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To: Friends of Democracy Corps

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**RE: BUSH FALTERING AMONG HISPANIC VOTERS –
AND IN KEY BATTLEGROUND STATES**
A Report on the new Democracy Corps message poll

The Bush White House has made clear that Republicans must raise their support among Hispanic voters from what was achieved in 2000, 35 percent of the vote, to at least 38 or 40 percent this year to insure re-election. There is no higher priority.² But based on the latest Democracy Corps survey of Hispanic voters, Bush is not only failing to reach that goal, he is failing to hold on to what he had – with his support dropping to just 30 percent.³ His support has fallen off 3 points since February, and is 5 points below his 2000 level. Bush has also dropped significantly among Hispanics in both the Southwest and in Florida, as his support in both regions is 7 points below where it stood in 2000.⁴ Bush's faltering Hispanic support is part of

¹ We greatly appreciate the insights, analysis and assistance from Michael Alvarez of the California Institute of Technology and Jonathan Nagler of New York University, who are senior consultants to Greenberg Quinlan Rosner Research.

² Bush pollster and strategist Matthew Dowd on The Tim Russert Show July 17, 2004.

³ These results are consistent with the national survey recently conducted for the Washington Post of 1,605 registered Hispanic voters, conducted July 6-16, 2004.

⁴ Based on conservative estimate of Bush's Hispanic support in 2000. There is no commonly accepted exit poll number for Hispanics in Florida in 2000 because the numbers reported by VNS, 49 to 48 in favor of Bush, are widely accepted as inaccurate because VNS greatly under estimated the percentage of Cubans (who favored Bush 78 to 20). Conversely, non-Cuban Hispanics went for Gore by a 10-point margin, 53 to 43 percent. Though most pollsters estimated that Cubans made up over a third of the Hispanic electorate in Florida in 2000, we conservatively estimated them to make up 30 percent of the vote in 2000, putting Bush's Hispanic support in the state at 54 percent.

the reason why recent polls show Kerry even or edging ahead in Florida, Nevada, and New Mexico.⁵

With the race now having crystallized among Hispanics, John Kerry has expanded his lead and is now winning the Hispanic vote by a margin greater than Al Gore's in 2000. Kerry leads Bush in the two-way contest by more than 2 to 1 (65 to 31 percent). In the three-way contest including Nader, he maintains his 2 to 1 support (61 to 30 percent), with Nader garnering 4 percent.

The faltering position of Bush and the Republicans is confirmed by recent surveys by the Washington Post and the Annenberg School.⁶ The Washington Post survey shows Bush receiving just 30 percent of the Hispanic vote, while the Annenberg School study shows that the percentage of Hispanic registered voters who identify as Democrats has increased 6 points since 2000.

With only 3 percent undecided in the race, it is hard to see how the President recovers his position at this point. Equal numbers of voters say there is a "fair chance" that they could change their mind and switch to Kerry or switch to Bush. If anything, this survey has yet to incorporate the results of the conventions, where the less well-known challenger usually gets the bigger bump. In any case, these Hispanic voters are very upset about the economy and the war in Iraq, and seem very comfortable voting for change.

Hispanic voters are more socially conservative and potentially conflicted on issues like abortion and gay marriage. That is a potential opening, which we examine in this survey. After Kerry is attacked here on abortion and gay marriage, his support among Hispanics does not drop a point.⁷

⁵ Democracy Corps conducted a nationally survey of 1,000 Hispanic likely voters July 14-22, 2004. Hispanic voters were surveyed from the 12 states with the largest Hispanic electorates: California, Texas, Florida, New York, Arizona, New Mexico, Nevada, Illinois, New Jersey, Ohio, Colorado and Michigan. Together these states represent 87 percent of the national Hispanic electorate.

⁶ Washington Post survey of 1,605 registered Hispanic voters, conducted July 6-16, 2004; National Annenberg Election Survey of 3,715 registered voters, conducted July 1 – 21, 2004.

⁷ This national survey of Hispanic voters included fewer voters interviewed in Spanish, than our February survey and others conducted for GQR. In the recently released Pew survey, for example, 67 percent of the interviews were conducted primarily in English, as opposed to 85 percent in this survey. This survey should have a higher percentage, as it is a likely voter sample, but it is still too high. We will be conducting an additional survey, with experimental controls, to examine this question. Nonetheless, we have confidence in these vote estimates. While fewer respondents were interviewed in Spanish, the number of Spanish and English speakers is consistent with other surveys. Moreover, the estimates of the President's support is consistent with other surveys. Indeed, Spanish-speaking respondents, underrepresented in this survey, give Bush less support than English speaking ones. A larger Spanish-speaking sample would reduce the Bush estimate further.

