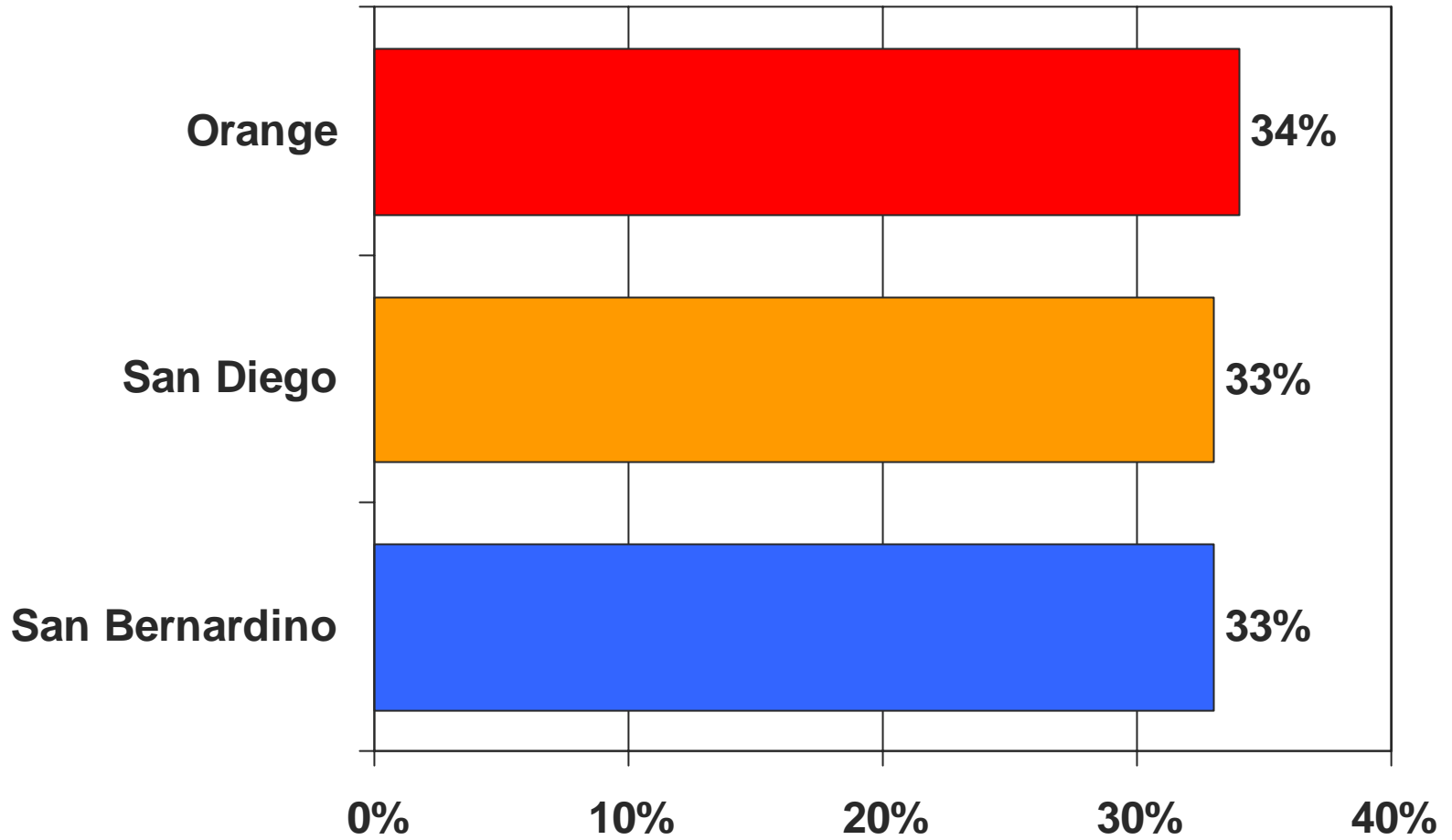
[Party Registration]



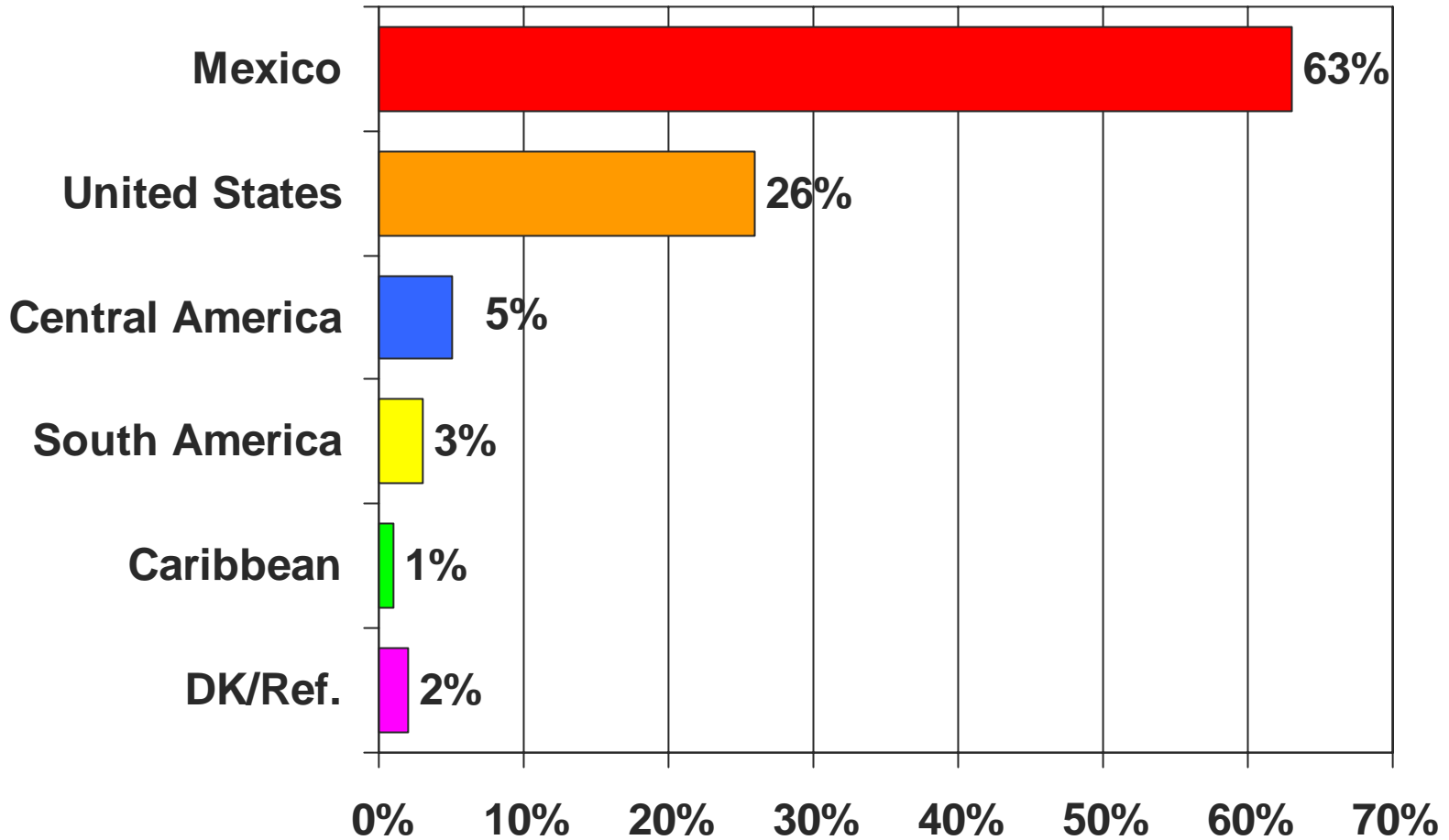
[Gender]



[County Residence]

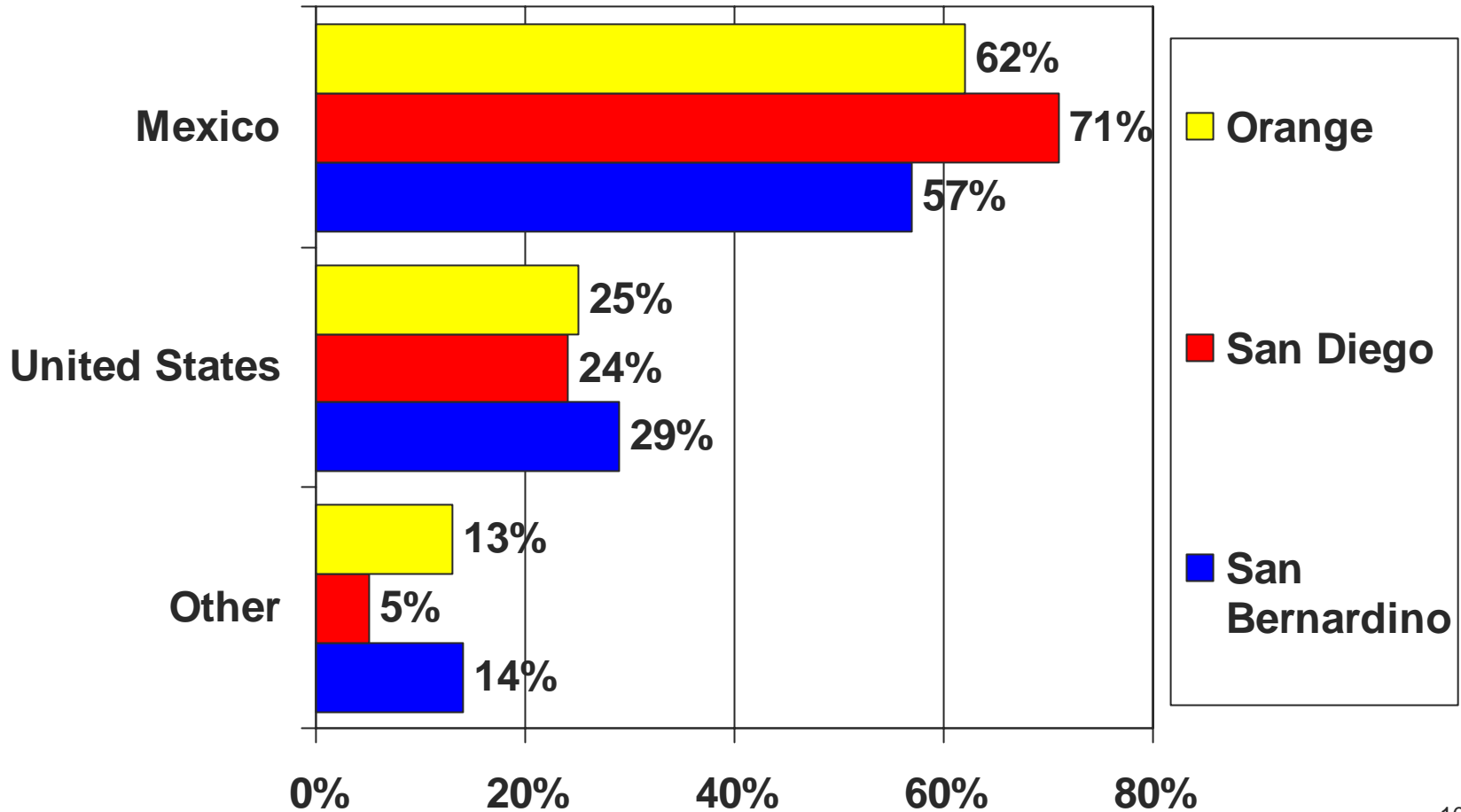


[Country of Birth]



