



WCVI.ORG



VOLUME , ISSUE

A PUBLICATION OF THE WILLIAM C. VELÁSQUEZ INSTITUTE

SPRING 2005

**LATINOS CAST RECORD NUMBER OF BALLOTS IN THE U.S.**

An turnout study, conducted by the William C. Velásquez Institute (WCVI), revealed that Latinos cast a record number of ballots in the 2004 National General Election. According to results garnered from the exit survey of 957 Latino voters in 41 national precincts, Latinos cast over 6.9 million votes in the 2004 election. This vote represents an increase of over 1 million over the '00 elections or 17.2% increase.

In the 2004 National General Election, Latinos represented 5.8% of the total votes cast in the U.S., an modest increase in share from 5.6% to 5.8%. Unfortunately, Latino turnout declined from 78.6% to 71.3%.

In addition, Latinos experienced big gains in voter registration. Latino voter registration grew by 29.3% since the

(Continued on page 2)

**National Total/Latino Voter Turnout: A Comparison of the 2004 and 2000 General Elections**

	TVC	TVR	Turnout %	
2004	120,200,000	143,000,000	84.1%	
2000	105,399,313	133,780,000	78.8%	
04-00, +/-	14,800,687	9,220,000		
04-00 %, +	14.0%	6.9%		
	LVC	LVR	Turnout %	Share TVC
2004	6,954,602	9,754,000	71.3%	5.8%
2000	5,934,000	7,546,000	78.6%	5.6%
04-00, +/-	1,020,602	2,208,000		
04-00 %, +	17.2%	29.3%		

TVC = Total Votes Cast  
TVR = Total Voter Registration  
LVC = Latino Votes Cast  
LVR = Latino Voter Registration

Source: TVC / TVR - 2004/00 Committee for the Study of the American Electorate  
LVC - 2004/00 WCVI Turnout Study  
LVR - 2004/00, WCVI estimate of LVR as of General Election 2004/00

The William C. Velásquez Institute conducted an election day exit poll and turnout study on November 2, 2004 of Latino voters in the United States. This newsletter is a brief report of the findings of the exit poll. The source for all information referenced in this newsletter is the 2004 WCVI national exit poll and turnout study, unless otherwise noted. Detailed methodology of the exit poll and turnout study can be found on Page 8 of the newsletter.

**National Latino Voters: Issues Influencing Presidential Choice (ranked in order)**

**Which one issue mattered most in deciding how you voted for President?**

Economy/Jobs	25.0%	Public Education	3.8%
Iraq War	23.1%	Immigration Policy	3.2%
War on Terrorism	10.7%	Same Sex Marriage	2.2%
Abortion	10.1%	Crime/Drugs	2.1%
Health Care	9.0%	Taxes	1.7%
Bilingual Education	3.9%	Gun Control	0.9%
Other	3.9%	The Environment	0.5%

**ECONOMY/JOB'S TOPS ON LATINO VOTER CONCERNS**

Latinos spoke out in the 2004 election, and the Economy/Job's was one of the key factors in garnering the Latino vote. 25.0% of Latinos identified the economy as key to determining their vote for president. After the economy, Latinos nationally were concerned with issues abroad citing 23.1%, the Iraq War and 10.7%, the War on Terrorism.

Interestingly, Latinos were also concerned with policy issues. 10.1% identified Abortion as a key issue in their presidential vote but only 2.2% identified Same-Sex Marriage bucking national trends. Additionally, Latino voters also saw Health Care, 9.0% and Education issues (Bilingual/Public) 7.7% as crucial components of their vote.

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**METHODOLOGY: WCVI 2004 EXIT POLL & TURNOUT STUDY**

The William C. Velásquez Institute conducted an exit poll to measure how Latinos voted during the November 2004 General elections. The survey was administered by trained interviewers in both English and Spanish. The WCVI National Election Day Exit Poll of Latino Voters was based upon a proportional-stratified-random sample of 957 Latino voters who were interviewed upon casting their ballots on Nov. 2, 2004. The sample was drawn from 41 precincts taken from 11 states. 80% of all Latino Registered Voters reside within these 11 states. All precincts having less than 5% or 50 Latino Registered Voters were eliminated. All precincts were then weighted by total number of Latino Registered Voters in all precincts. California and Texas were geographically stratified to insure that all regions of state would have an equal chance of being selected for the sample. SPSS random sampling generator used to select precincts in all states. Actual number of interviewees based on proportion of Latino Registered Voters in each precinct. Intervals were every 3rd voter in sparsely populated precincts and every 5th voter in precincts having more than 60% Latino Registered Voters. The voters poll touched on issues specially relevant to the Latino community which where either represented in the November election or are subject of on going local and national debate.