Key Findings

- Bush's support in the presidential race is now 5 points below where it was in 2000, with Kerry now boasting a 31-point lead in the three way vote (61 to 30 percent). In the key southwestern battleground states of Arizona, Colorado, Nevada and New Mexico, Bush's vote total has declined 7 points since 2000, and Kerry now leads Bush by a 43-point margin (69 to 26 percent). Bush has suffered similar losses in Florida, where he now stands at 47 percent in a three way race, 7 points below his 2000 total.
- Bush's approval rating among Hispanics has suffered steep declines over the past five months, with his job approval rating declining from 46 percent in February to just 36 percent now. This decline in Bush's image among Hispanics is significantly larger than among voters overall, whose approval of Bush's performance in office has declined by just 3 points since February.
- Hispanic voters trust Kerry to do a better job than Bush on virtually every major issue affecting the country, and they favor him heavily on the three issues they view to be most important in determining their vote for president: the economy, education, and the situation in Iraq.
- Bush does hold a 2-point advantage on the war on terrorism, and on abortion and moral problems facing the country, Kerry's advantage is just 7 and 9 points respectively, well below his advantage in the vote. One in five Kerry voters say they will not support a candidate who is open to gay marriage. While some of these voters could end up shifting to Bush, an explicit values attack on Kerry fails to dislodge them in this survey. The economy and Iraq and perhaps party bonds seem to be more important in determining their votes. Hispanic voters see the economy, education, and the situation in Iraq as the most important issues facing the country today. On the economy, over 70 percent of Hispanic voters reject the notion that the country has made economic progress under Bush, suggesting it will be very hard for Bush to make gains based on economic issues. And on Iraq, with only 34 percent believing the war was worth the cost, Bush will have a difficult time winning over Hispanic voters based on his decision to go to war.
- Hispanic voters were quite receptive to overarching themes presented by Kerry, particularly the theme that focused on developing a 100-percent America, which emphasizes the importance of providing every American with the opportunity to get an education, affordable healthcare, and a secure retirement. These themes were all viewed positively by at least two thirds of Hispanic voters and could

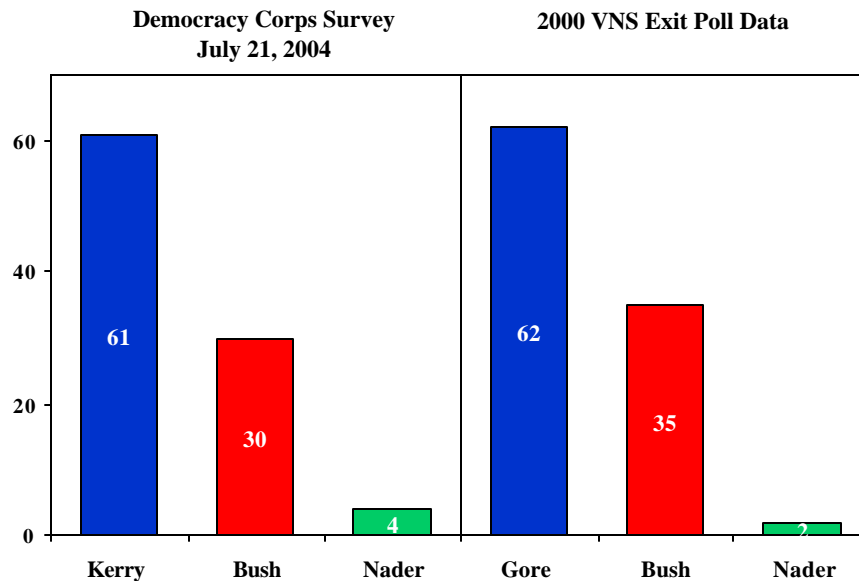
prove to be a valuable component of messages targeted to Hispanics and other minority communities.

