



For Immediate Release
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44% of Hispanic Voters Support President Bush

– TLC Survey Predicted Hispanic Support for President Bush –

Washington, D.C. – President Bush received over 44% of the Hispanic vote in the 2004 Presidential Election according to network exit polls released yesterday (compared to Senator Kerry's 53%). Other polls confirmed these results, with the LA Times reporting 45% and the Gallup Poll at 42%.

Bush received 56% of the Hispanic vote in Florida, 59% in Texas, 45% in New Mexico, 42% in Arizona, 49% in Washington, 39% in Nevada, 43% in New Jersey, and 35% in Ohio (Full state list attached). Also, half of the new Hispanic voters in the 2004 elections supported President Bush.

“These numbers are a clear indication that no one can take the Hispanic vote for granted. Hispanic voters are starting to reflect the mainstream voter trends,” said TLC President Robert Deposada. “We see a 25% Republican base and a 45% Democrat base. However, there is approximately 30% of the Hispanic vote, that self-identifies as independent, which will be no longer base their vote on party labels. These are the voters who will make or break the fate of future politicians in some targeted states like California, Texas, New Mexico, Arizona, Colorado, Ohio, Nevada and Florida.”

The 2004 National Latino Survey, released by The Latino Coalition in mid-October, predicted these results. “In mid-October our survey showed that Senator Kerry was leading Bush by 9 points. Exit polls showed that the final margin was 53-44%,” Deposada added. “Our survey clearly predicted that Senator Kerry was not connecting with Latino voters primarily because he was focusing his Latino campaign on liberal themes that alienated these independent-minded and conservative Democrats. President Bush on the other hand, focused his attention on key issues that not only motivated his base of support, but also attracted independent Hispanic voters.”

On October 27th, The Latino Coalition led a bipartisan group of over 20 Hispanic organizations, and endorsed President Bush's reelection. This effort showed the unprecedented level of support that President Bush was generating among Hispanics across the country (endorsement press release at www.TheLatinoCoalition.com).

The Latino Coalition is a non-profit, non-partisan organization based in Washington, D.C. TLC was established to address policy issues that directly affect the well-being of Hispanics in the United States. TLC's agenda is to develop and promote policies that will foster economic equivalency and enhance overall business, economic, and social development of Hispanics. For more information, or access to the entire endorsement list for 2004, please visit their website at www.TheLatinoCoalition.com.

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NATIONAL SURVEYS

CNN/NEP

Kerry – 53
Bush – 44

Los Angeles Times

Kerry – 54
Bush – 45

USA Today/Gallup

Kerry – 55
Bush – 42

STATE SURVEYS

Arizona

Kerry – 56
Bush – 43

California

Kerry – 63
Bush – 32

Colorado

Kerry – 68
Bush – 30

Connecticut

Kerry – 75
Bush – 25

Florida

Kerry – 44
Bush – 56

Georgia

Kerry – 56
Bush – 43

Illinois

Kerry – 76
Bush – 23

Michigan

Kerry – 62
Bush – 36

Nevada

Kerry – 60
Bush – 39

New Jersey

Kerry – 56
Bush – 43

New Mexico

Kerry – 56
Bush – 44

New York

Kerry – 75
Bush – 24

Ohio

Kerry – 65
Bush – 35

Oklahoma

Kerry – 26
Bush – 74

Oregon

Kerry – 83
Bush – 17

Pennsylvania

Kerry – 72
Bush – 28

Texas

Kerry – 41
Bush – 59

Washington

Kerry – 51
Bush – 49

Wisconsin

Kerry – 51
Bush – 47