WCVI subsequently conducted its 2004 Election Turnout Study. Using the randomly-selected precincts identified for the exit poll conducted, actual counts of election day Latino voters were tabulated. Estimates of early voting by Latinos were used to develop a more accurate turnout figure. The results were weighted for a more exact estimate of total Latino turnout in the United States.

An analysis of early and absentee Latino voters was conducted by Guerra and Associates. The study was based on official vote totals including counts of early ballots and absentee ballots, data from the 2002 U.S. Census Current Population Survey (CPS) and national exit poll data of Latino voting preferences in 2004.

The margin of error for this study is ± 3.0%. Results may not add up to 100% due to rounding. Margin of error higher for sub-groups.

## LATINO VOTE MAKES STRIDES IN 2004 ELECTIONS

(Continued from page 1)

2000 election. This increase translated into 2.2 million new Latino registered voters. This increase was over four times the total voter registration growth in the same period, 6.9%.

With the many achievements of the Latino electorate over the past ten years, it is still important to remember that much work remains undone. A special WCVI analysis of the 2004 Census Voting-Age Population Statistics shows that nearly six million eligible Latinos remain unregistered. (See chart above)

### WCVI Analysis of 2004 Voting-Age Population

2004	
Latino Voting-Age Population (VAP)	25,162,000
Latino Citizen Voting-Age Population (CVAP)	15,601,000
Latino Voter Registration	9,754,000
% Registered VAP	38.8%
% Registered CVAP	62.5%
Latino Potential	5,847,000

Source: U.S. Census Bureau, Current Population Reports, Projections of the Voting-Age Population for States: November 2002  
WCVI Estimates.

## EDITORIAL



### Lessons from the 2004 Network Exit Polls: Garbage In, Garbage Out

Computer programmers have an old expression. Garbage in, garbage out. Simply put, it meant when a programmer incorrectly wrote one line of code in a program, the framework of the data inputting side, no matter how strong the overall program, he/she could expect bad data to be outputted. The same analogy can be applied to the 2004 network exit polls. While an overall strong framework is in place, some incorrectly written lines in the program have led to misleading data misrepresenting the Latino community.

The 2004 Network Exit Polls would have you believe that the 45% of the Latino vote went for the Republican ticket of Bush/Cheney, a strong shift from previous presidential elections and from phone polling leading up to the poll. Unfortunately, the networks are basing their poll on a national sampling frame designed to characterize the national electorate and not its subset communities. By doing so, the networks make their greatest error. A sampling frame that does not take into account the unique geographic and racial voter precinct distribution of the Latino electorate will oversample one way or another.

An analysis of the exit poll conducted by the William C. Velasquez Institute further illustrates this point. Precincts with 0-20% Latino voter registration showed 53.8-57.4% Bush support. Precincts with 20-100% Latino voter registration showed 61.5-74.8% Kerry support. A national sampling frame will over represent these precincts that show stronger Bush support, and conversely, show a much larger Bush support figure. Garbage out.

The William C. Velasquez Institute (WCVI) designed a sampling frame around the Latino electorate designed to take into account these differences, in addition, to the differences within urban and suburban precincts. WCVI's weighted numbers more closely resemble the voting patterns of the Latino electorate: 63.6% Kerry, 35.1% Bush. In addition, these numbers also resemble closely the figures of two independent phone polls conducted within a few months of the election by the Pew Hispanic Research Center and Tomas Rivera Public Policy Institute/Washington Post.