- Education provides Bush his best opportunity, but his messages do not score particularly highly. Even after hearing Bush messages on the economy, education, promoting Hispanic opportunity, and an attack on Kerry's values, Hispanic voters do not shift towards Bush.
- The messages that test strongest for Kerry are messages on health care, the economy and Kerry's military record that include references to the impact of these broad national issues on the Hispanic community.
- Kerry is no longer under performing among key Hispanic demographic groups as he was in February. He has made gains across the board, and particularly among downscale voters, his support now meets or exceeds the level of Democratic party identification amongst virtually every Hispanic demographic group.
- With Kerry currently enjoying such a commanding lead among Hispanic voters, he must now focus on consolidating this advantage and work to ensure that Hispanic voters turn out in high numbers, particularly those voters who are currently less engaged in the presidential race.⁸ These voters make up 13 percent of the Hispanic electorate and are predominantly female (59 percent), younger (69 percent are under 50), tend to be less-educated (57 percent have just a high school degree or less) and believe education is the most important issue facing the nation. Because these voters favor Kerry over Bush by a 41-point margin (68 to 26 percent)⁹ getting them to the polls will help Kerry maximize his support among Hispanics.

⁸ Voters, who on a scale of 1 to 10, listed their interest in the upcoming election at a 7 or below.

⁹ Discrepancy between vote margin and actual difference is due to rounding.

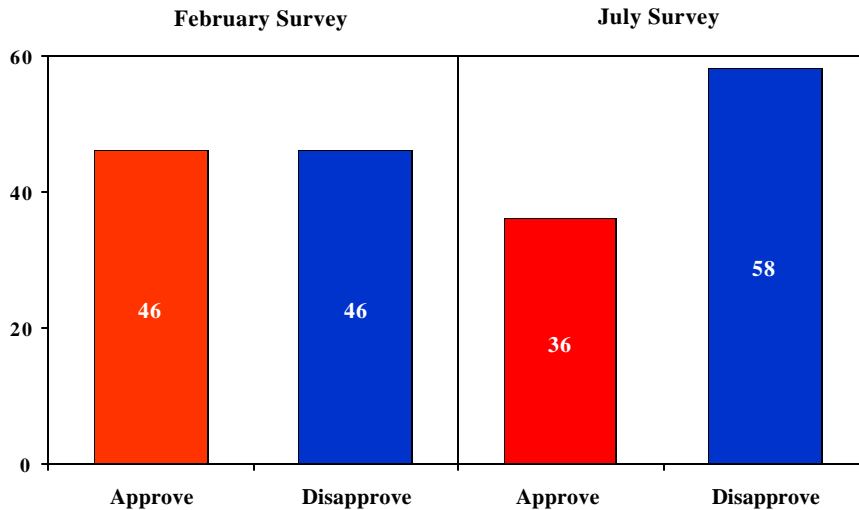
National Hispanic Presidential Vote: 2004 vs. 2000 With Nader



Dissatisfaction with Bush

Bush's standing with Hispanics has taken a serious blow since February, when Hispanic voters were evenly divided on whether he was doing an acceptable job as president. Now there is no such ambivalence among the Hispanic electorate, as 58 percent disapprove of his job performance while just 36 percent approve of it. This low approval rating does not even exceed the 42 percent of voters who *strongly* disapprove of his performance in office, revealing just how deeply the dissatisfaction with Bush runs within the Hispanic community. Moderate Hispanics, voters in the southwestern battleground states, women under 50 and non-devout Catholics are particularly frustrated with Bush, with each of these groups giving him an approval rating of 32 percent or below.

Bush Job Approval: Decline since February



The 10-point decline in Bush’s job approval over the past five months is driven particularly by younger, non-college educated, and lower income voters. Voters under the age of 50 without a college degree constitute 42 percent of the Hispanic electorate, and their approval rating of Bush has fallen 15 points over this period, from 50 to 35 percent. Bush’s standing has also suffered heavily among those Hispanics with a household income of under \$30,000, with his job approval rating falling by 15 points, from 46 to 31 percent.