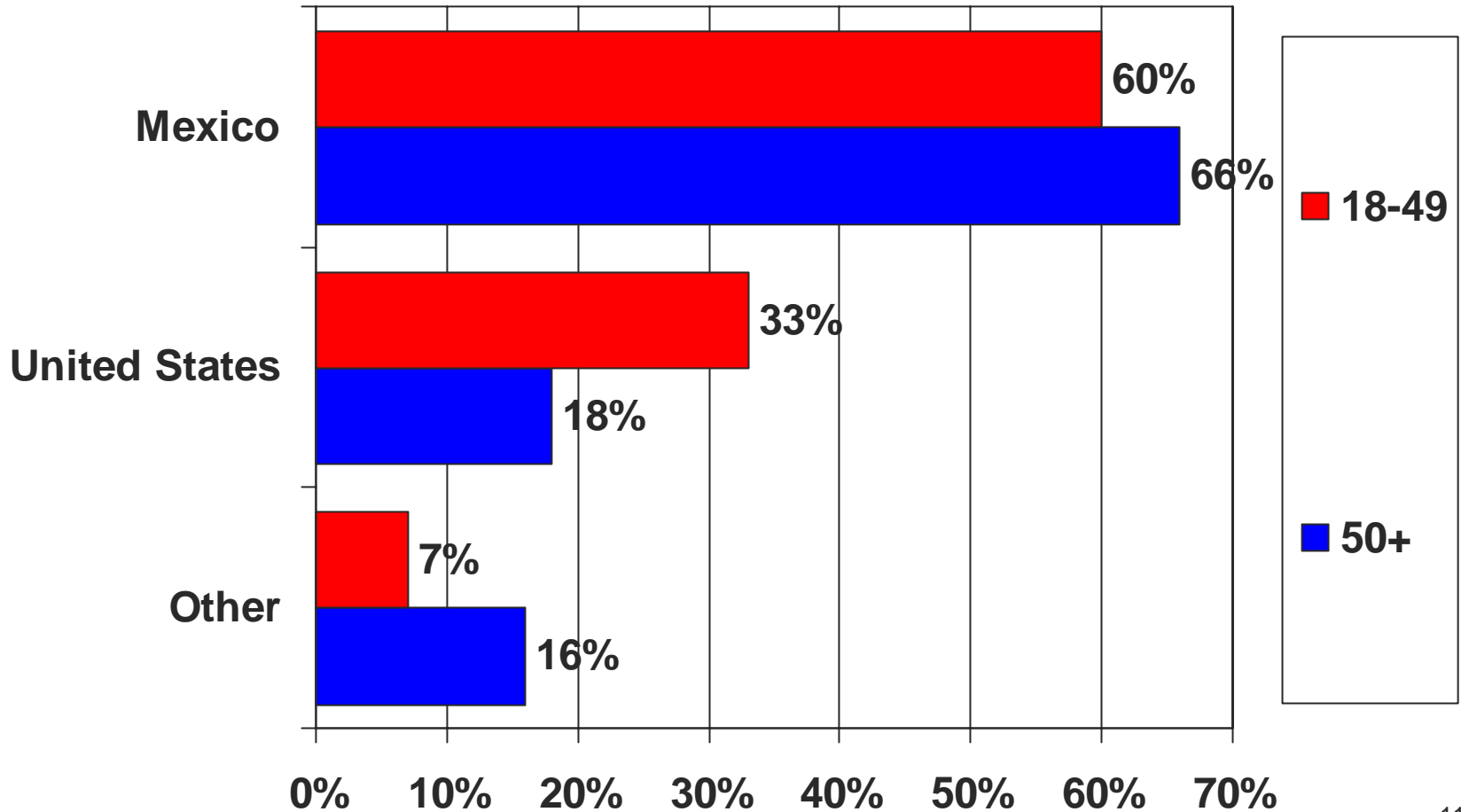
Country of Birth

By County



Country of Birth

By Age

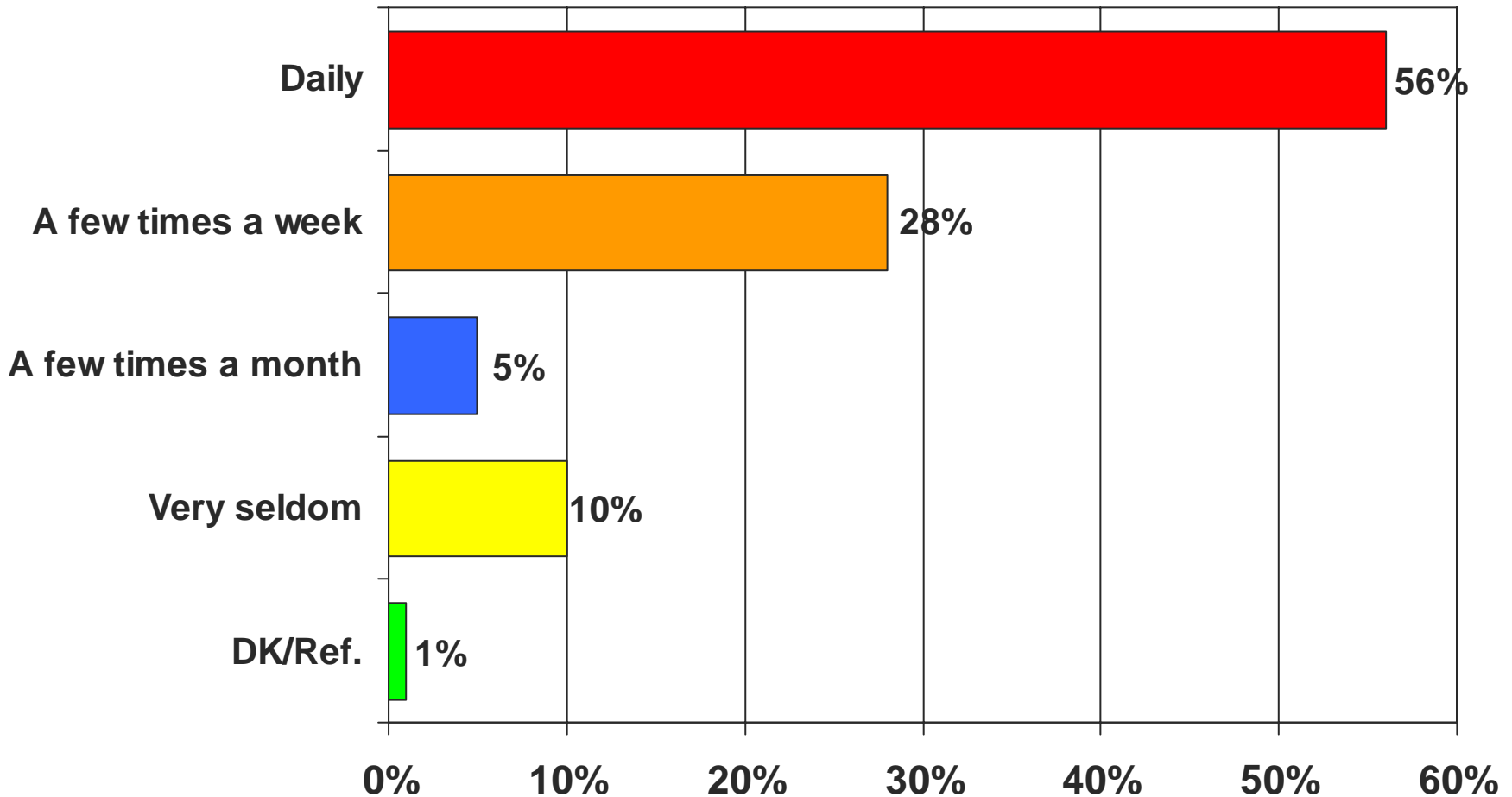




II. Media Usage

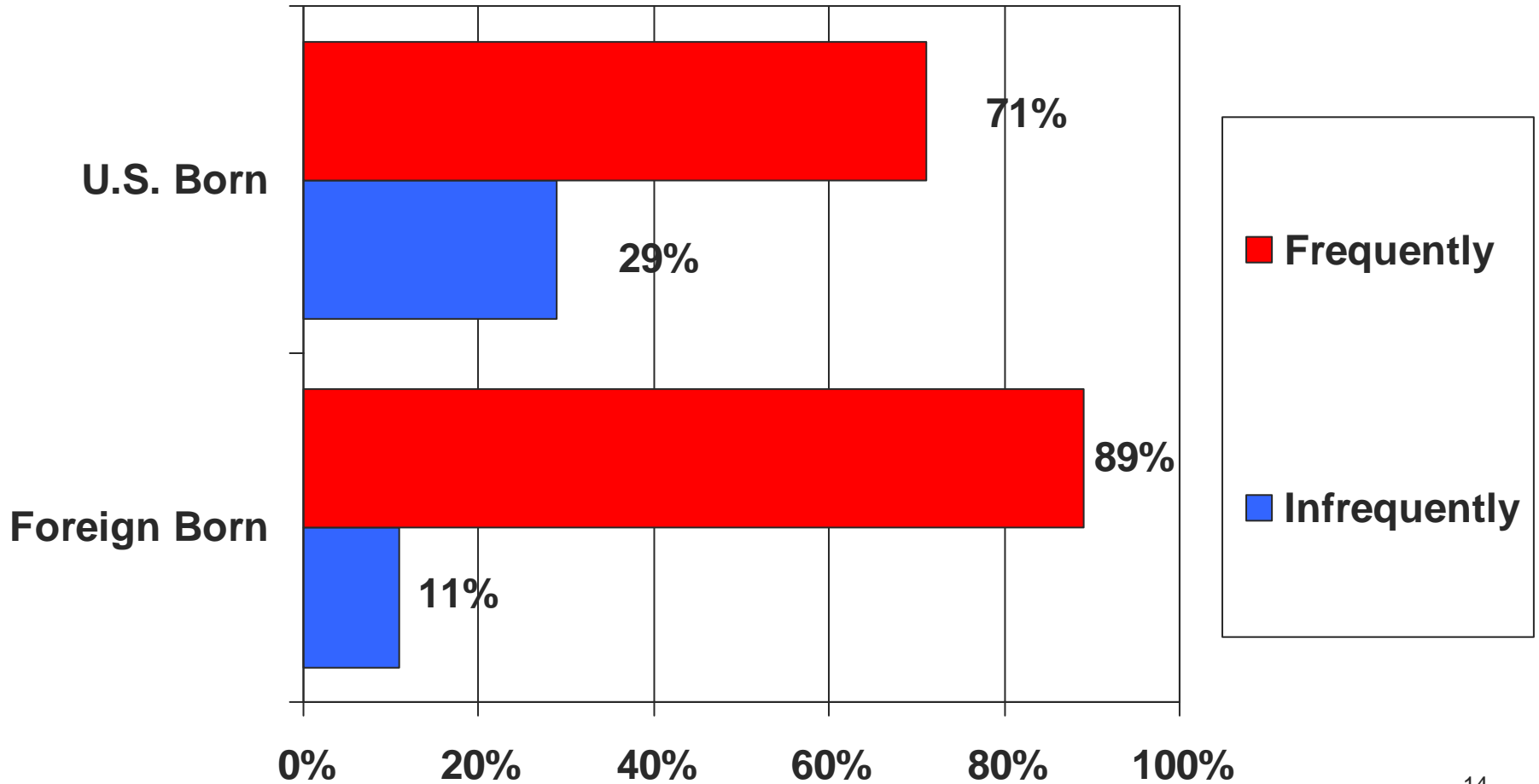
The overwhelming majority of Latino voters in these three counties watch Spanish-language television on a regular basis.

How often do you watch Spanish-language television?



How often do you watch Spanish-language television?

By Country of Birth



Favorite Radio Station

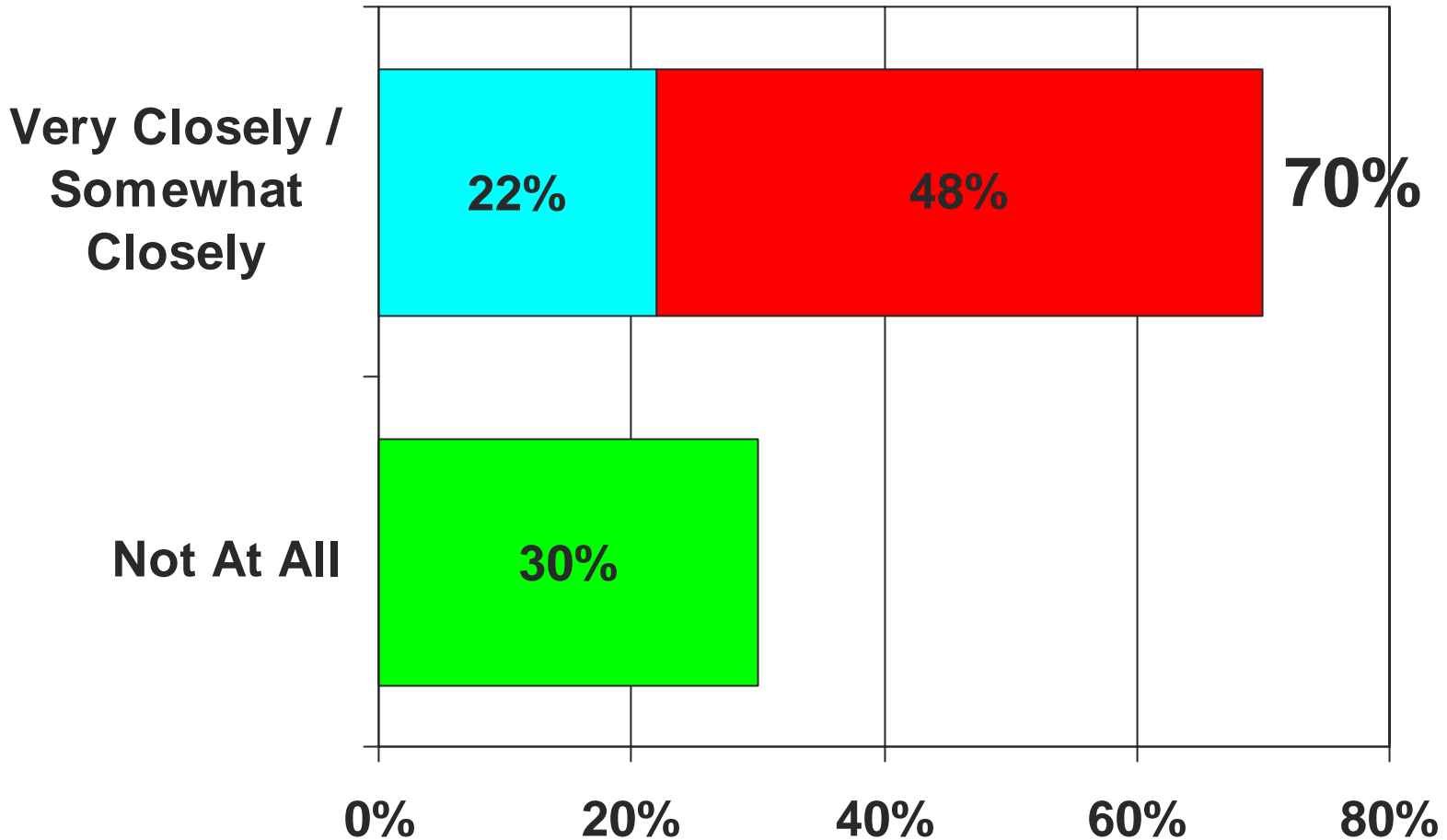
<i>Orange</i>	<i>San Diego</i>	<i>San Bernardino</i>
KLVE / 107.5FM	102.9FM	KLVE / 107.5FM
101.9FM	Radio Latina	97.5FM
KBUE	99.3FM	101.9FM
KLAX	106.5FM	1020AM
98.3FM KDAR	1130AM	97.9FM
107.1FM	95.9FM	102.1FM



III. Immigration

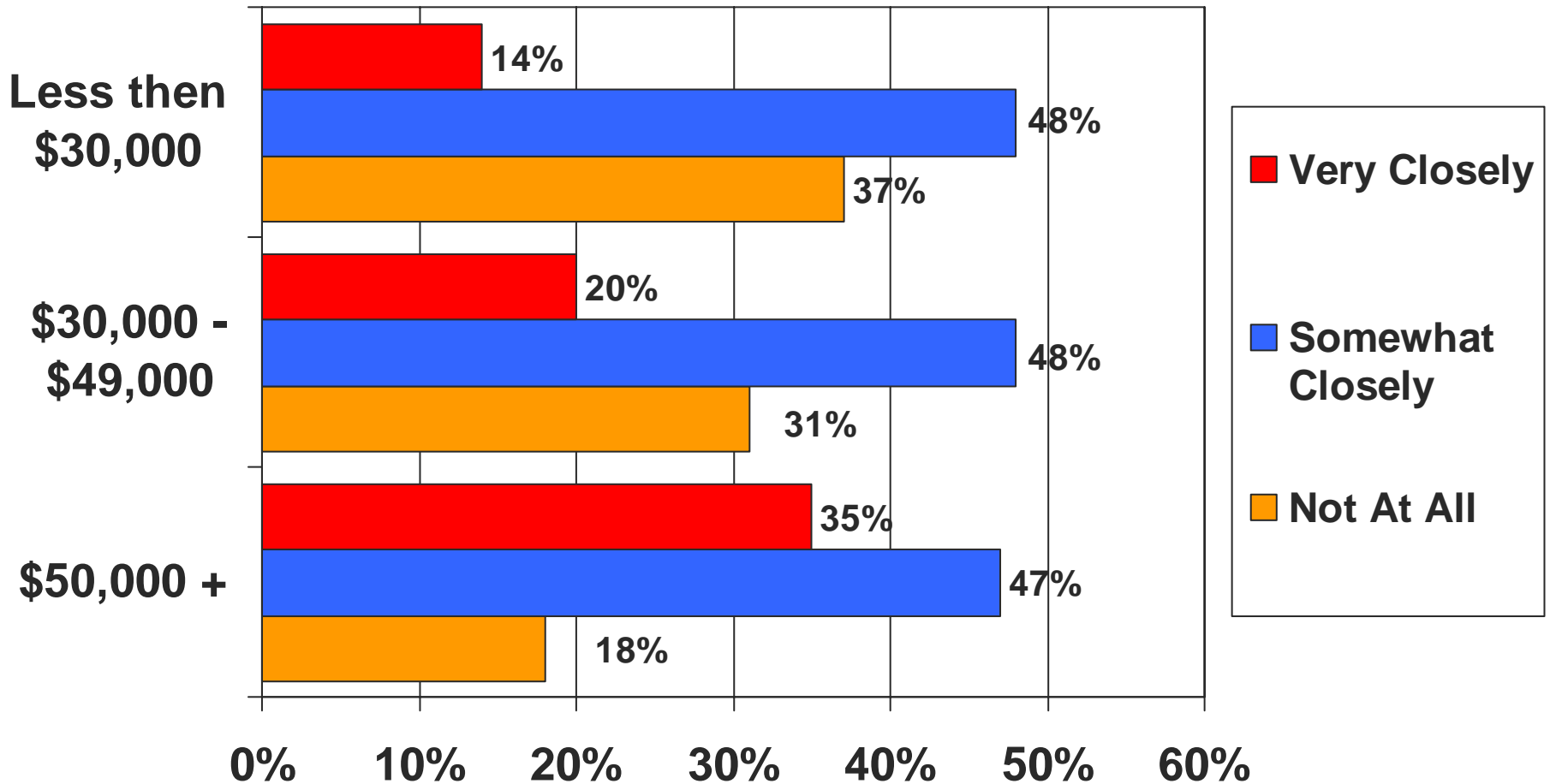
The national debate over immigration policy has had a powerful and personal impact on the mindset of Latino voters in these three counties.

How closely have you followed the political debate about how to reform the immigration policy of the United States?

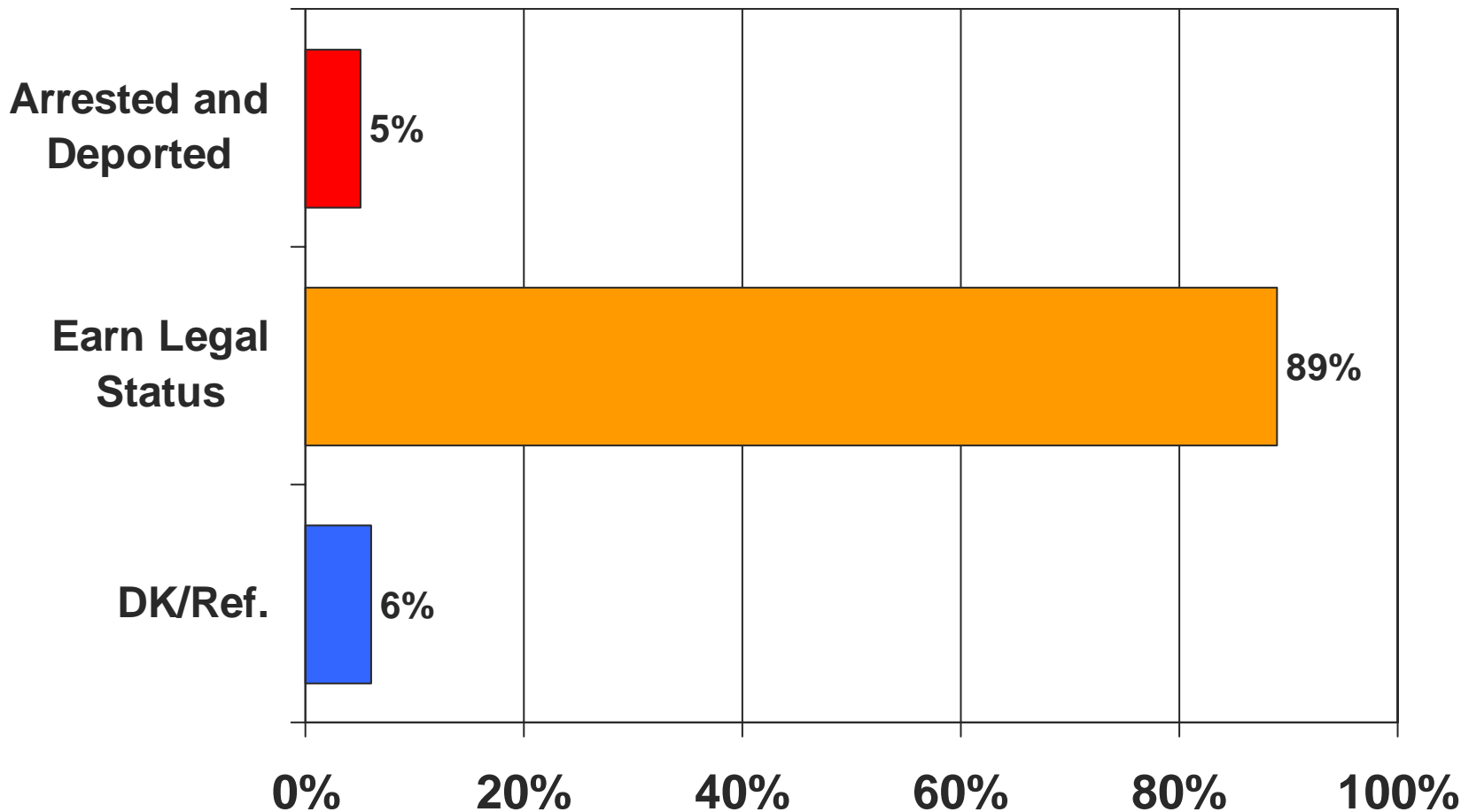


How closely have you followed the political debate about how to reform the immigration policy of the United States?