So the question begs, what seems more likely: Latinos radically changed voting behavior towards the Republican party after over twenty years of exit polling and months of phone poll tracking or were the numbers skewed misrepresenting Latino political opinion? The debate will rage on. For the Latino community, it is wonderful to see so many people interested in their opinions and views. It is now important to see those views correctly represented.

## TELEVISION MOST INFLUENTIAL MEDIA SOURCE FOR LATINO VOTERS

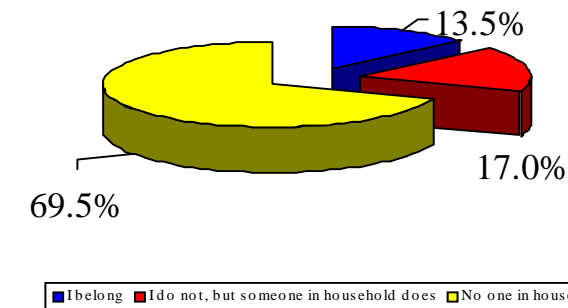
Latino voters in the 2004 Election identified television as the most influential media source at 47.8%. English television was identified at 35% versus Spanish television, 12.8%.

Spanish/English language newspapers came in second at 19% with English and Spanish newspapers being identified at 13.3% and 5.7% respectively. Radio was identified at 8.9% showing the smallest gap between the English/Spanish counterparts, 5.3% to 3.6%.

Overall, English language media sources were preferred over Spanish sources in each category and conglomerated, all English Media sources were identified over Spanish media sources, 69.8% to 30.2%.

### Latino Voter Union Membership

Do you or any member of your household belong to labor union or a teachers' organization?



## Influence of Media Sources in 2004 Election: National Latino Voters

Which of the following media sources most influenced for whom you voted in the 2004 campaign?

(Mark only one box)

Spanish language newspapers	5.7%
English language newspapers	13.3%
Spanish language radio	3.6%
English language radio	5.3%
Spanish language TV	12.8%
English language TV	35.0%
Spanish language internet	1.7%
English language internet	1.7%
None influenced decision	19.0%
Multiple Responses	1.9%

## LATINO HOUSEHOLDS CONTINUE TO DEMONSTRATE UNION MEMBERSHIP

Over 30% (30.5%) of all Latino voters reported a member of their household or themselves as union members. Nationally, it demonstrates that unions were effective in mobilizing their vote.

The distribution of Latino union members or Latino household union members was fairly even split at 13.5% and 17.0% respectively.

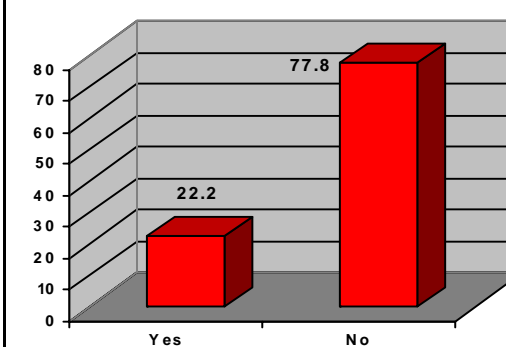
## FIRST TIME VOTERS IN 2004 NUMBER OVER 1.3 MILLION; OVER 2.5 MILLION NEW LATINOS REGISTER SINCE 2000 ELECTIONS

Over 22% of election day Latino voters identified the 2004 election as the first time they voted. This represents 1.3 million votes cast nationally by Latino voters, identifying a large voter bloc.

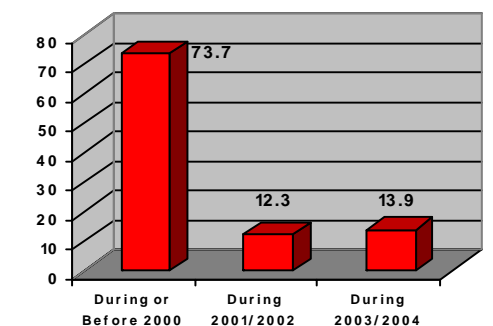
Interestingly, Latino voters also showed huge voter registration growth since 2000. 26.3% of election day Latino voters identified registering to vote after 2000 elections. Nationally, this

represents over 2.5 million new Latino voters into the national electorate. Much of this growth can be attributed to various national Latino voter registration efforts in addition to the interest in the 2004 election caused by the controversy in 2000.