Mood of the Hispanic Electorate

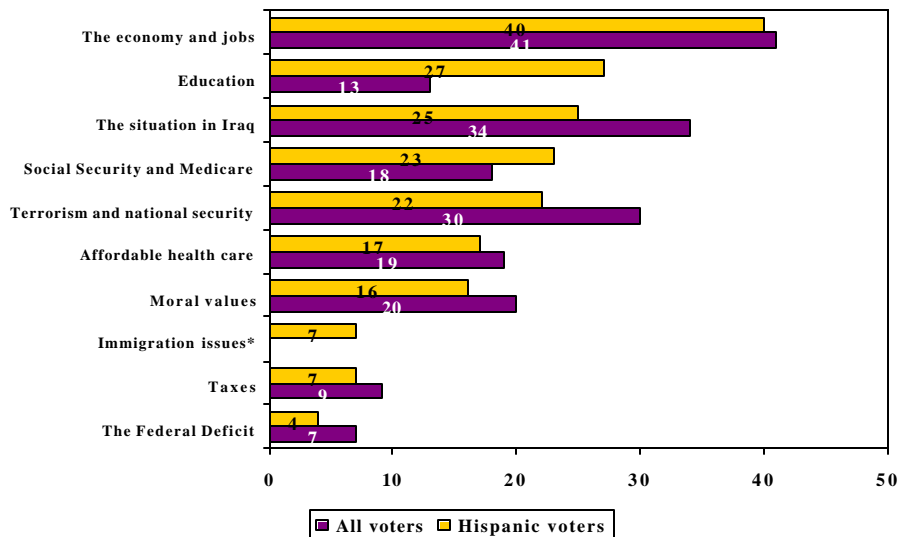
Much of the Hispanic electorate’s disapproval of Bush stems from their displeasure with the direction the country is currently headed. A full 60 percent believe that the country is headed on the wrong track, twice the number who believe it is headed in the right direction. This suggests that the desire for change among Hispanics is even stronger than among voters overall, who believe the country is headed in the wrong direction by a 14-point margin (54 to 40 percent).¹⁰ Among young women and voters in the southwestern battleground states, the desire for change is even stronger, with 68 and 67 percent respectively believing the country is headed on the wrong track.

¹⁰ Survey of 800 likely voters conducted for National Public Radio by Public Opinion Strategies and Greenberg Quinlan Rosner Research July 18-20, 2004. Margin of error +/- 3.46%.

The economy and jobs situation is clearly the most important issue to Hispanics in their vote for president this year, with 40 percent believing it is one of the two most important issues for the candidates to address. It is followed by a cluster of issues that includes the situation in Iraq, education, Social Security and Medicare, and the war on terrorism, with each being cited by approximately 25 percent of Hispanics as issues of central importance to their presidential vote. Immigration issues impacting Hispanics are raised by only 7 percent.

Overall, the issue concerns of Hispanics closely parallel those of all voters.¹¹ However, it should be noted that Hispanic voters are twice as likely to cite education as an important issue.

Most Important Issue in Presidential Vote
Hispanic voters vs. All voters

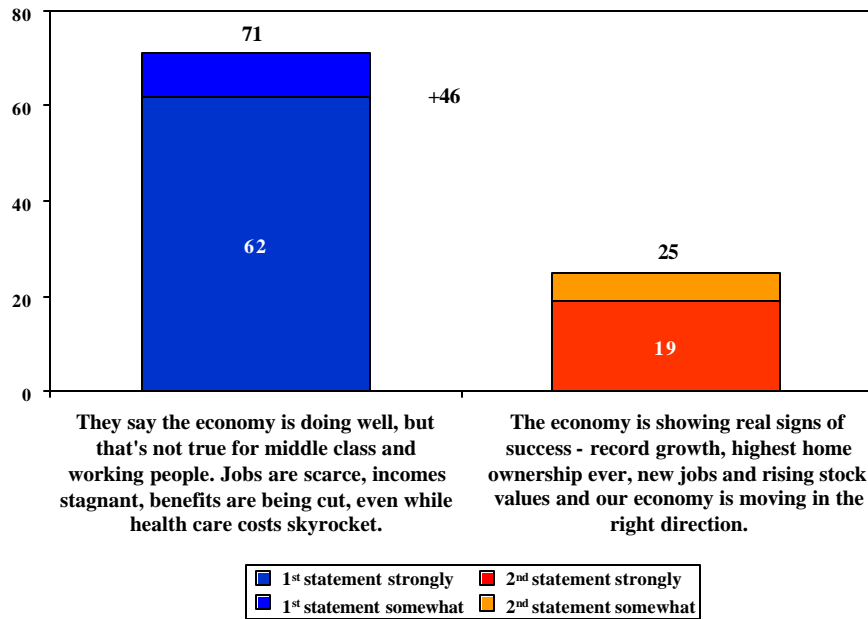


*"Which TWO of the following issue areas would be MOST important to you in deciding how to vote for a candidate for President? Is it...?"; *Immigration issues was not asked among all voters*

The looming debate about the economy between John Kerry, arguing for continued middle class economic problems, and George Bush, arguing for economic progress, is likely to consolidate Hispanic voters for Kerry. Bush is simply on the wrong side of the Hispanic experience on the economy. Over 70 percent say the middle class faces job scarcity and rising health care costs and rejects the evidence of new jobs and an improved economy; 62 percent believe that strongly. Among independents, 81 percent opted for the critical view of the economy.