By Annual Household Income

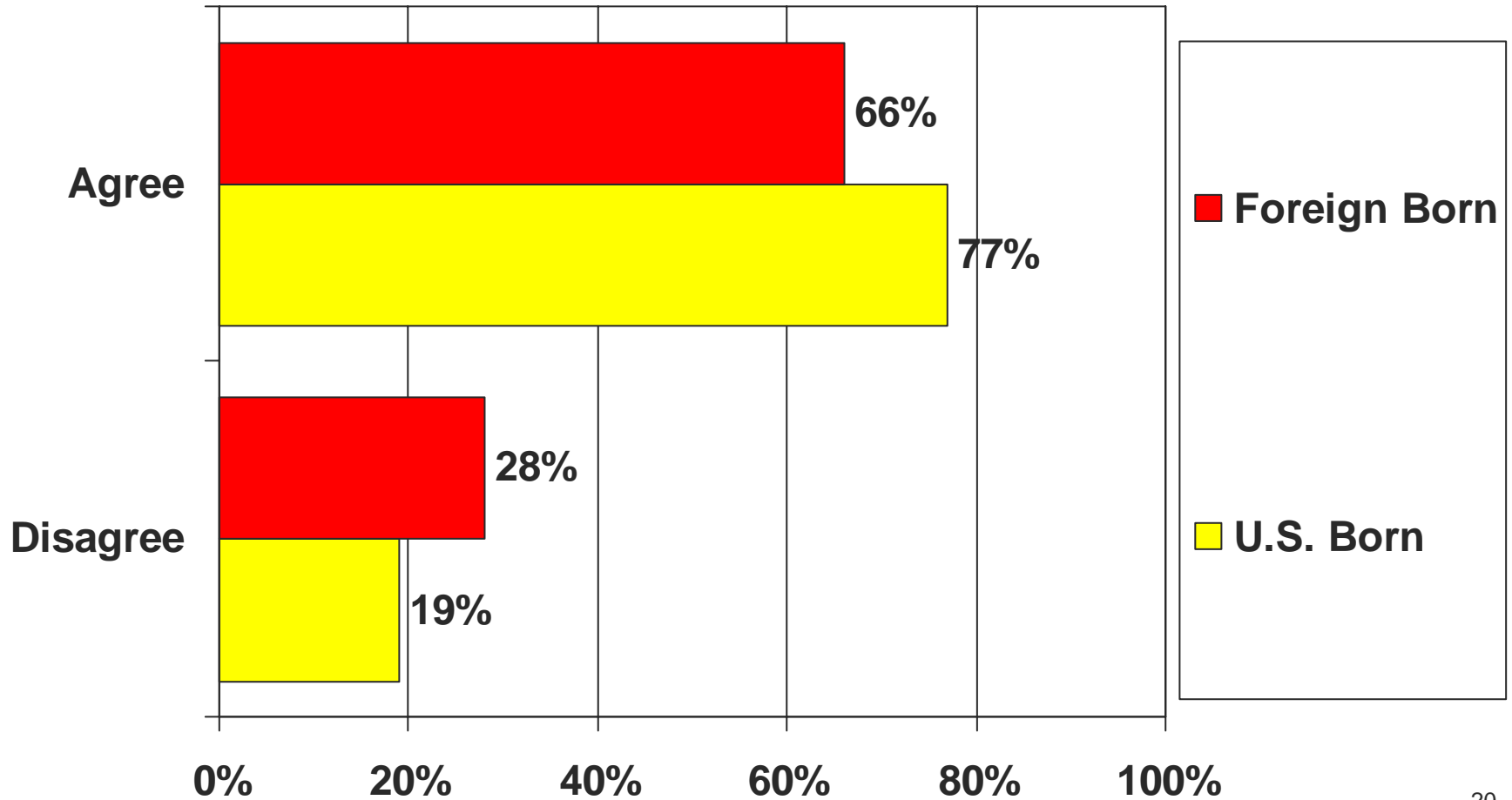


When it comes to illegal immigration, do you think that most of the 3 million illegal immigrants in California should be arrested and deported or given a chance to earn legal status and citizenship?

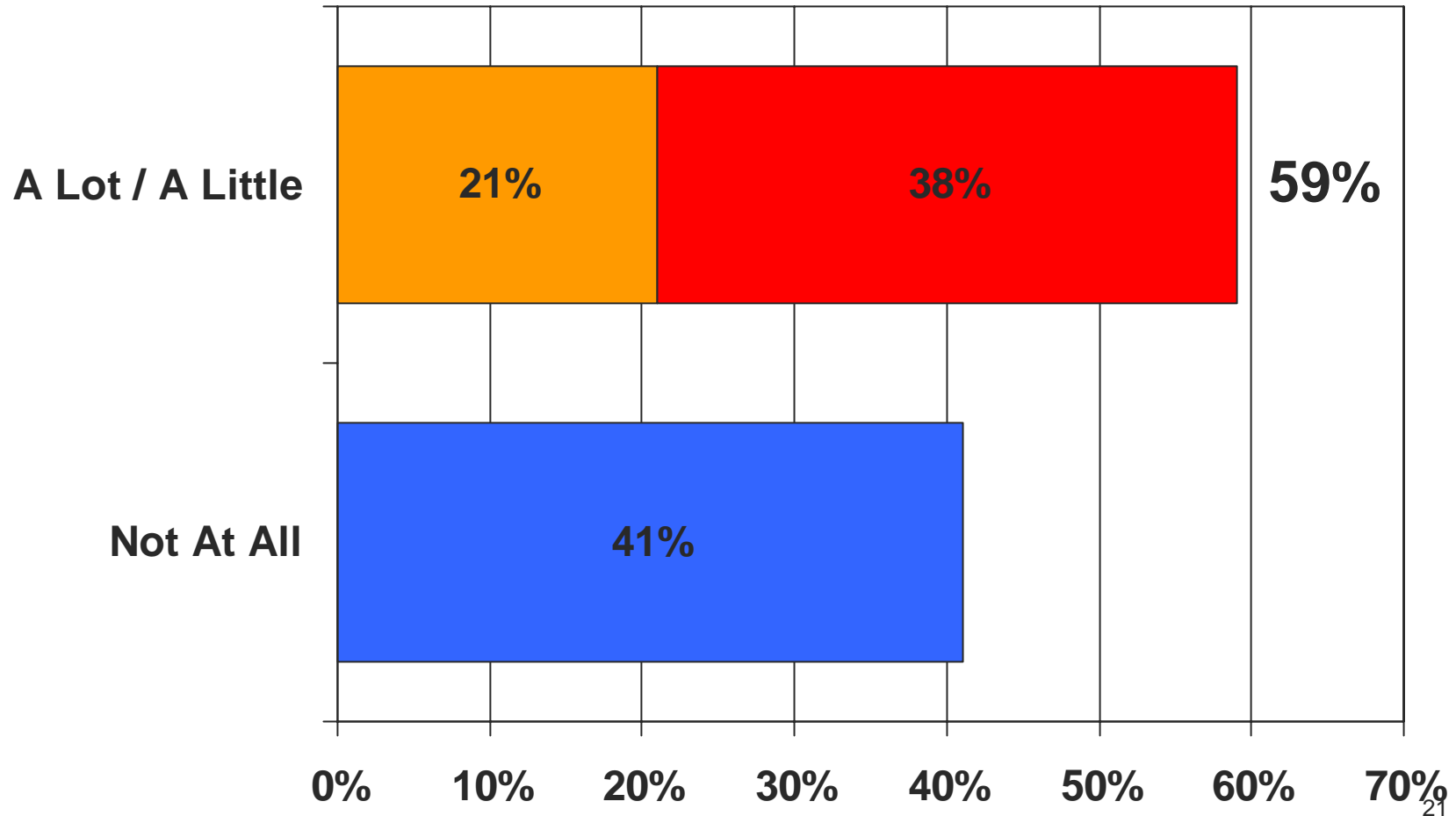


The anti-immigrant sentiment and anti-Latino feelings are growing in California and the United States.

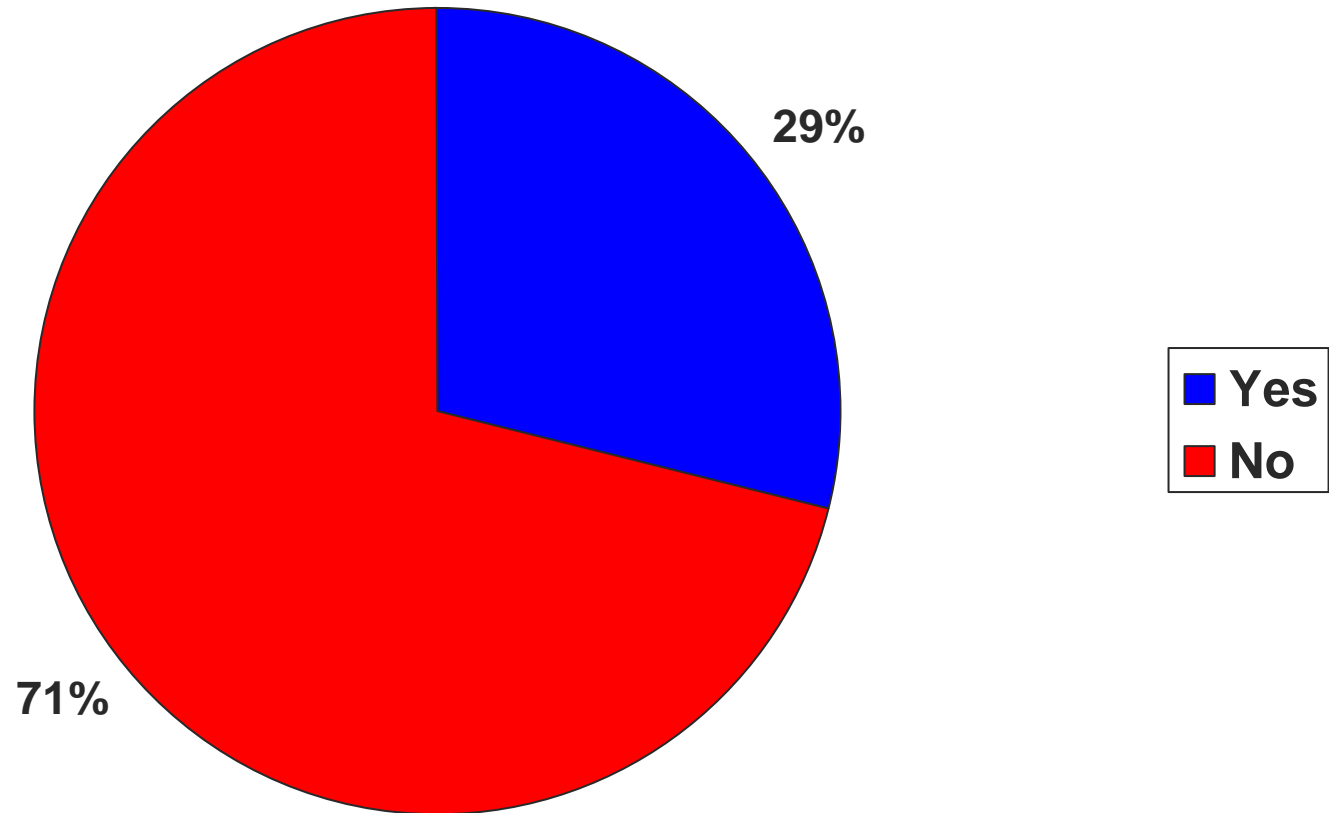
By Country of Birth



How much has the anti-immigrant sentiment and the anti-Latino feelings in the country affected you and your family?

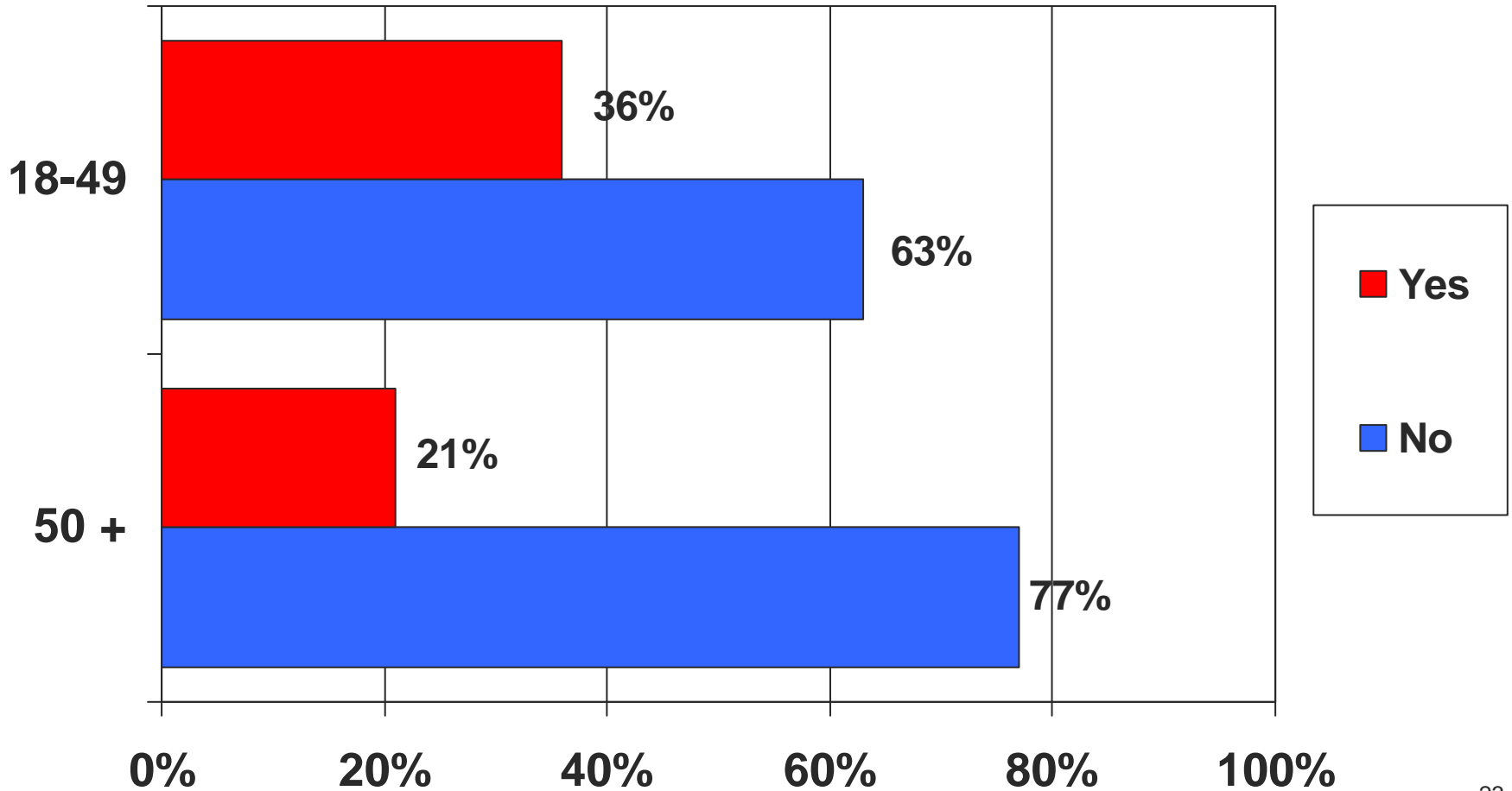


Have you or any member of your family participated in any of the immigration demonstrations or rallies in the Latino community during the past year?

