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# *Rocky Mountain Poll*

NEWS RELEASE [RMP 2007-III-02]

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## PRESIDENTIAL RACE: DEMOCRAT HOPEFULS CLOSE THE GAP ON MCCAIN IN ARIZONA

Phoenix, Arizona, June 8, 2007. Trailing Republican John McCain by 25 points in March, Barack Obama has slashed McCain's lead in Arizona to only 14 points, is within nine points of Rudy Guiliani and now leads Mitt Romney by seven points.

Among Arizona voters, both Hillary Clinton and Obama are steadily but surely closing the gap on the current top three GOP presidential candidates. Impressive leads enjoyed earlier in the year by McCain and Guiliani are slowly evaporating as the Democratic candidates become better known across Arizona.

What is more, Obama, who is catching up with Hillary Clinton for the lead in the Democratic primary here in Arizona, now out polls or runs even with Clinton in head-to-head test elections with McCain, Guiliani and Romney. In March, McCain led Obama by an impressive 25 points (57% to 32%). Today, his lead is only 14 points (51% to 37%). Obama also shows growing strength against Rudy Guiliani, trailing him by only nine points (47% to 38%). Guiliani was much further ahead in March, leading by an impressive 53 to 35 percent.

Obama is not alone in his growing popularity with Arizona voters. Although Clinton still trails all the GOP contenders tested in this survey, including Mitt Romney, she has closed the gap on McCain by eight points (from 60 to 31 percent in March to 54 to 33 percent in May) and closed to within nine points of Guiliani and to within four points of Romney.

The surge for Obama, who is arguably the only "newcomer politician" in the race, may reflect a growing desire for voters to break with the past political leadership in the U.S. and look elsewhere for a new generation of ideas and leadership. Whether he can sustain the growing

interest in his candidacy, especially after it becomes clear that he may be the man to beat and comes under fire and scrutiny from every quarter imaginable, is yet to be seen, but it is clear that he has weathered early efforts to weaken his candidacy and the results of this survey leave little doubt that here in Arizona, a newcomer politician can catch fire, even against a favorite son and highly visible candidate such as John McCain.

Obama's appeal to voters is worth exploring a bit deeper to see where it is coming from in Arizona. Here is what seems clear so far:

Registered independents: account for nearly three of every ten voters in Arizona and are a powerful political force and have long been supporters of John McCain. Yet Obama is already attracting 41 percent of the independents compared to 38 percent for McCain.

Gender: McCain still leads among both men and women voters, but women are beginning to show a strong interest in Obama - four in ten already in his camp compared to about 46 percent for McCain. Men, on the other hand remain more loyal to McCain, but Obama can already claim 35 per cent within their ranks and another 12 percent remain uncommitted.

Age: Finally, Obama is showing strong competitiveness with voters under 54 years of age, and particularly those in the 35 to 54 age bracket, where he trails McCain by only ten points.

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**EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2007-III-02), is based on 628 interviews with voters across Arizona, conducted between May 24<sup>th</sup> and May 29<sup>th</sup> 2007. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. 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 3.9 percent of what they would have been had the entire voter population been surveyed. The Republican sample includes 338 voters and the Democrat sample 280 voters. The margin of error for each of these sub samples is plus or minus 5.8 percent. The Rocky Mountain 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.**

ENCLOSED: **Statistical tables.**

STATISTICAL DATA

Behavior Research Center  
Rocky Mountain Poll - Arizona  
RMP (2007-III-02)

For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results).

Presidential Test Elections: Arizona Voters

	Dec.	March	May 24th to 29th
John McCain (R)	56%	57%	51%
Barack Obama (D)	33	32	37
Undecided	11	11	12
(Obama <u>Trails</u> by)	(23)	(25)	(14)
Rudy Guilliani (R)	NA	53	47
Barack Obama (D)	NA	35	38
Undecided	NA	12	15
(Obama <u>Trails</u> by)	--	(18)	(9)
Mitt Romney (R)	42	38	38
Barack Obama (D)	43	43	45
Undecided	15	19	17
(Obama <u>Leads</u> By)	(1)	(5)	(7)

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|                            | Dec. | March | May 24th<br>to 29th |
|----------------------------|------|-------|---------------------|
| John McCain (R)            | 56%  | 60%   | 54%                 |
| Hillary Clinton (D)        | 34   | 31    | 33                  |
| Undecided                  | 10   | 9     | 13                  |
| (Clinton <u>Trails</u> by) | (22) | (29)  | (21)                |
| Rudy Guilliani (R)         | NA   | 57    | 48                  |
| Hillary Clinton (D)        | NA   | 34    | 39                  |
| Undecided                  | NA   | 9     | 13                  |
| (Clinton <u>Trails</u> by) | --   | (23)  | (9)                 |
| Mitt Romney (R)            | 45   | 45    | 44                  |
| Hillary Clinton (D)        | 42   | 39    | 40                  |
| Undecided                  | 13   | 16    | 16                  |
| (Clinton <u>Trails</u> By) | (3)  | (6)   | (4)                 |

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