¹¹ Data on overall likely voters based on a survey of 800 likely voters conducted for National Public Radio by Public Opinion Strategies and Greenberg Quinlan Rosner Research July 18-20, 2004. Margin of error +/- 3.46%.

The Economy: Middle Class Squeezed vs. Economic Growth



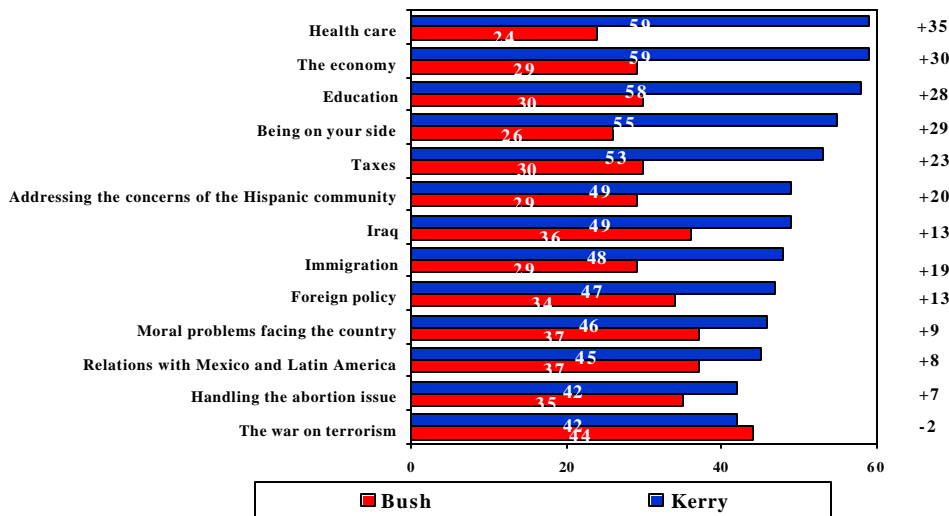
While the economy is seen as the most important issue by virtually every Hispanic demographic group, education is a special issue for Hispanic voters, particularly among women. Women still see the economy as one of the two most important issues facing the country (34 percent) but it is followed closely by education, which is cited as a top issue by 31 percent of Hispanic women. The issue also carries considerable weight with voters under the age of 30, 36 percent of whom say that it is a top concern. Education could also prove to be pivotal in terms of turnout as it is seen as the most important issue facing the country (35 percent) by those voters who are currently less engaged in the presidential race.

Hispanic voters have also turned against the war in Iraq, which competes as a central issue in the election. Just as they are even less optimistic than voters overall regarding the state of the economy, they are also less supportive of the war in Iraq. Currently, 56 percent of Hispanic voters have a negative view of the war, a 5-point increase since February and 6 points higher than voters overall. A striking 60 percent of Hispanic voters say Iraq is not worth the cost of lives and dollars, with only 34 percent supporting the cost. That leaves Bush with little room for gains on his lead issue.

Kerry vs. Bush on the Issues

With such high levels of dissatisfaction, Hispanic voters have little faith in Bush to address our country’s most pressing concerns, and therefore they trust Kerry to do a better job on almost every major issue facing the country today. In fact, on the three issues that Hispanic voters indicated were most important to them – the economy, education and Iraq – Kerry holds a dominating advantage on two (30 points on the economy and 27 points on education) and is more trusted to handle Iraq by a 13-point margin. Kerry also enjoys large advantages on health care (35 points) and “being on your side” (29 points).

Better Job on the Issues: Kerry vs. Bush



“Now I am going to ask you something different. I am going to read a list of issues and I want you to tell me whether, overall, you think John Kerry or George Bush would do a better job with this issue. If you do not know, just tell me and we will move on to the next item.”

While Kerry holds a commanding lead on most of the issues important to Hispanics, there are a few potential openings for Bush. On the war on terrorism, an issue that 22 percent of Hispanic voters cite as a top issue facing the country, Bush is trusted more than Kerry by a 2-point margin (44 to 42 percent). That is well above the Bush vote.