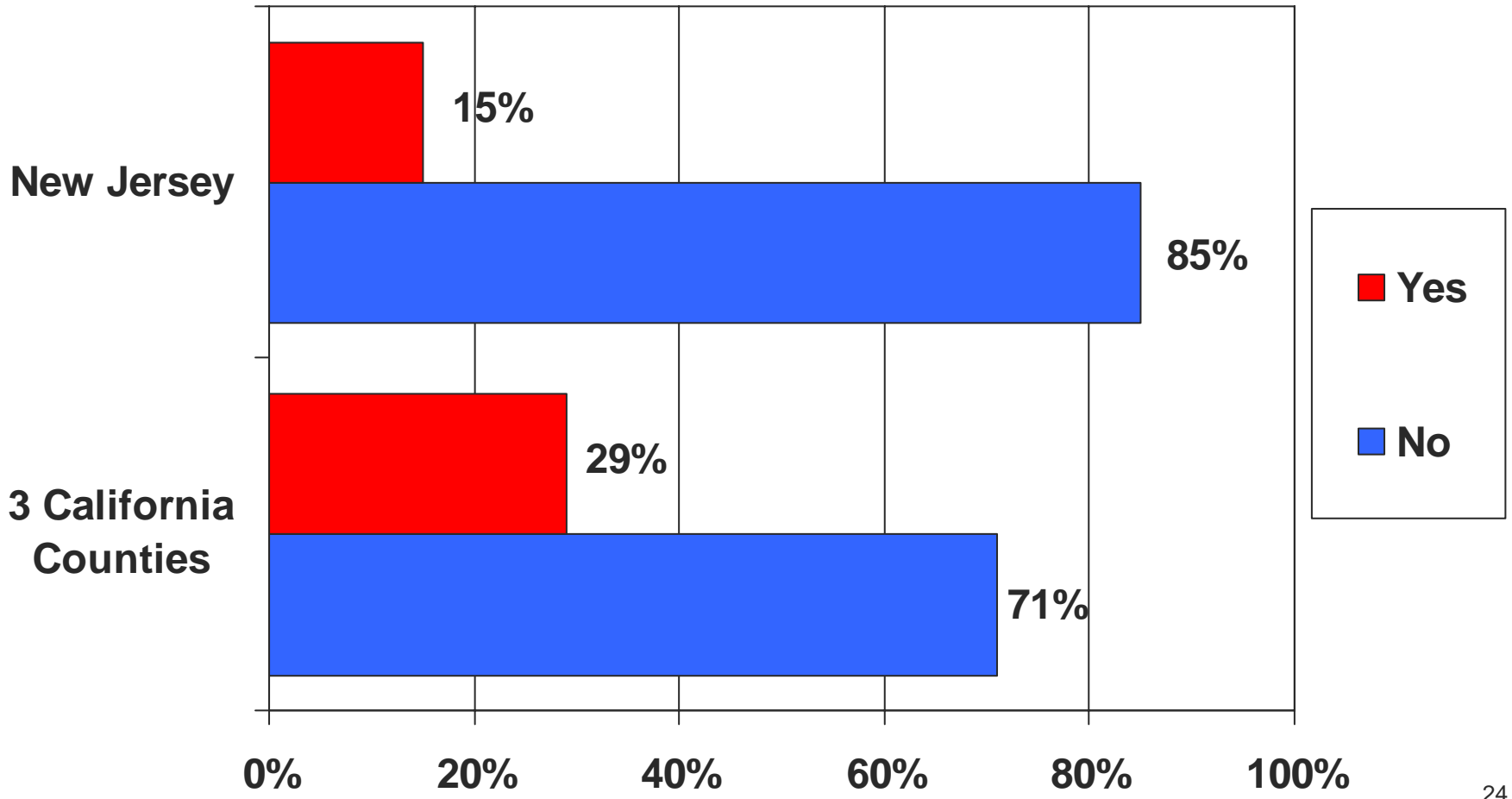


Have you or any member of your family participated in any of the immigration demonstrations or rallies in the Latino community during the past year?

By Age



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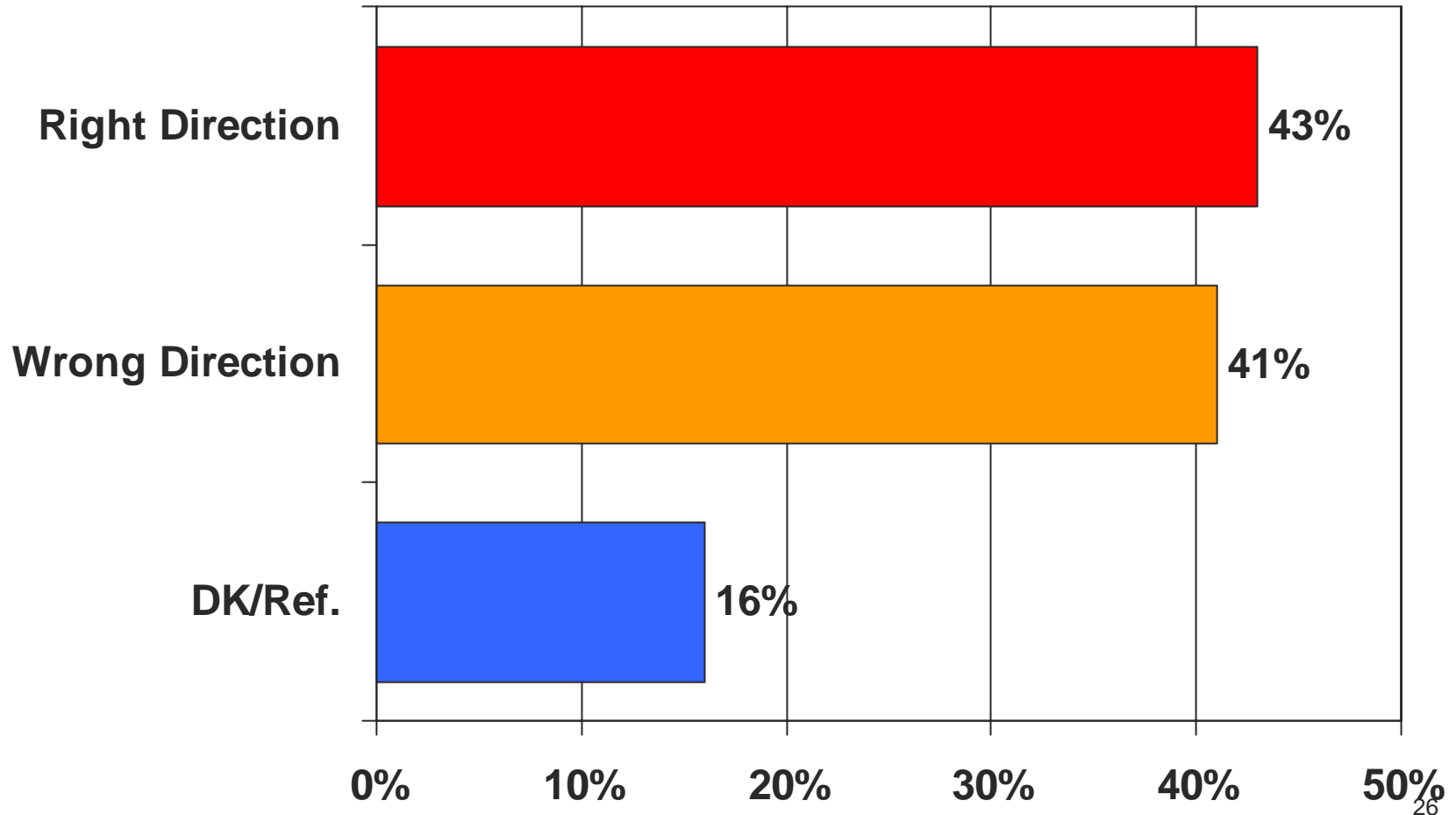




IV. Mood of the State/ Important Issues

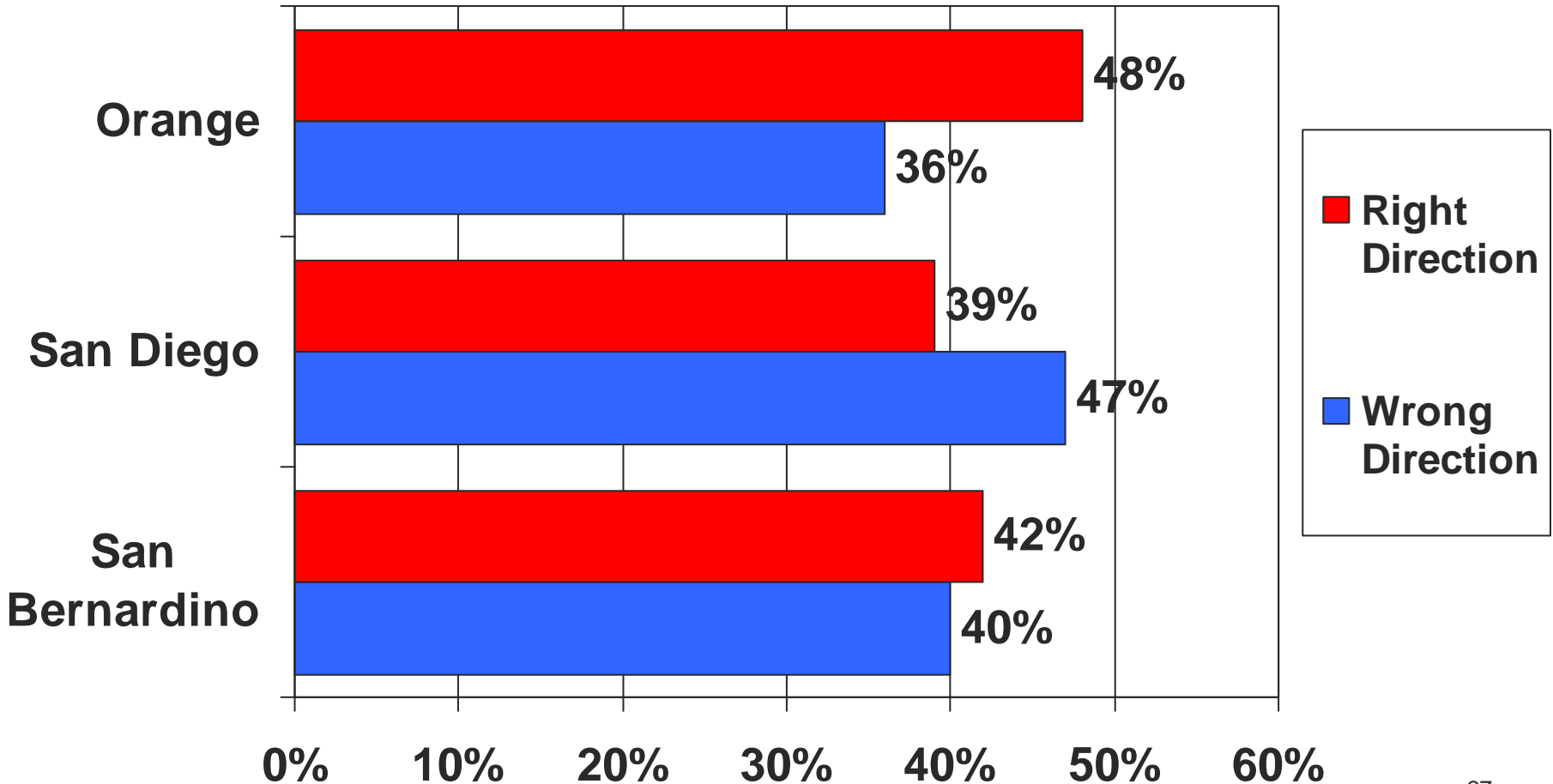
Affordability issues – cost of living, affordable housing, utility bills, and taxes – are the major concerns of Latino voters in these three counties.

Do you think the state of California is generally headed in the right direction or wrong direction?



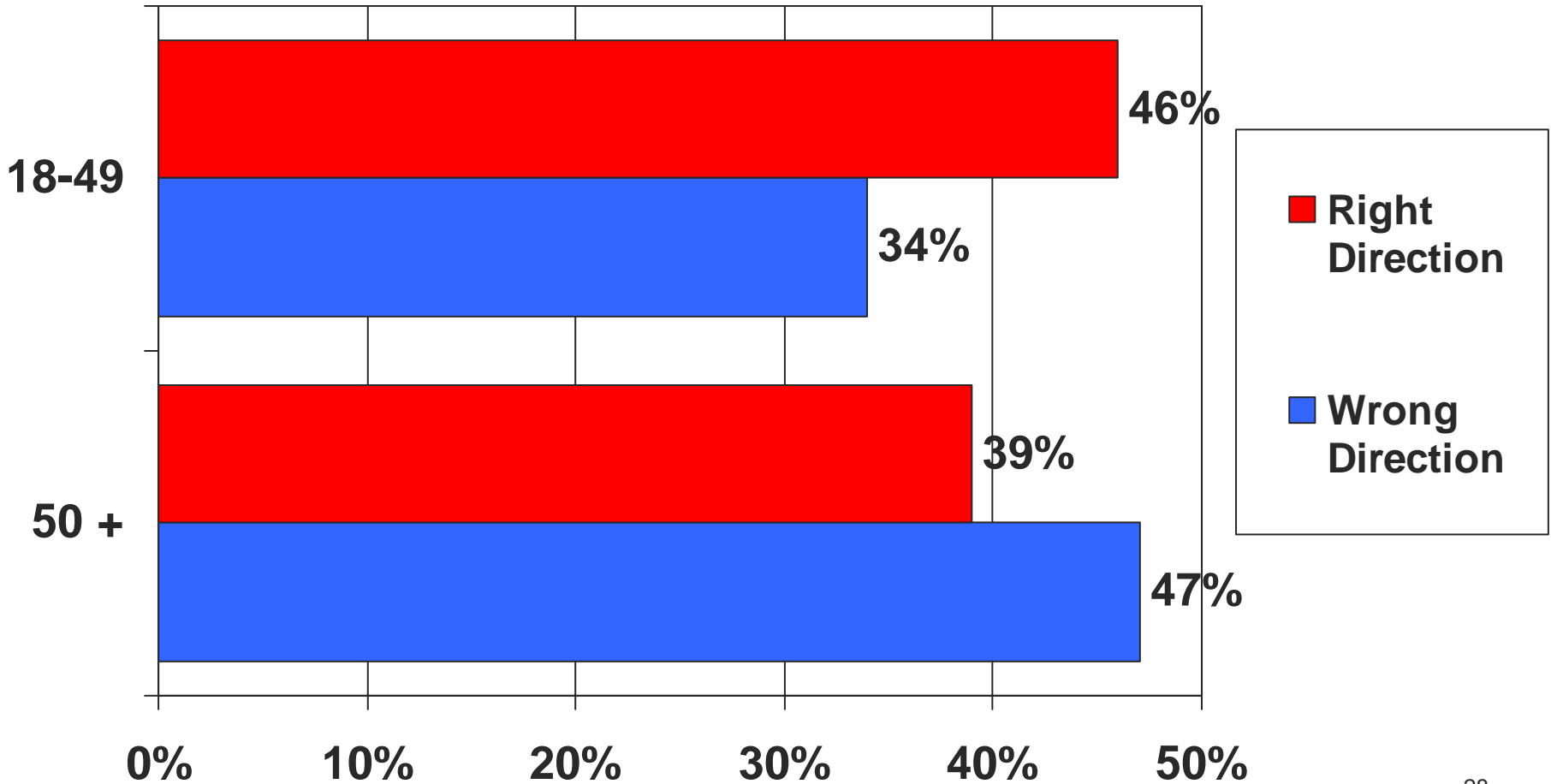
Do you think the state of California is generally headed in the right direction or wrong direction?