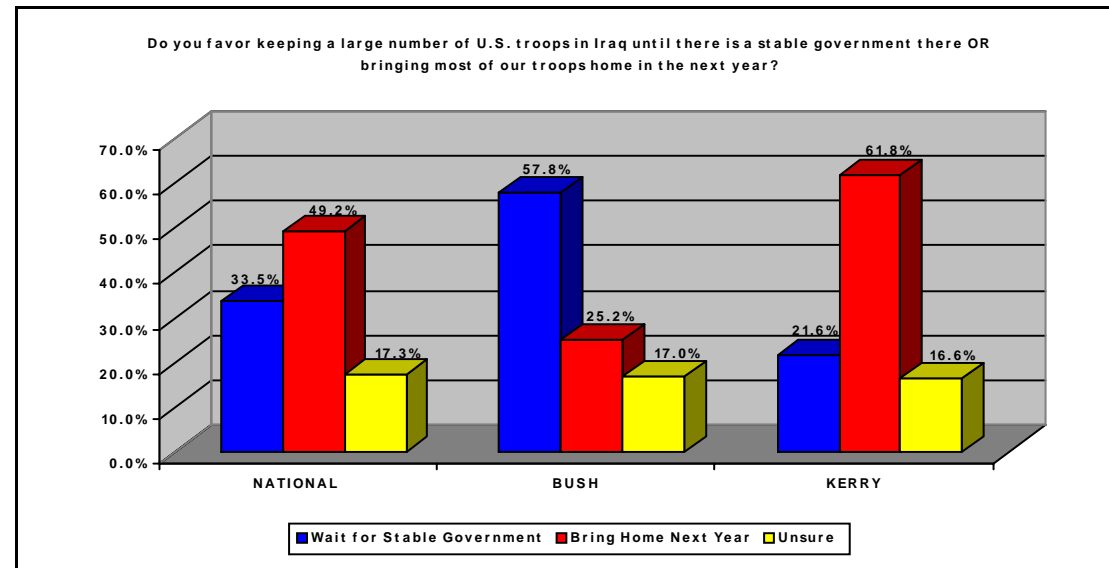
### First Time Voter: National Latino Voters



### When did you register to vote?



## BUSH/KERRY SUPPORTERS SHOW MAJOR DIFFERENCES IN NATIONAL SATISFICATION AND IRAQ POLICY



Latino voters demonstrated huge differences in their views of Iraq policy. Overall, almost half believe U.S. troops should be brought home in the next year. Only 33.5% believe we should wait for a stable government. This policy difference is illustrated even greater when we look at the Latino opinion on this matter by candidate preference.

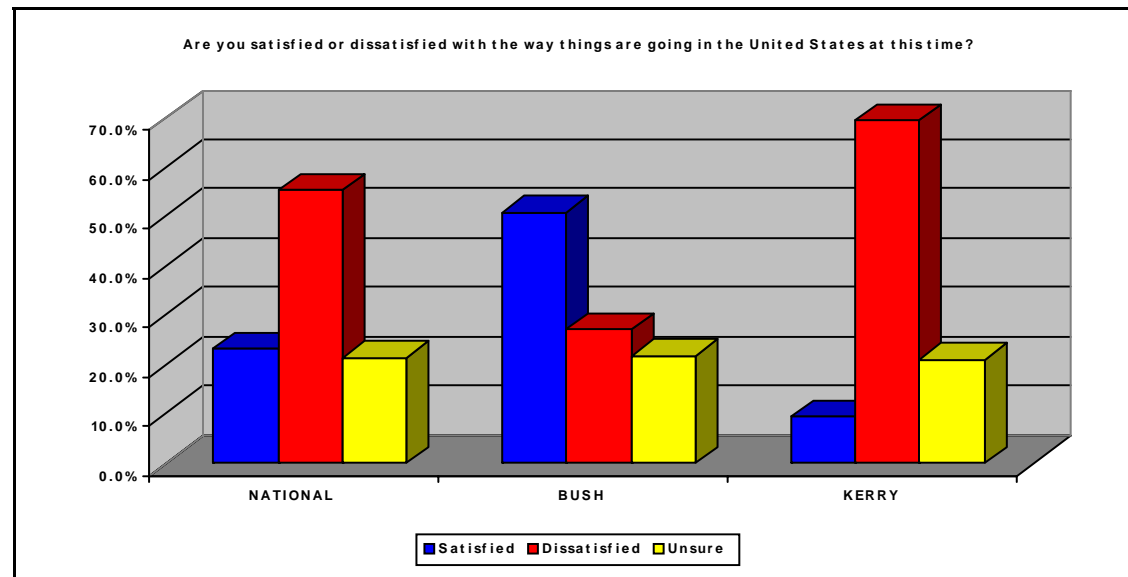
57.8% of Bush supports believe we should wait for a stable government versus 21.6% of Kerry supporters. Conversely, 61.8% of Kerry supporters who feel troops should be brought home within the next year to only 25.2% for Bush supporters.