Bush also performs well relative to his overall support on cultural issues, with Kerry holding just a 9-point advantage on moral problems facing the country and only a 7-point edge on the abortion issue. In terms of intensity, Bush actually narrowly outperforms Kerry on the abortion issue, with 26 percent of Hispanics feeling Bush would do a much better job on the issue, compared to 25 percent who say the same for Kerry. The backdrop for these responses is a social conservatism that leaves 62 percent wanting to restrict abortion. While Hispanics overwhelmingly believe that jobs and healthcare are more important than gay marriage when

deciding for whom to vote, 29 percent overall and 19 percent of Kerry voters say they will not support a candidate who is open to gay marriage. Overall, predominant opinion is focused on other issues, including jobs, health care and the war, and that seems to block these instincts from impacting the vote choice. The Kerry vote is not eroded by these issue, despite the attacks.

Our regression analysis confirmed these findings, as the economy emerged as the strongest predictor in the Hispanic vote for president, and was followed by Iraq, education and which candidate voters trusted to do a better job representing their interests. The analysis showed that voter trust on these issues is a much stronger predictor of the vote than who they trust to handle the war on terrorism and values related issues.

Kerry is running well because he is trusted on the issues that matter most to Hispanic voters and that ought to be the focus of his communication. (Later, we shall see it makes sense to show how the Hispanic community is impacted.) But on Hispanic-specific issues, Kerry does well and defeats Bush, but not by the margins he achieves on the economy or in the ballot. On immigration and on addressing the concerns of the Hispanic community, Kerry is more trusted by about 19 points; just about half think Kerry would do a better job and about 15 percent are not sure. From Bush's perspective, on the other hand, he must be disappointed that his immigrations reforms has not won him more trust on the issue than he receives in votes (around 30 percent).

Kerry's Expanding Advantage

Bush's declining support among Hispanics has given Kerry an impressive 34-point lead over Bush in a head-to-head match-up (65 to 31 percent) and a 31-point lead in a three way race with Ralph Nader (61 to 30 percent). Bush's current share of the Hispanic vote represents a 5-point decline in his total from 2000, a decline that has occurred in spite of an aggressive ad campaign aimed at making gains among Hispanic voters.

Bush's level of support is even lower in key regions such as the southwestern battleground states, where he wins just 26 percent in a three way race, a significant decline from the 33 percent he reached in 2000. In Florida, where Bush is estimated to have won at least 54 percent of the Hispanic vote in 2000, he now stands at just 47 percent in a three way race with Kerry and Nader.¹²

Back in February, we noted that Kerry was underperforming among a number of groups in terms of Democratic party identification, but now Kerry's support meets or exceeds party identification amongst virtually every Hispanic demographic group. The gains Kerry made against Bush over the past five months can be most attributed to improved support among older

¹² 2000 Florida Hispanic number is based on a conservative estimate using VNS exit poll data of Cuban and non-Cuban Hispanics (see footnote 4).

men (shifted 27 points to a 38-point advantage), voters under 50 without a college degree (16-point shift to a 36-point advantage), and non-devout Catholics (19-point shift to a 49-point advantage). Kerry even leads Bush among conservative Hispanics who now give him by a 2-point margin after preferring Bush by 12 points in February.

Kerry's considerable strength among downscale Hispanic groups presents opportunities for even greater gains among Hispanics as these voters are much less likely to be registered to vote. For this reason voter registration drives targeted towards Hispanics in swing states could pay major dividends for Kerry. The more that less engaged voters turn out, the better off Kerry will be, as these voters favor him by a 41-point margin, 7 points higher than his lead among Hispanics overall. The trend is similar with other downscale Hispanic groups, as those voters without a college degree support Kerry by a 40-point margin (compared to a 27-point margin among Hispanics with a college degree) and constitute 74 percent of the Hispanics who are citizens of the United States but are not registered to vote. Kerry also enjoys a 50-point advantage among voters with a household income under \$30,000, who make up over 45 percent of Hispanics who are eligible to vote but not registered to do so.¹³

Themes For 2004

The election of 2004 will not just be about issues and policies, but broad themes. Those may prove more important in building identification with John Kerry (or George Bush). In this survey, we tested broad themes, including promoting opportunity through the lens of a "100-percent" America, improving the standing of the middle class, creating an America that was strong both at home and abroad and a theme derived from Bill Clinton's message about how our nation's diversity was our greatest strength.