By County

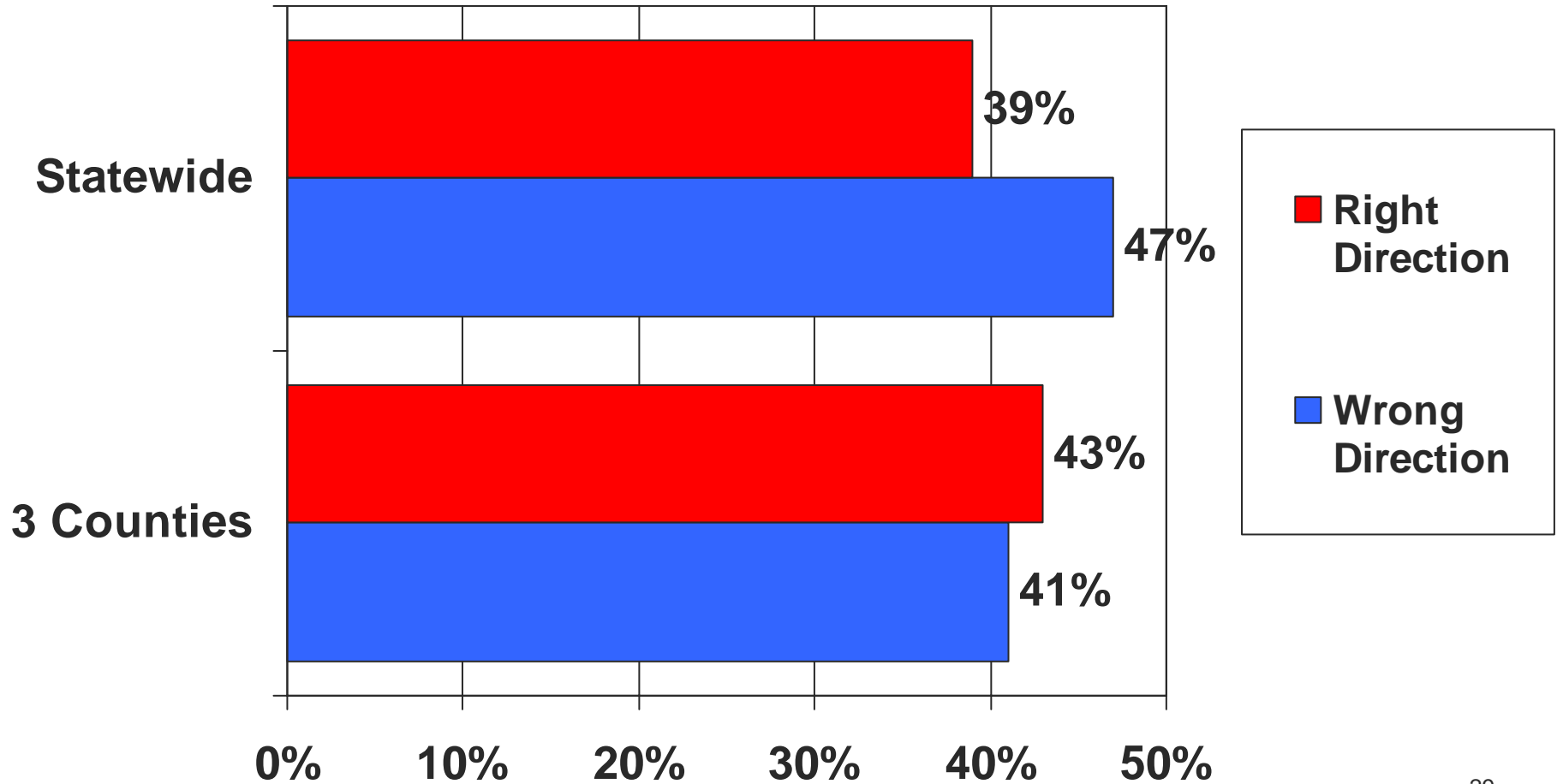


Do you think the state of California is generally headed in the right direction or wrong direction?

By Age



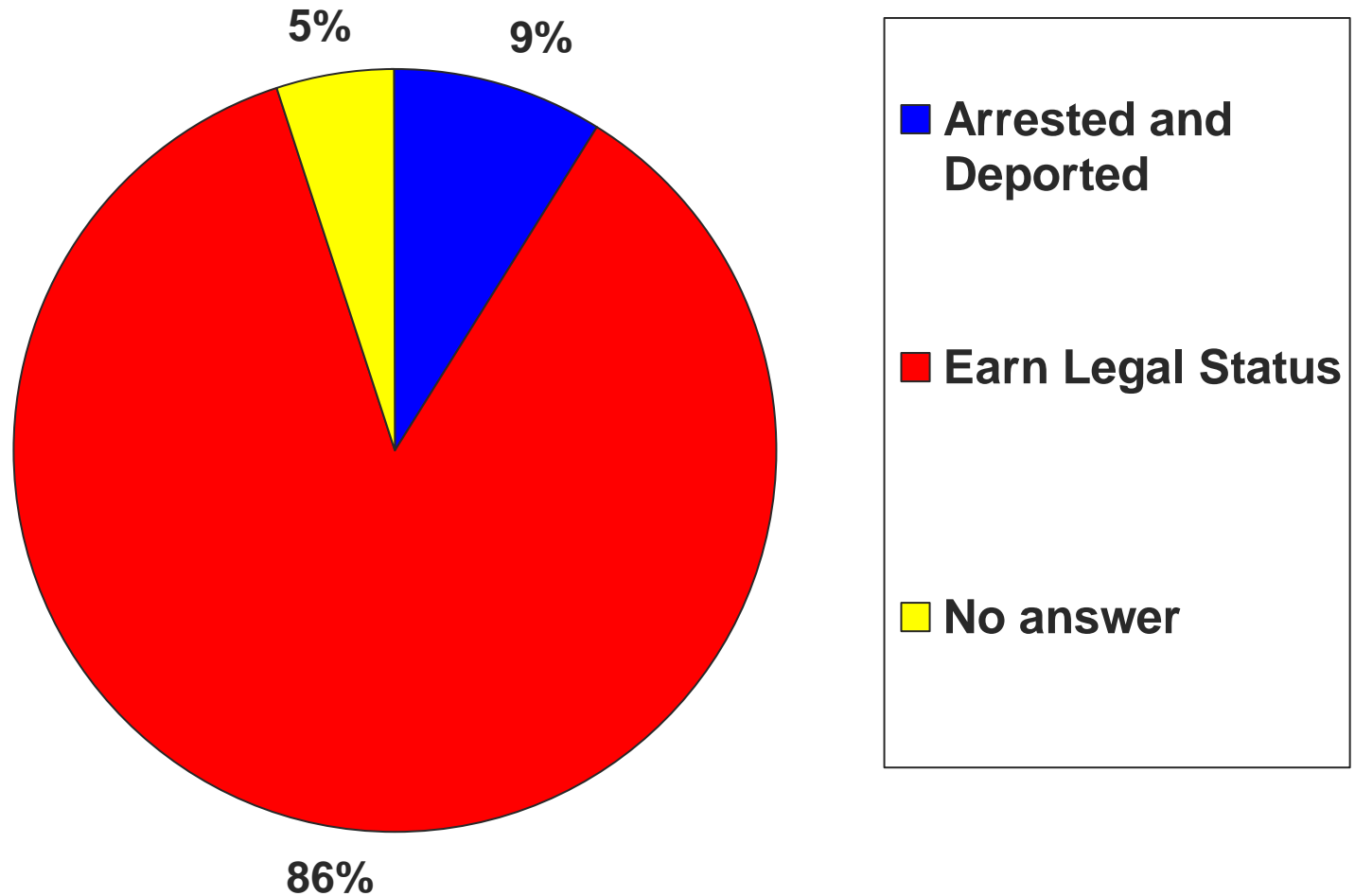
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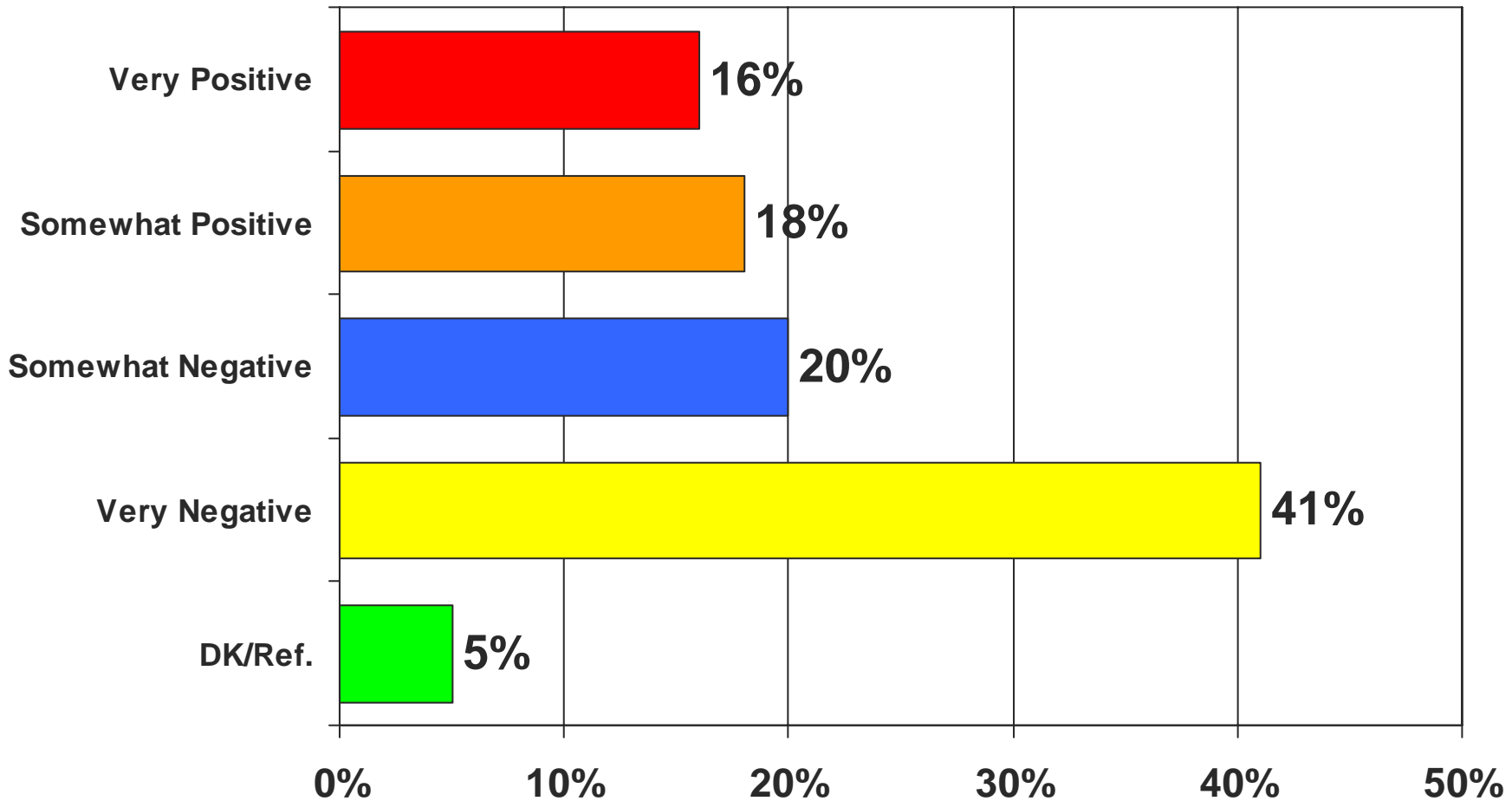
Which of the following do you think is the most important problem facing California today?

High cost of living	25%
Low quality of public schools	16%
Illegal Immigration	16%
Lack of access to quality healthcare	9%
Lack of affordable housing	8%
Increasing gas prices	8%
Weak economy and unemployment	5%
Traffic congestion	3%
High natural gas and electricity bills	3%
High taxes	2%

Respondents who indicated that illegal immigration was the most important problem.



George W. Bush

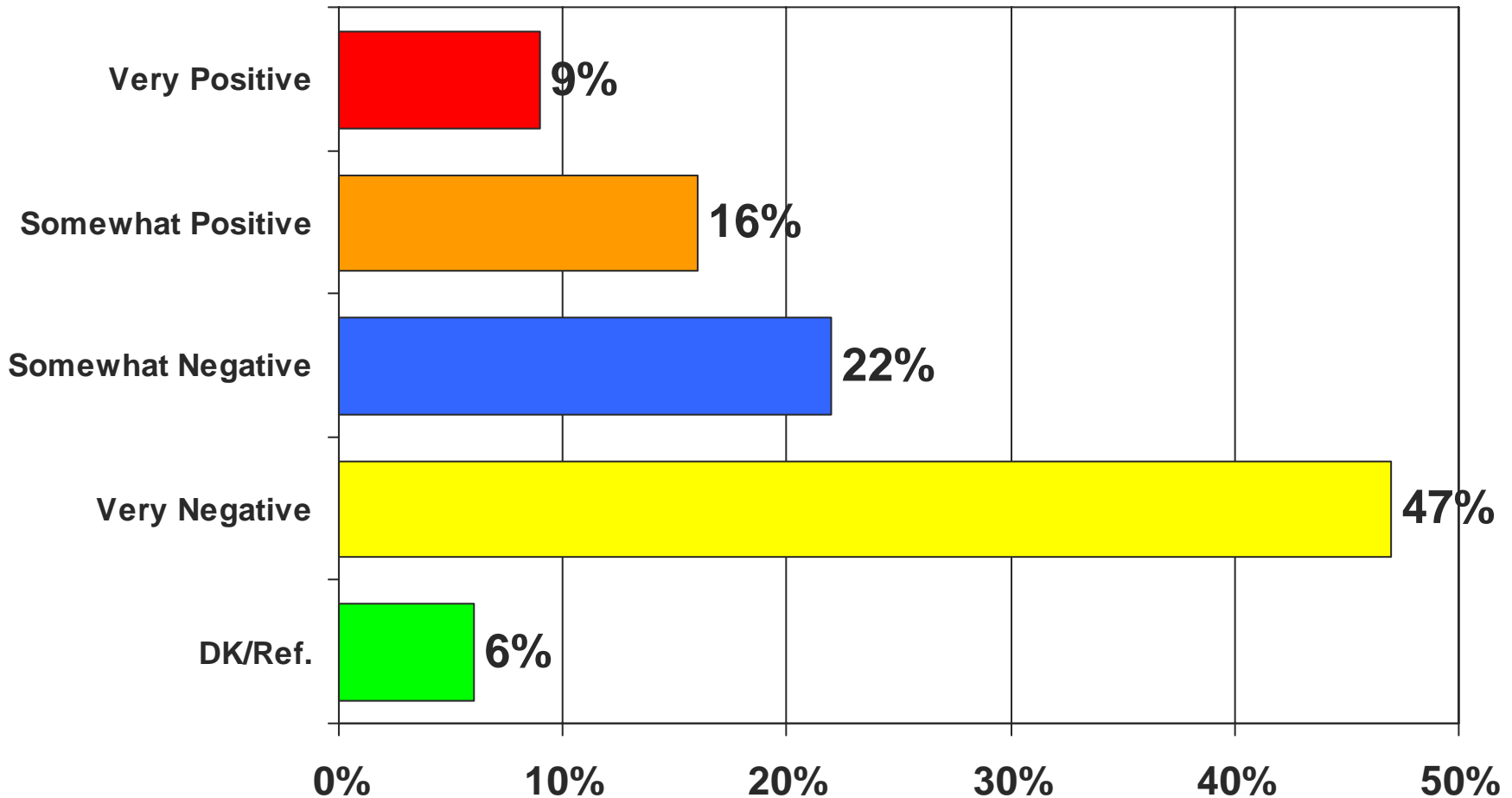




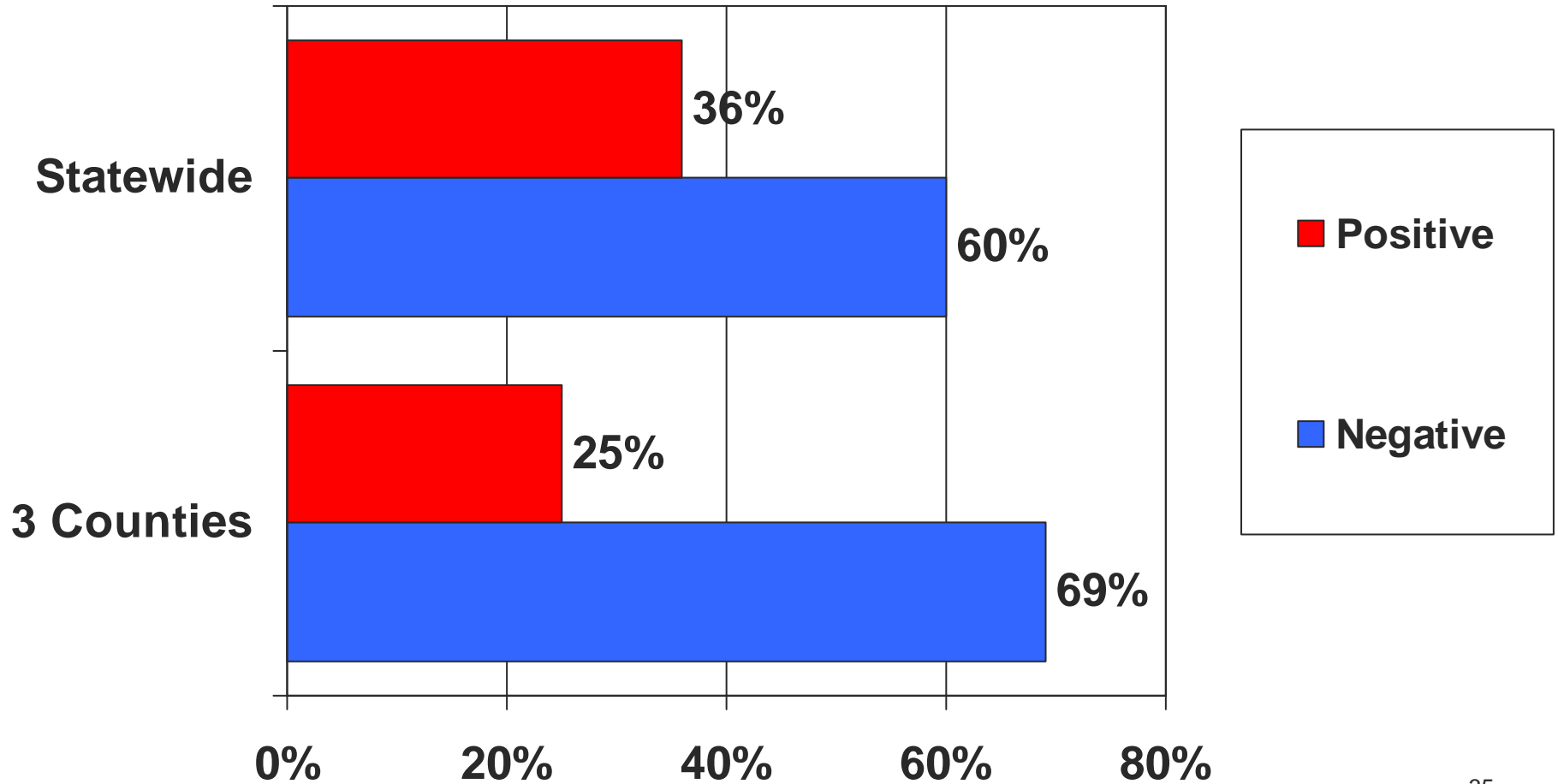
V. Arnold Schwarzenegger

Arnold Schwarzenegger is not only a very unpopular figure in these three counties, but also considered untrustworthy on issues that impact the Latino community.