This marked difference was also found when Latino voters were if they were satisfied or dissatisfied with the way things were going in the United States. Overall, the majority of Latino voters, 55.3%, were

dissatisfied with the way things were going. Only 23.3% identified being satisfied with the present course of the country

When we look at the presidential preference, the majority of Bush supports, 50.9% are satisfied with the way things are. Conversely, nearly 70% of Kerry supporters are dissatisfied with the country presently.

The differences found by these figures illustrate the ever growing divide in this country that has occurred since the 2000 election. The polarizing effect can also be found in the Latino electorate.



## KERRY WINS NATIONAL LATINO VOTE; BUSH SUPPORT CONSISTENT WITH '00 FIGURES

An exit survey of 957 Latino voters conducted by the William C. Velásquez Institute (WCVI) throughout the United States revealed that presidential preference was 63.6% for John Kerry/John Edwards and 35.1% for George W. Bush/Dick Cheney. The 35 share garnered by Bush was consistent with the percentage of Latino support he received nationally in 2000, according to national exit polls.

The support for George W. Bush did not translate into proportional support for the congressional candidates. Latino voters continued to demonstrate strong Democratic prefer-

ence for congressional candidates 70.3% to 28.1% for the Republican candidate.

The 35.1% support for Bush marks a sharp contrast to results garnered by the NEP (National Exit Poll), which identified the national Latino support for Bush at 44% .

Several factors contributed to these marked differences. First, the National Exit Poll identified only 3 precincts nationally with a Latino plurality. The lack of precincts with a Latino plurality would lead to increase Republican support.

ban areas will bolster the Republican preference. '00 voter poll of Latino registered voters where Latinos indicated similar opposition to such a measure.

Finally, the NEP sample grossly was over-represented by English speaking Latinos. According to NEP figures, 92% of the surveys were conducted in English. Nationally, only 55 surveys were conducted in Spanish. The WCVI sample polled 17.1% of its sample in Spanish, double the NEP numbers. While the NEP did not collect data on native/foreign born status, it can be theorized that a larger number of more acculturated native borns were polled.

### National Latino Vote of Candidates

VOTE FOR PRESIDENT			
	KERRY	BUSH	OTHER
2004	63.6%	35.1%	1.3%
VOTE IN CONGRESSIONAL DISTRICT			
	DEM	REP	OTHER
2004	70.3%	28.1%	1.6%

Secondly, the NEP poll undersampled for Latinos in urban areas in favor of disproportionately larger suburban sample. Again, polling Latinos in more influential subur-

All these factors work to create big differences in the percentage of support reported but more importantly, bring to question the methodological models used to represent the political opinions of Latinos nationally.

### WCVI.ORG

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WCVI.ORG (formerly Southwest Voter Research Notes) is published by the William C. Velásquez Institute, a national tax-exempt, non-profit, non-partisan organization founded in 1985 to conduct research which will be used to improve the level of political participation in Latino communities. For more information please contact us at:



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### APPLY ONLINE!

WCVI will conduct two-day training sessions designed to prepare and provide insight to Latino's who are running for local elected office and Latinos who will manage a political campaign.

The Latino Academy Candidate training retreat will provide an intensive training to individuals who are running for school board, special jurisdictions, local, county, and state level office. Candidates will learn every thing there is to know about winning an election.