Each theme scored well, but the one emphasizing a "100 percent America" tested the strongest, with 56 percent indicating that it made them much more likely to support John Kerry (with a total of 70 percent more likely). The theme was the favorite of virtually every demographic group and performed particularly well among voters within the southwestern battleground states (63 percent much more likely), older non-college voters and voters with a household income under \$30,000 (61 percent for both groups). Of particular importance is that it was the most effective theme among those who are either currently vulnerable Kerry supporters, or those who are not currently supporting him but are most open to voting for him. Of these "target" voters, 55 percent said that the "100 percent America" theme made them much more likely to support Kerry.

A theme of strengthening the middle class and another promoting an America strong both at home and in the world were also well received, with a majority (53 and 51 percent, respectively) saying they made them much more likely to support Kerry. That is nearly as strong

¹³ Current Population Survey- 2000 United States Census Data.

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as the 100-percent America theme and consistent with Kerry’s current positioning. The theme that focused on strengthening the middle class was favored by less engaged voters, 56 percent of whom said it made them much more likely to support Kerry, 5 points higher than any other theme.

The message focusing on diversity was not viewed as positively as the other three themes, with 46 percent of voters saying it made them much more likely to support Kerry, 10 points lower than the percentage who said the same for “100 percent America.”

KERRY THEMES	
	% Much more likely to support
Kerry says, I believe in a 100-percent America, where everyone has a chance for a better life, not just the privileged few. Everyone deserves an opportunity for education, to care for their families, affordable health care, and a secure retirement.	56
Kerry says, a strong country starts with a strong middle class. I will stand up for the middle class by cutting middle class taxes, keeping jobs here in America, making health care more affordable and protecting Social Security.	53
Kerry says, I believe in an America that is strong at home and respected in the world. We can have a strong economy focused on good paying jobs, a health care plan that reduces costs, and a strong military and alliances that can keep us safe and secure.	51
Kerry says, our nation's diversity is our greatest strength. By working together and combining our diverse experiences and viewpoints we can reach our common goals and help America achieve its full potential.	46

Kerry Messages

Hispanic voters were most responsive to messages focused on healthcare, the economy and a message that tied Kerry’s military record in with his approach to foreign policy. These messages were significantly stronger when they incorporated the Hispanic experience into the message. These are broad national issues, not issues specific to the Hispanic community, like immigration reform, that gain greater strength when the message allows Hispanics to relate even more personally to the problem.

In this survey, we tested parallel messages, with and without the Hispanic experience. Overall, the strongest message tested was Kerry’s message focused on the health care crisis, using Hispanic examples to illustrate: 60 percent said much more likely to support Kerry and was the best received message among both Independents and those in the southwest battleground

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states. The national health care message, without the Hispanic experience, tested 9 points less well, though 51 percent said it made them much more likely to support Kerry.

KERRY HEALTHCARE MESSAGES	
	% Much more likely to support
<p><u>Healthcare with Hispanic Experience</u> Kerry says, we are experiencing a health care crisis in this country with prices for health care and prescription drugs spiraling out of control. Among Hispanics, the crisis is even more urgent, as nearly 1 in 3 Hispanics lack basic health care coverage. As President, I will tackle the health care crisis with a plan that provides coverage to nearly 100 percent of our children and cuts premiums by 1,000 dollars for the average family.</p>	60
<p><u>Healthcare - General</u> Kerry says, we are experiencing a health care crisis in this country with prices for health care and prescription drugs spiraling out of control. As President, I will tackle the health care crisis with a plan that provides coverage to nearly 100 percent of our children and cuts premiums by 1,000 dollars for the average family.</p>	51
<p><i>Net Difference</i></p>	+ 9

The broad economic message and the power of the Hispanic experience also produces a powerful message and is nearly as strong: 59 percent much more likely to support Kerry. This message was the strongest among Kerry target voters, less engaged voters, and those residing in Florida and the southwestern battleground states, which argues for the importance of the economic message. Without the Hispanic experience, the message was about 5 points weaker nationally and among key groups, though still strong.

Both of Kerry's economic messages tested significantly stronger than the Bush economic message, underscoring the growing economy and an increase in Hispanic home ownership. Just 20 percent of Hispanics said that made them more likely to support Bush, highlighting the difficulty Bush will have on the economy in this community.