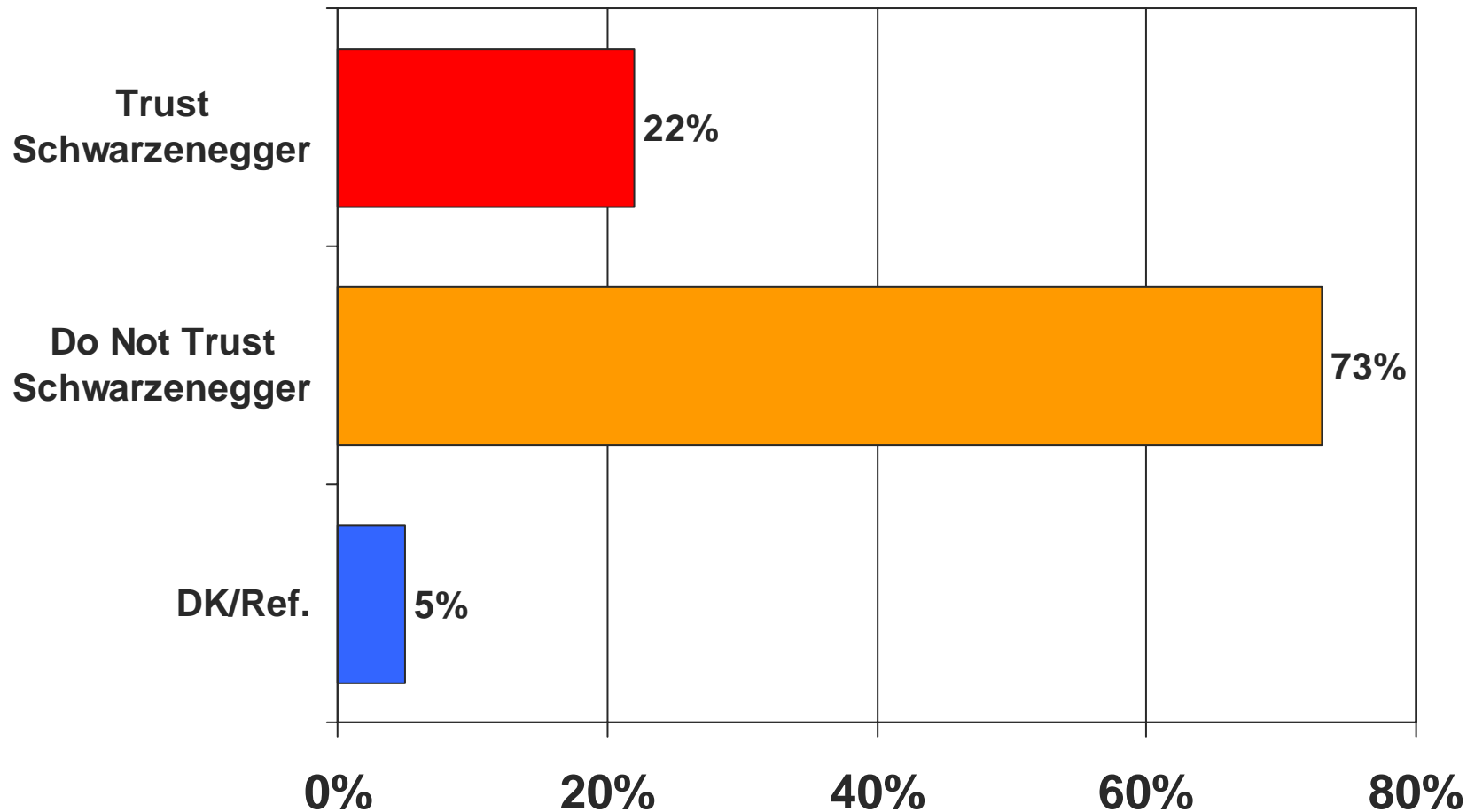
Arnold Schwarzenegger



[Arnold Schwarzenegger]

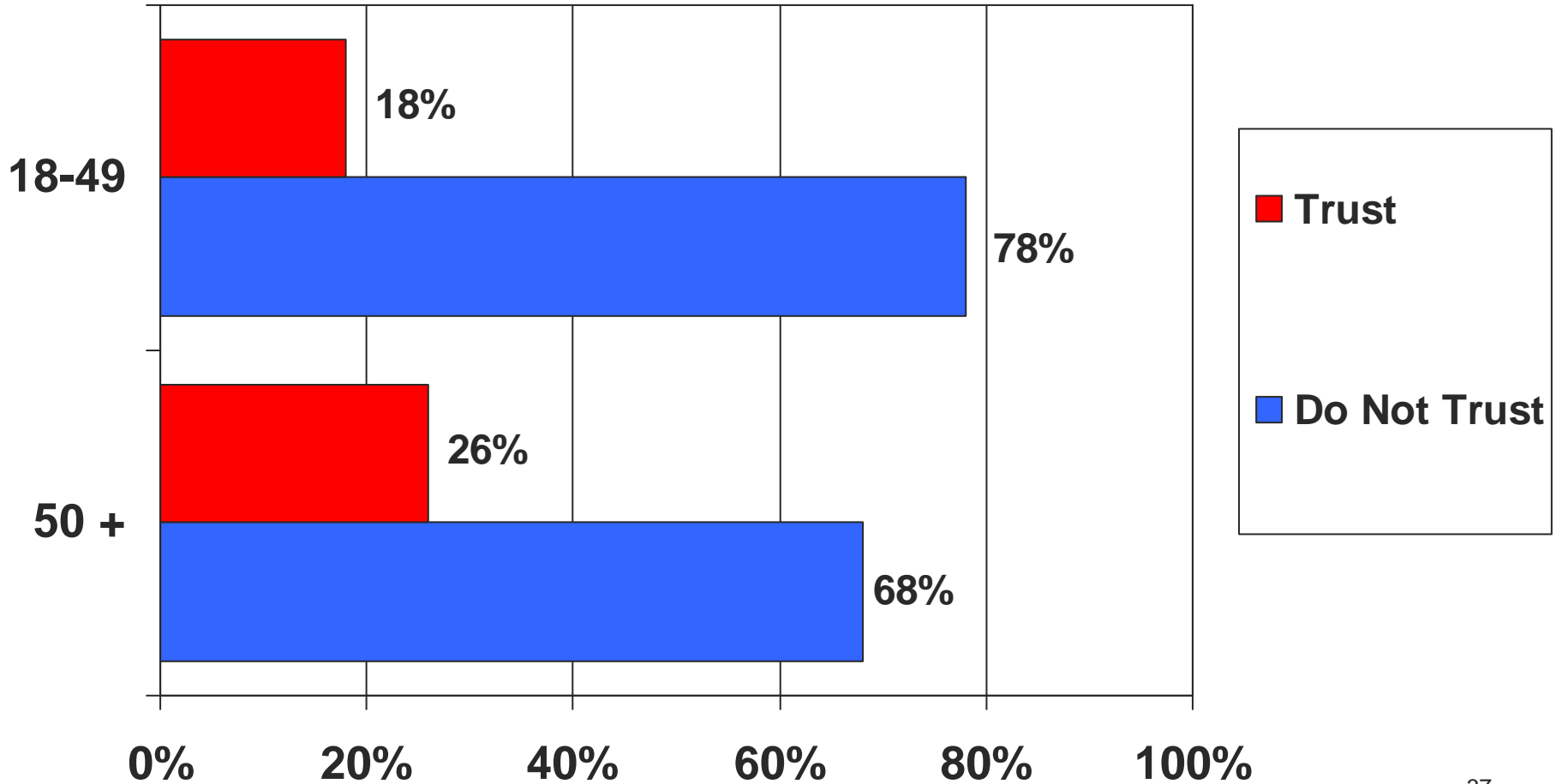


When it comes to immigration and other issues that impact the Latino community in California, do you trust Governor Arnold Schwarzenegger to represent the interests of the Latino Community?



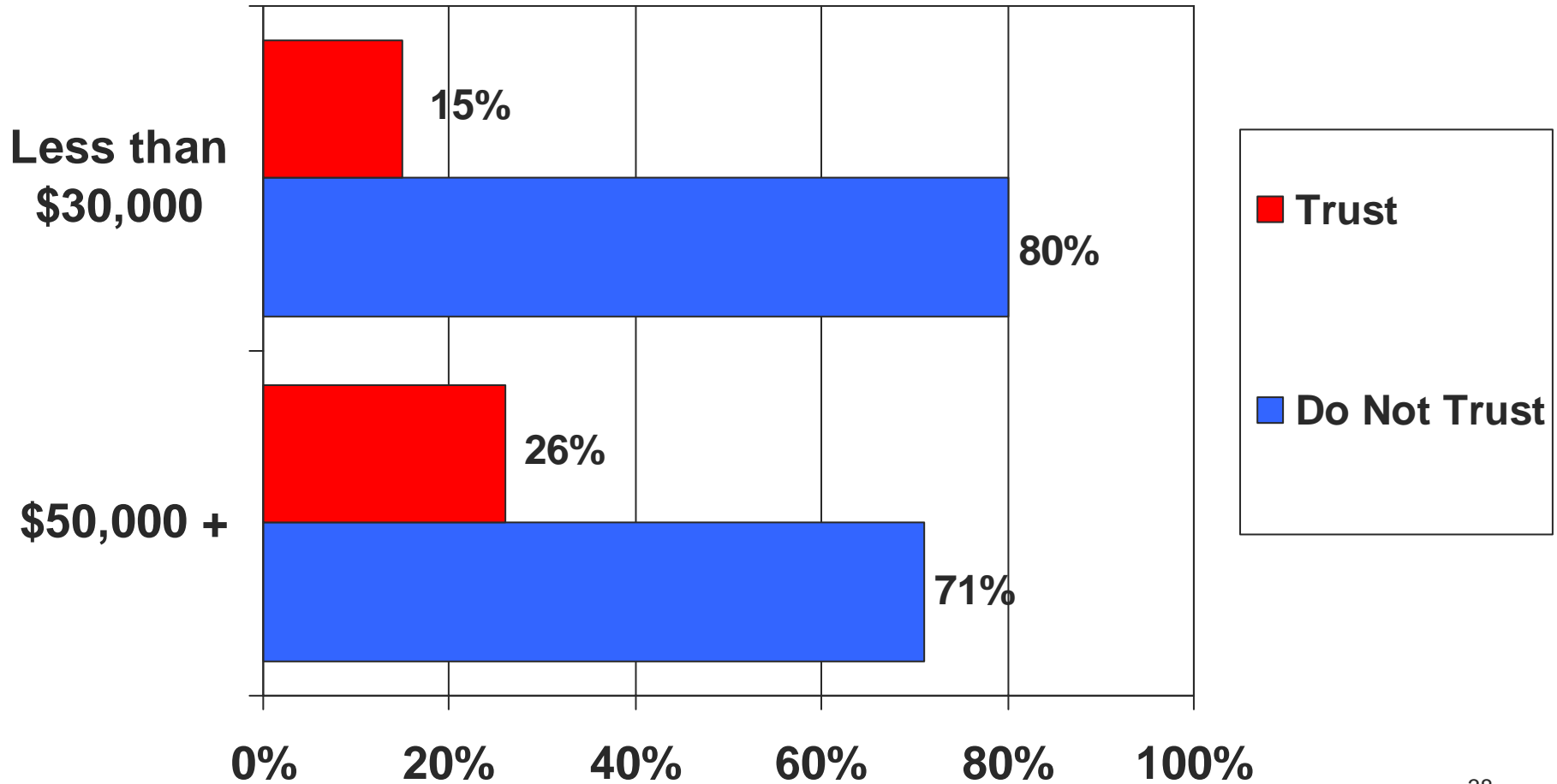
When it comes to immigration and other issues that impact the Latino community in California, do you trust Governor Arnold Schwarzenegger to represent the interests of the Latino Community?

By Age



When it comes to immigration and other issues that impact the Latino community in California, do you trust Governor Arnold Schwarzenegger to represent the interests of the Latino Community?