For more information on the academy nearest you and application guidelines, go to:

<http://www.wcvi.org>

US LATINO VOTE IN THE 2004 PRESIDENTIAL ELECTION PROFILE BY CANDIDATE			
	TOTAL	KERRY	BUSH
<b>TOTAL</b>		63.6%	35.1%
<b>LANGUAGE OF SURVEY</b>			
English	82.9%	82.0%	84.9%
Spanish	17.1%	18.0%	15.0%
<b>GENDER</b>			
Male	52.3%	51.1%	54.9%
Female	47.7%	48.9%	45.1%
<b>AGE</b>			
18-24	19.4%	20.8%	16.0%
25-29	10.8%	9.4%	12.0%
30-34	12.6%	14.6%	10.0%
35-39	11.6%	9.4%	16.0%
40-45	10.4%	9.4%	12.0%
46-49	9.4%	11.5%	6.0%
50-54	10.0%	10.4%	10.0%
55-59	5.2%	4.2%	8.0%
60-64	4.5%	5.2%	4.0%
65+	6.0%	5.2%	6.0%
<b>HOUSEHOLD INCOME</b>			
<\$10,000	9.8%	11.8%	7.7%
\$10,001-20K	15.0%	15.1%	13.5%
\$20,001-30K	18.5%	16.1%	23.1%
\$30,001-40K	12.0%	12.9%	11.5%
\$40,001-50K	15.2%	16.1%	13.5%
\$50,001-60K	12.0%	10.8%	15.4%
\$60,001-70K	5.7%	7.5%	1.9%
\$70,001-100K	7.6%	6.5%	7.7%
\$100K+	4.1%	3.2%	5.8%
<b>EDUCATION</b>			
Some HS or less	15.4%	17.0%	11.8%
HS Graduate	26.5%	26.6%	27.5%
Some college or vocational	35.2%	35.1%	35.3%
College Graduate	15.6%	12.8%	19.6%
Post Graduate	7.2%	8.5%	5.9%
<b>ANCESTRY</b>			
Mexican	60.1%	64.6%	50.0%
Puerto Rican	4.8%	3.1%	8.0%
Cuban	6.0%	3.1%	12.0%
Central American	8.1%	8.3%	8.0%
South American	1.2%	2.1%	0.0%
Caribbean	0.8%	0.0%	2.0%
Latino/Hispanic	19.0%	18.8%	20.0%
<b>PLACE OF BIRTH</b>			
US	64.4%	65.6%	65.4%
Mexico	21.5%	22.9%	19.2%
Other	14.1%	11.5%	15.4%
<b>NATIVE/FOREIGN</b>			
Native	67.7%	67.7%	71.2%
Foreign-Born	32.3%	32.3%	28.8%

\* National Presidential Preference includes absentee

## YOUNG & FOREIGN-BORN VOTERS ADVANCE LATINO ELECTORATE IN 2004

According to a WCVI exit poll, 32.3% of all Latinos who voted in the 2000 election reported being Foreign-Born. This large percentage of Foreign-Born Latinos partially accounts for the 26.3% of Latinos that reported registering after the 2000 elections.

A demographic profile of Latino voters on election day also shows a relatively young group leading the way in 2004. 42.8% of all Latino voters reported being under the age of 35. It was in this age group that the Senator Kerry received his strongest support, 44% compared to only 38% for President Bush.

Surprisingly, the largest voting group, with regards to age was the 18-24 demographic at 19.4% while only 6.0% reported being over 65.

Mexican/Mexican-Americans made up 60.1% of all election day voters making up the bulk of the national Latino electorate. Yet the exit poll also identifies a rapidly growing group of Central/South Americans at 9.3%. A growing number of Latinos are also beginning to abandon national identity in favor of a Latino/Hispanic identity, 19.0%.

While Cubans represented only 8.1% of Latinos polled, there were four times more Cuban who identified President Bush as their candidate of choice versus 3.1% for Senator Kerry.

55.3% of the all election day Latino voters reported a household income of \$40,000 or less. 9.8% reported a household income less than \$10,000. 17.4% reported a

household income over \$60,000, while 4.1% reported a household income over \$100,000.