Bush Faltering Among Hispanic Voters

KERRY ECONOMIC MESSAGES	
	% Much more likely to support
<p><u>Economy with Hispanic Experience</u> Kerry says, those at the very top of the ladder may be doing well economically, but Hispanics, like most middle class and working Americans, are not doing as well. The average Hispanic family makes 25 percent less than the rest of the country, unemployment among Hispanics is 25 percent higher than the rest of the country, and one in five Hispanics live in poverty. It's time for change and a President who will fight for equal opportunity for all Americans.</p>	59
<p><u>Economy- General</u> Kerry says, those at the very top of the ladder may be doing well economically, but most middle class and working Americans are being squeezed by rising health care costs, college tuition increases, and higher gas prices while incomes remain stagnant. It's time for change and a President who will fight for equal opportunity for all Americans.</p>	54
<p><i>Net Difference</i></p>	+5

A message that melded Kerry's military record with his approach to foreign policy and which also included a reference to the Hispanic experience, was the other Kerry message that resonated most powerfully. After hearing the message 58 percent overall said it made them much more likely to support Kerry, and a majority of less engaged and target voters agreed.

Although a message focused on addressing the concerns of the Hispanic community did not distinguish itself overall, it did resonate with less engaged voters, 64 percent of whom said it made them much more likely to support Kerry, 10 points higher than the percentage who said the same nationally.

KERRY MILITARY AND FOREIGN POLICY MESSAGE	
	% Much more likely to support
<p><u>Military and Foreign Policy with Hispanic Experience</u> Kerry says, as a veteran of Vietnam, I will do everything necessary to protect our country, and I honor all our veterans and those Hispanics who are serving our country in the armed forces with valor and dignity. Instead of Bush's go-it-alone foreign policy that leaves us paying almost the entire cost in Iraq, in both lives and dollars, I will work with our allies to build alliances that protect our interests and strengthen us against terrorist threats.</p>	58

Bush Messages

Bush’s strongest message stressed education, with 29 percent of voters saying it made them much more likely to support him (and 58 percent total more likely). This message was followed by a values-focused message, stressing Bush’s values and Kerry’s support of abortion and gay marriage, and generated strong support from 27 percent, though only 50 percent total more likely. The values message clearly breeds a lot of intensity for a small majority but lacks the breadth of education.

While those messages tested relatively well given the environment, Bush’s message of economic gains, which incorporated Hispanic specific language, fell flat, with just 20 percent of voters saying it made them much more likely to support him. The lack of success of this economic message further demonstrates the difficulty of convincing Hispanic voters that the economy is growing robustly when 71 percent of Hispanics believe that it is leaving the middle class behind.

BUSH MESSAGES <i>Education, Values and Economy Messages</i>		
	% Much more likely to support	% Total more likely to support
Bush says, education is a top priority of my presidency because every child in America, regardless of race or economic level, deserves a high quality education. I increased funding for education to the highest levels in history and passed bi-partisan education reform that increases accountability for schools and teachers while giving parents the opportunity to choose a new school if their child's school fails to meet the right standards.	29	58
Bush says, America is a great country because of our commitment to family and our strong faith. I have fought to restore honor and dignity to the White House and to provide steady leadership during these times of change. But John Kerry wants to take our country in a different direction and turns his back on our traditional values. Kerry's support for abortion has put him in conflict with the Catholic Church, and he refuses to stand up for the sanctity of the American family as his state becomes the first in the nation to legalize gay marriage. His values reflect the wrong priorities for this country.	27	50
Bush says, despite war, recession, and terrorist attacks, our economy is once again strong and growing stronger. We've created nearly one and a half million jobs in just the last ten months, and Hispanic-owned businesses are among the fastest growing sectors in states across the country.	20	51

Bush Faltering Among Hispanic Voters

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The survey shows Bush faltering in the Hispanic community, which could endanger his position in key battleground states. But more importantly, the poll underscores the themes, issues and messages that have the best chance of consolidating Kerry's support and mobilizing a high Hispanic turnout. The vote is already crystallized and the low undecided may well reflect a higher intention to vote. As Kerry joins and elevates the debate around the economy and health care in particular, focuses on the Hispanic experience and speaks of the aspirations for a 100 percent America and a stronger middle class and stronger America, he increases the probability of an historic result in 2004.