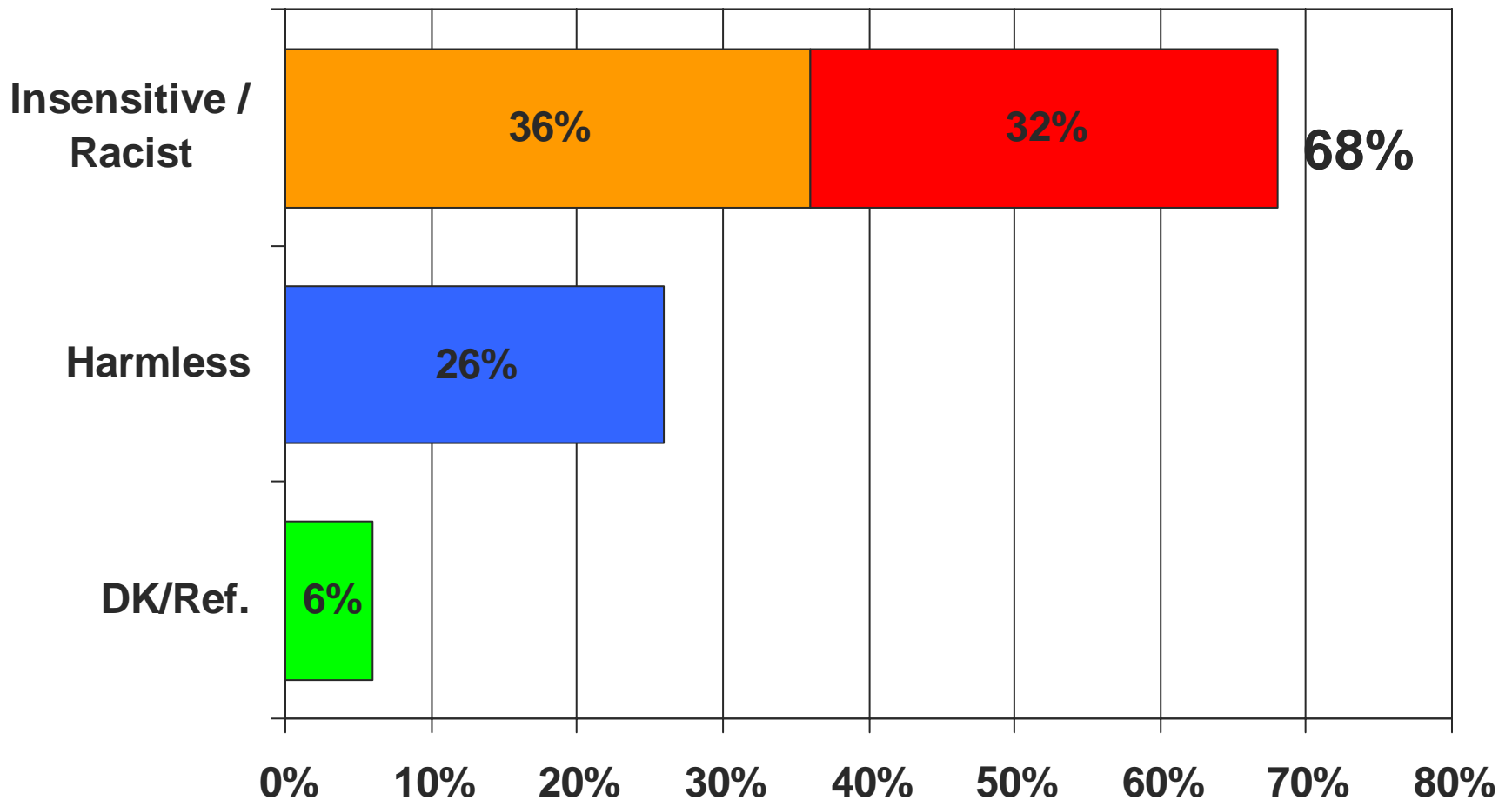
By Income





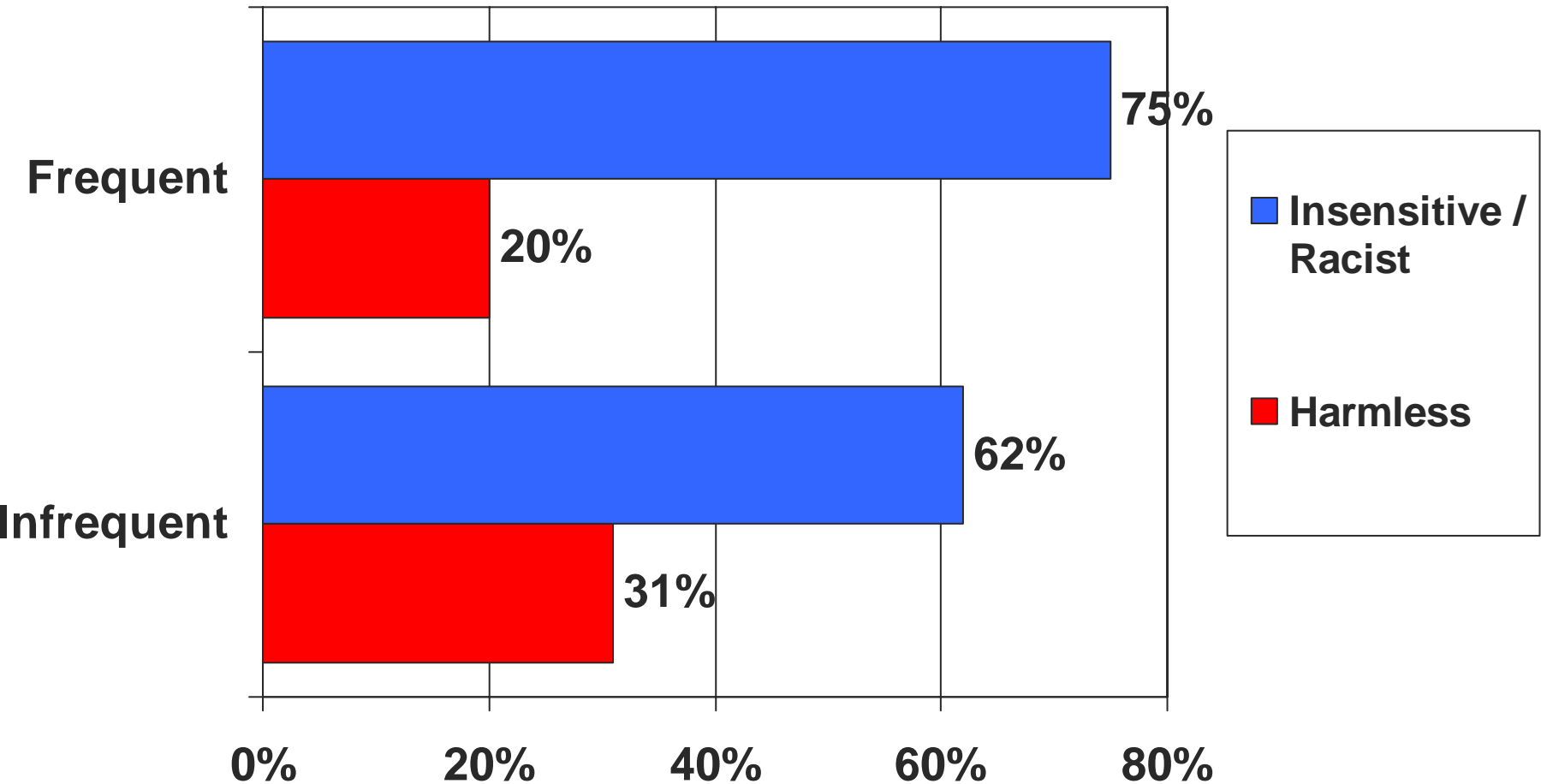
VI. Schwarzenegger Comments

How do you feel about the recent comments made by Governor Arnold Schwarzenegger in reference to a Latina assemblywoman?



How do you feel about the recent comments made by Governor Arnold Schwarzenegger in reference to a Latina assemblywoman?

By Spanish-language TV Usage

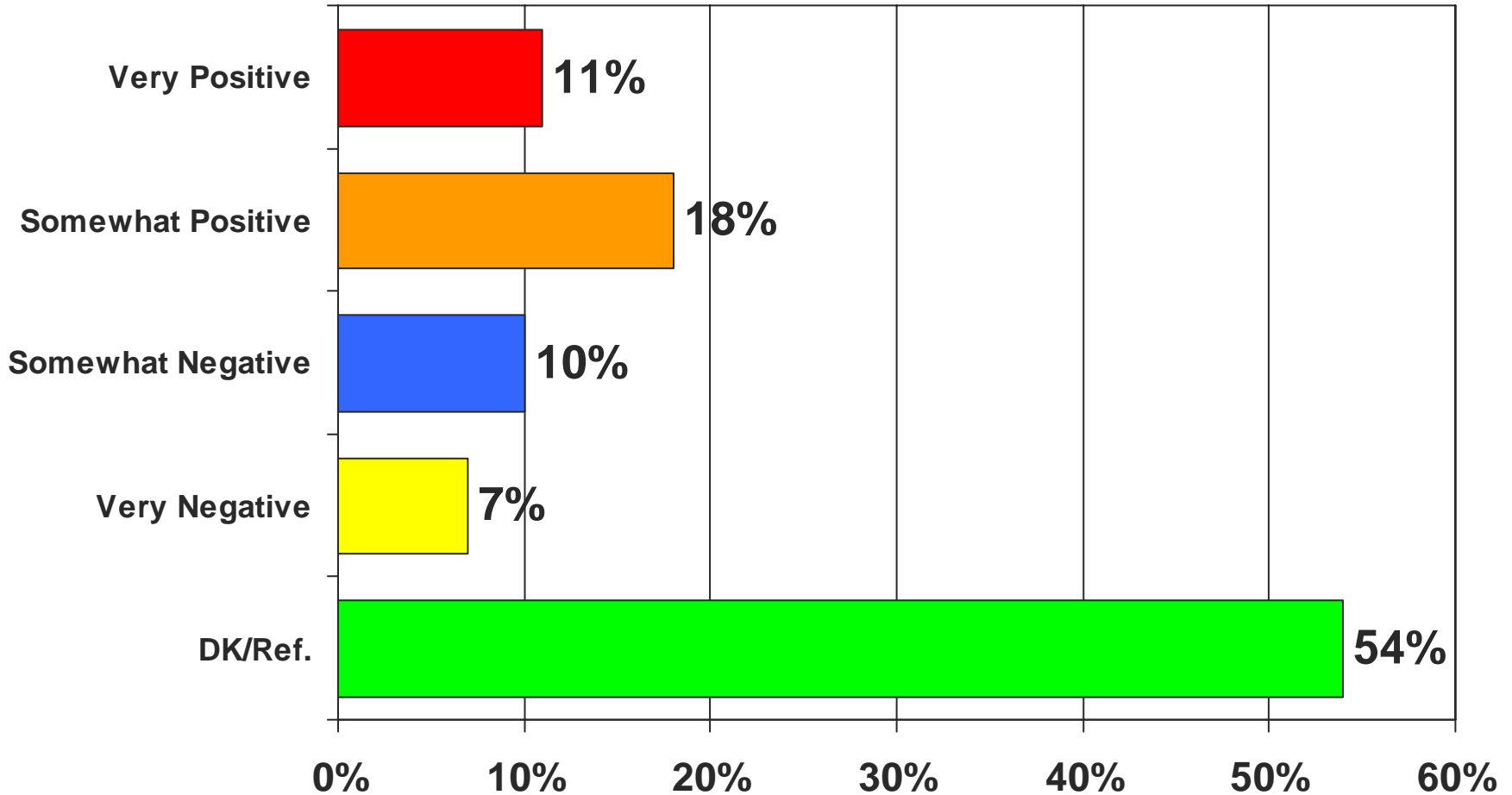


A decorative graphic consisting of a thin gold circle on the left side, partially overlapping a horizontal bar. The bar has a gold-to-white gradient and is flanked by large black and gold brackets. The text 'VII. Phil Angelides' is centered within the bar.

VII. Phil Angelides

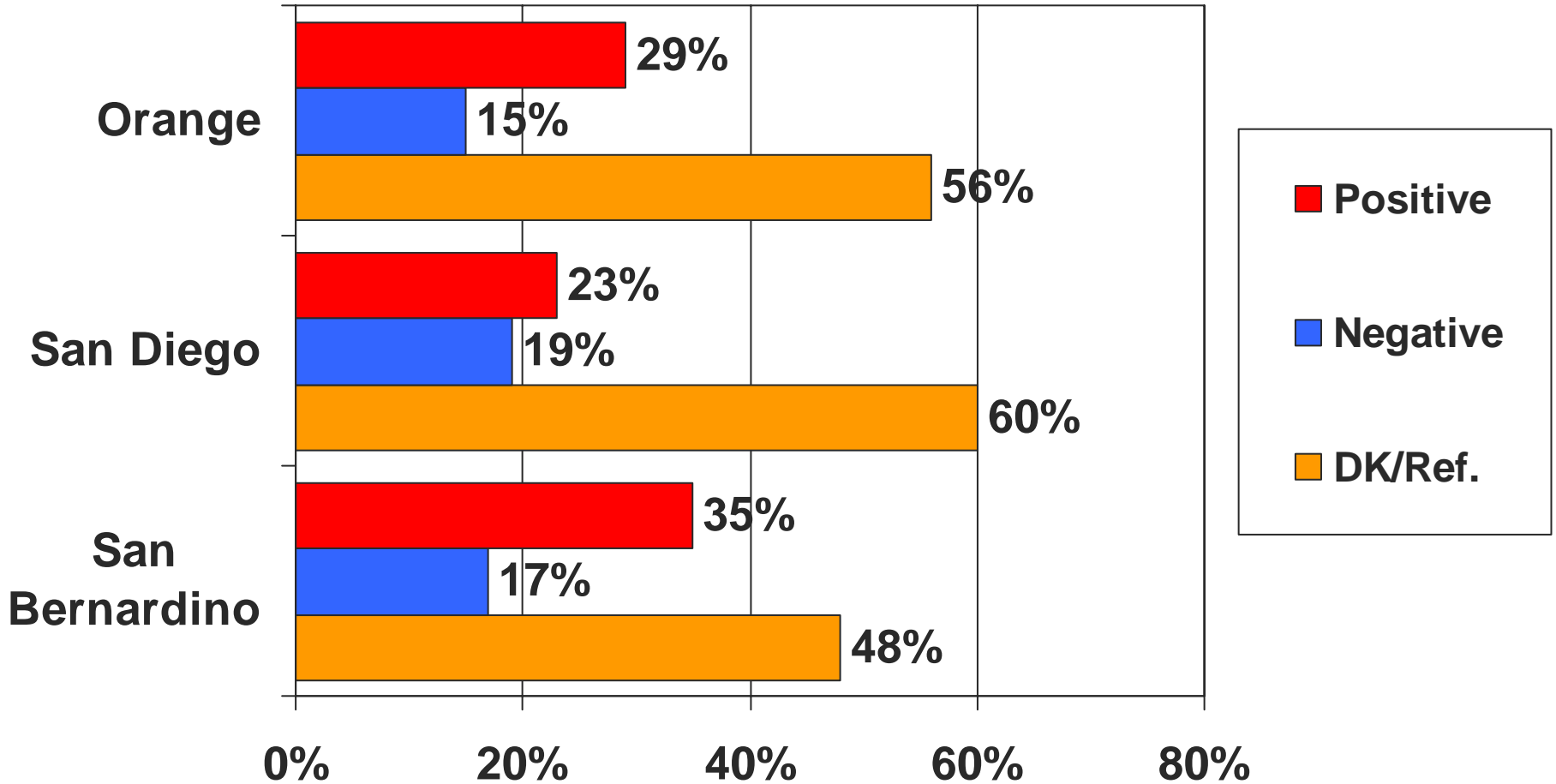
Phil Angelides is basically unknown among Latino voters in these three counties. Undecided voters tend to be low income women in Orange County.

[Phil Angelides]