The largest household income class of election day Latino voters came from those reporting a household income of \$20,001-30K. This group made up almost 18.5% of national Latino voters.



Interestingly, this group of voters also showed a marked difference in presidential preference with 16.1% identifying Senator Kerry as their presidential choice to 23.1% for Bush.

The exit poll also indicates there was a slight gender gap in national election day Latino voters, as 52.3% reported being male and 47.4% reported being female. No large gender difference was exhibited between candidate choice.

84.6% of election day Latino voters in 2000 also reported having completed a high school education or more. This number compares to 15.4% who indicated having less than a high school education. Still only 22.8% of Latino nationally identified having been a college graduate or higher.

25.5% of college graduates or higher identified President Bush as their candidate versus 21.3% for Senator Kerry.

Latinos also continue to show strong support for the Democratic party. 54.4% of all Latino voters self-identified as Democrats as opposed to the 25.8% that identified as Republican. 12.1% reported themselves as Independents showing a growing uneasiness

(Continued on page 5)

US LATINO VOTE IN THE 2004 PRESIDENTIAL ELECTION PROFILE BY CANDIDATE			
	TOTAL	KERRY	BUSH
<b>POLITICAL AFFILIATION</b>			
Democrat	54.4%	76.0%	18.5%
Republican	25.8%	4.2%	64.8%
Green	1.1%	1.0%	1.9%
Other Party	0.5%	0.0%	1.9%
Independent	12.1%	13.5%	7.4%
None of the above	6.1%	5.2%	5.6%
<b>REGISTERED</b>			
During or before 2000	73.7%	74.7%	71.7%
During 2001/2002	12.3%	10.5%	15.1%
During 2003/2004	13.9%	14.7%	13.2%
<b>FIRST-TIME VOTER</b>			
Yes	22.2%	23.2%	21.2%
No	77.8%	76.8%	78.8%
<b>HOUSEHOLD UNION MEMBER</b>			
I belong	13.5%	16.0%	9.6%
I do not, but someone in household does	17.0%	18.1%	15.4%
No one in household	69.5%	66.0%	75.0%

(Continued from page 4)

with both political parties.

It is important to note that President Bush did a better job of getting Latinos to cross party lines as 18.5% of Bush supporters identified as Democratic versus only 4.2% of Latino self identified Republicans who voted for Kerry.

Election day Latino voters also appeared to be a more veteran group as 22.2% reported that the 2004 General election was their first election.

Latinos also showed strong union involvement as 30.5% of all election day Latinos reported being in a union or member of their household.

Finally, issues were a huge difference between Bush/Kerry voters. Bush voters were ten times more likely, 20.8% to 2.1%, to identify abortion as a key reason for their presidential preference.

Conversely, Kerry supporters identified domestic issues such as the economy, 27.1 to 13.2, and Healthcare, 10.4 to 3.8, at a greater rate than Bush supporters.

Interestingly, Kerry supporters identified the Iraq War as a key issue at a greater rate than Bush supporters, 22.9 to 17, yet Bush supporters had the edge on their concern for the War on Terrorism as a whole, 17 to 5.2.

National Latino Voters: Issues Influencing Presidential Choice			
Which one issue mattered most in deciding how you voted for President?			
	TOTAL	KERRY	BUSH
Abortion	9.0%	2.1%	20.8%
Bilingual Education	3.5%	4.2%	1.9%
Crime/Drugs	1.8%	2.1%	1.9%
Economy/Jobs	22.2%	27.1%	13.2%
Iraq War	20.6%	22.9%	17.0%
Gun Control	0.8%	1.0%	1.9%
The Environment	0.4%	0.0%	0.0%
Health Care	8.0%	10.4%	3.8%
Immigration Policy	2.8%	3.1%	1.9%
Public Education	3.4%	4.2%	1.9%
War on Terrorism	9.5%	5.2%	17.0%
Taxes	1.5%	2.1%	1.9%
Same Sex Marriage	2.0%	1.0%	3.8%
Other	3.5%	3.1%	3.8%
Multiple Responses	10.9%	11.5%	9.4%