



behavior research center's

Latino Poll

NEWS RELEASE
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GUTIERREZ MAKES GAINS AGAINST NAPOLITANO; NOW HAS SLIGHT EDGE AMONG LATINO VOTERS

Phoenix, Arizona, May 31, 2002. A third of Latinos registered to vote in Arizona remain undecided about how they will vote in the Democratic primary for governor. Of those who have a favorite, however, the vote is closely split between Janet Napolitano (29%) and Alfredo Gutierrez (32%).

Democratic candidates Mike Newcomb and Mark Osterloh are literally invisible to Latino voters, each collecting one percent or less of the vote.

Although his lead over Napolitano is narrow, Gutierrez enjoys an edge in both Pima and Maricopa Counties, but an unusual battle is shaping up in the preferences of men and women in the Hispanic community. Thus, Napolitano leads Gutierrez by 37 to 31 percent among men, but trails him among women with 21 percent to his 34 percent.

Napolitano has greater strength within the ranks of older, college educated and upper income Hispanics, who, as is true for other voting groups, are among those most likely to vote in primary elections. Nonetheless, it appears that within the Latino community that had previously eluded him, Gutierrez is making gains: just prior to the turn of the year, Napolitano lead Gutierrez among Hispanic voters by six points; this latest reading is a definite improvement.

The findings outlined in this report are based on a survey of 200 Hispanic voters across Maricopa and Pima Counties, conducted between April 6 and April 26, 2002, by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan HispanicTRACK™. The public is welcome to visit www.brcpolls.com to read this and other recent polls.

EDITOR'S NOTE: This report is based on the twenty-fourth semi-annual wave of Behavior Research Center's HispanicTRACK™/Latino Poll survey, completed between April 6th and 26th in 2002, in which interviews were conducted with 200 Hispanic voters throughout Pima and Maricopa Counties. Respondents were interviewed in the language of their choice. In a sample of this size, one can say with a 95 percent certainty that the results have a statistical precision of plus or minus 7.1 percent of what they would have been had the entire Hispanic population been surveyed. The Latino Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

For this and other polls. See www.brcpolls.com/results

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
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“If the Democratic party primary election for Governor were being held today, how would you vote if the candidates were: (ORDER ROTATED)?”

	AMONG HISPANIC VOTERS ONLY		
	TOTAL	MEN	WOMEN
Alfredo Gutierrez	32%	31%	34%
Janet Napolitano	29	37	21
Mark Osterloh	1	1	1
Mike Newcomb	1	0	1
Uncommitted	<u>37</u>	<u>31</u>	<u>43</u>
	100%	100%	100%

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