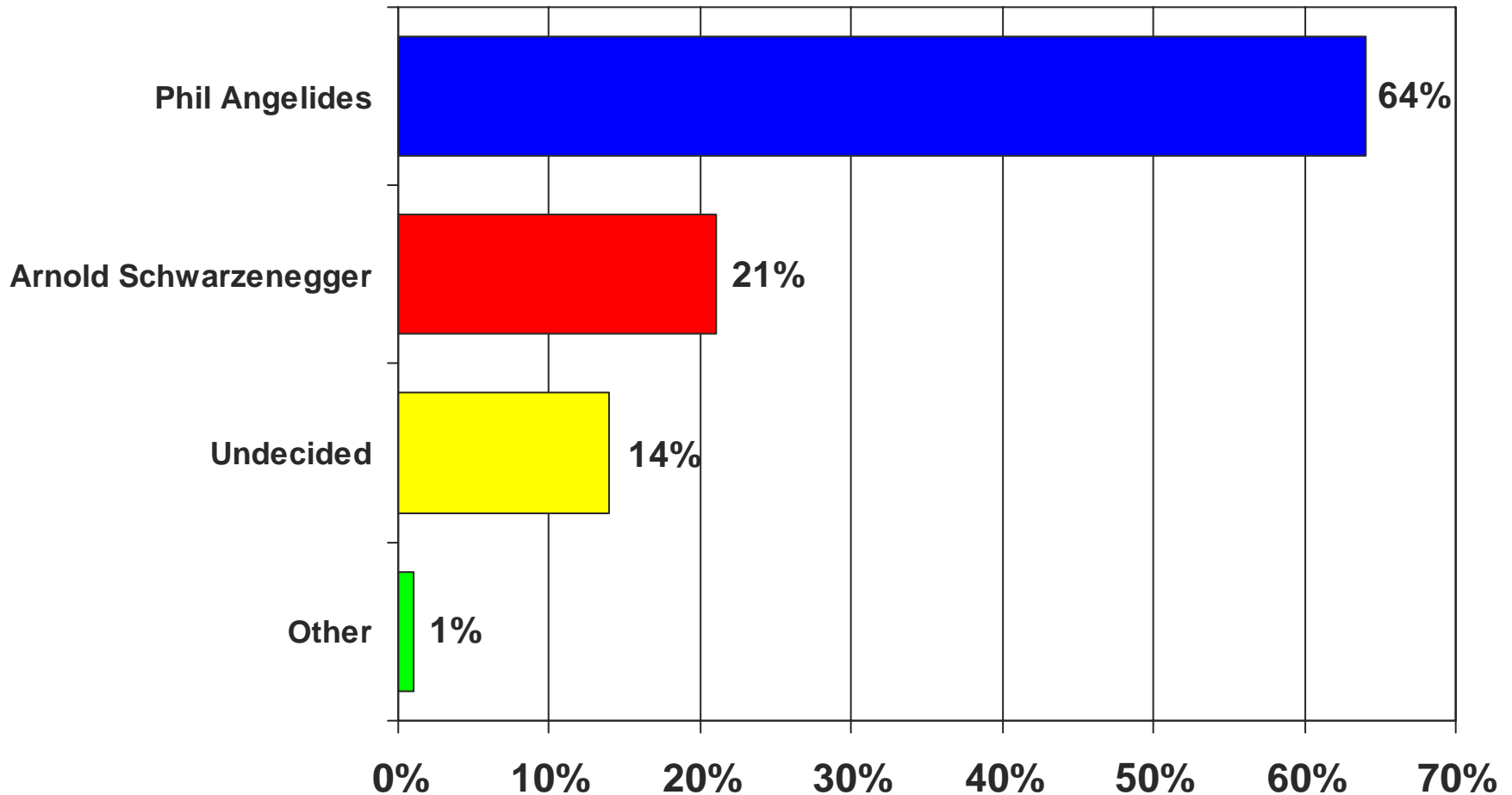


Phil Angelides

By County

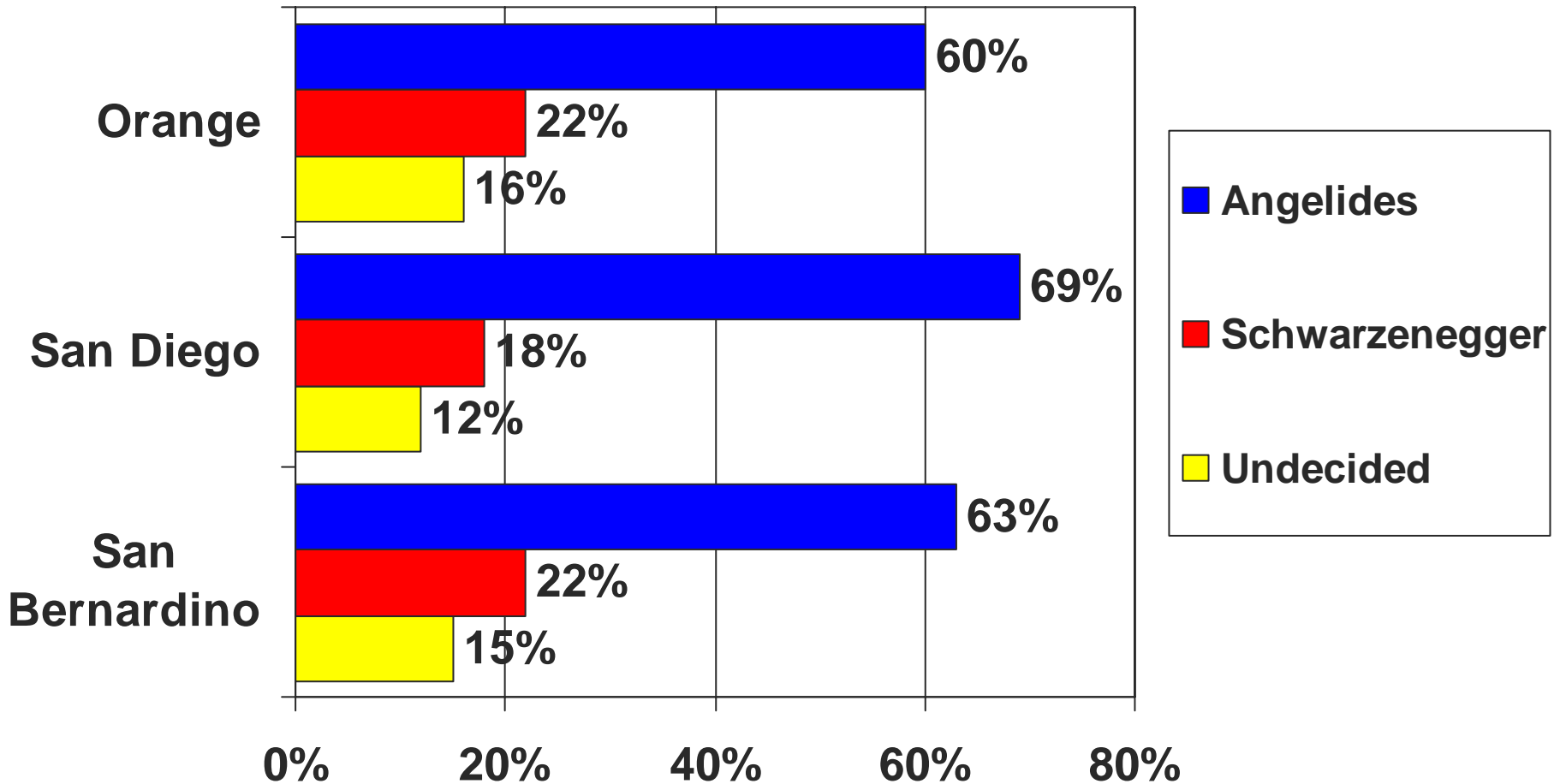


If the election for Governor of California was held today for whom would you vote?



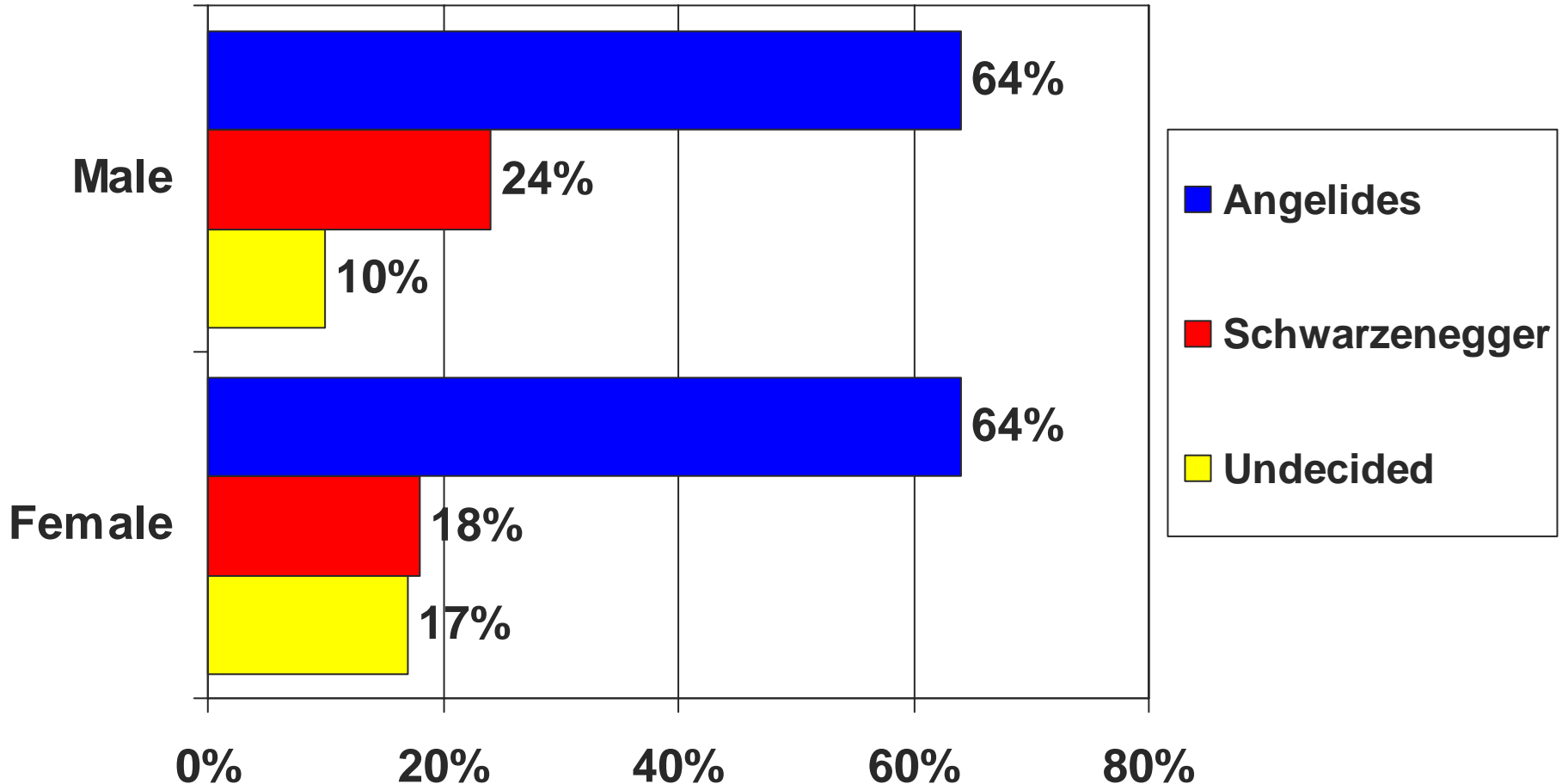
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By County



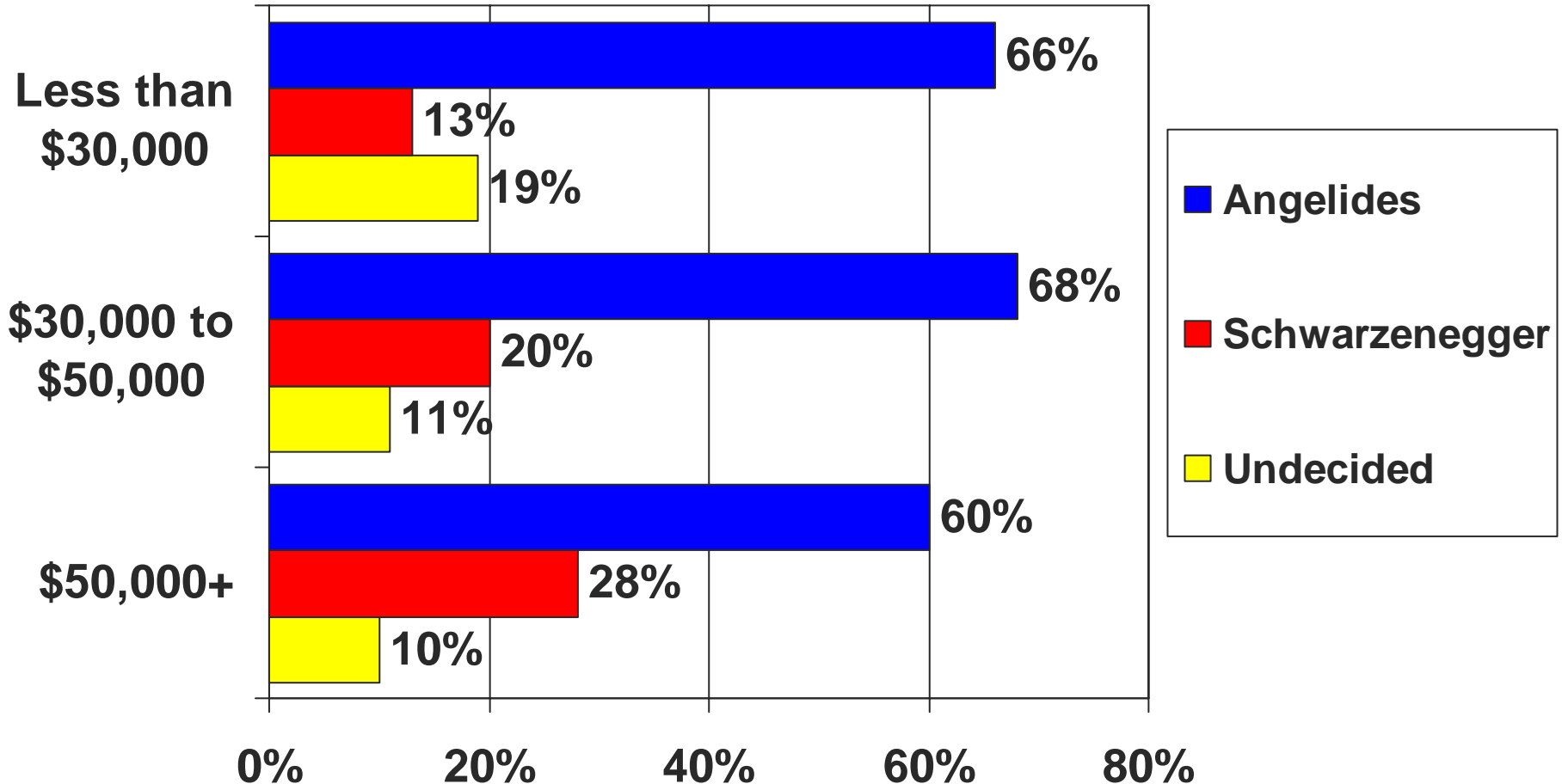
If the election for Governor of California was held today for whom would you vote?

By Gender



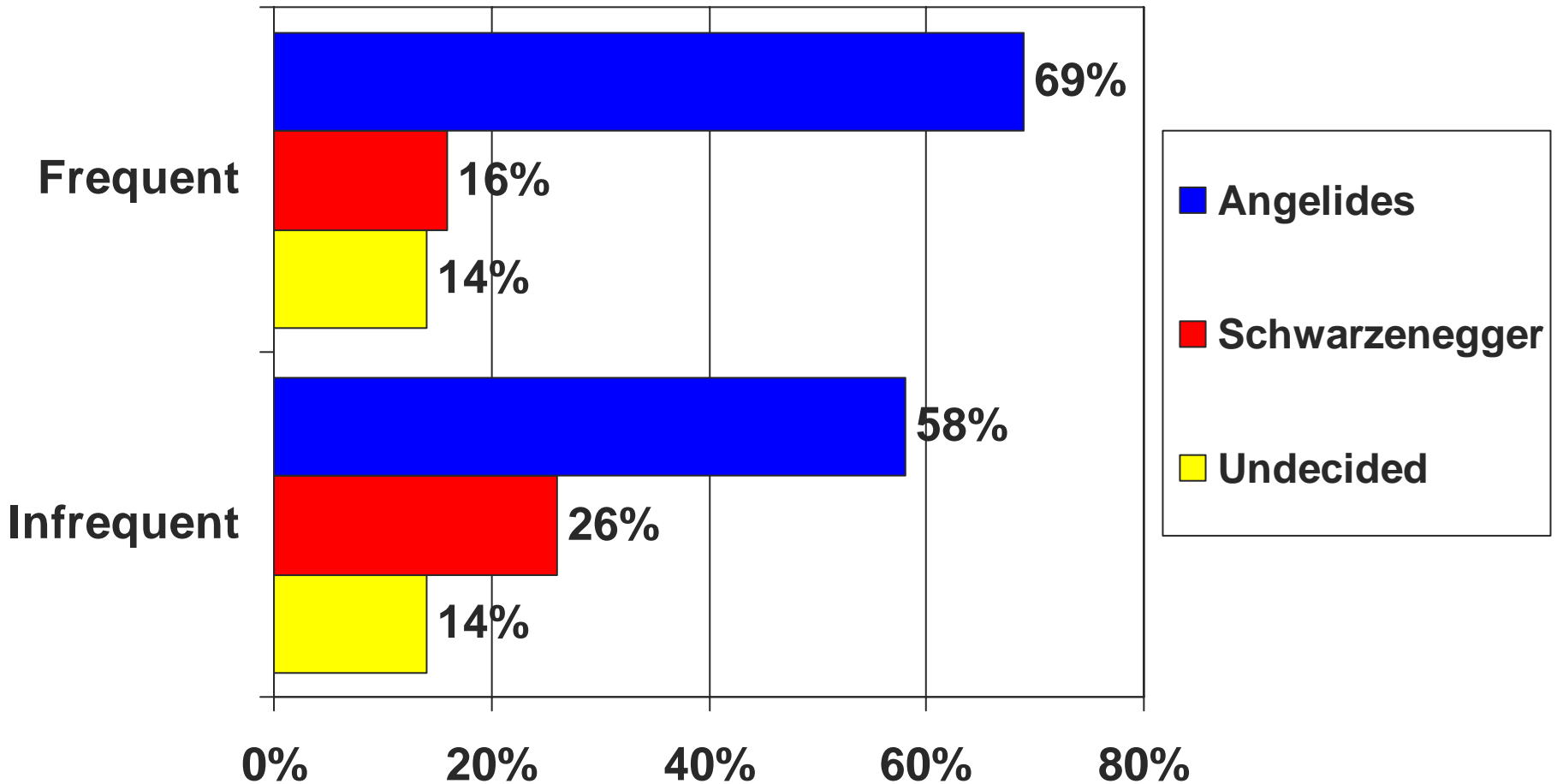
If the election for Governor of California was held today for whom would you vote?

By Annual Household Income



If the election for Governor of California was held today for whom would you vote?

By Spanish-language TV Usage



Reasons for Voting for Angelides

Better candidate	22%
Democrat	21%
California needs change	14%
Don't like Schwarzenegger	9%
Will continue to do good things for California	8%
Ideas on economy and education	7%
Views on Hispanics / immigration	5%

Reasons for Voting for Schwarzenegger

Doing a good job for California	37%
Strong candidate who keeps his word	15%
Republican	10%
Agree with his ideas on education, the economy and taxes	10%
Don't like Angelides	8%
Helps Hispanics	2%



VIII. “Angelides Motivators”

The cost of living issue emerges as “most effective” among gubernatorial undecided voters in these three counties.

“Angelides Motivators”

Convincing Reason Responses

	All Respondents	Angelides Voters	Schwarzenegger Voters	Undecided Respondents
Healthcare	63%	73%	35%	53%
College tuition	58%	69%	31%	46%
Cost of living	57%	67%	27%	54%
George W. Bush	56%	69%	22%	47%
Immigration	55%	67%	27%	39%
Prop 187	49%	62%	19%	38%