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Rocky Mountain Poll

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**ONLY TEN POINTS SEPARATE OBAMA AND CLINTON
NAPOLITANO ENDORSEMENT COULD BE A FACTOR
ROMNEY NEEDS BIG GET-OUT-THE-VOTE EFFORT TO CATCH McCAIN**

Phoenix, Arizona. January 26, 2008. Among Democrats in Arizona, only ten points separate the top vote getter, Hillary Clinton (37%) and challenger Barack Obama (27%). Among Democrats most likely to turn out on election day or who have already cast ballots, the race is even closer (38 percent to Clinton and 32 percent to Obama).

A heavy turnout may yield a dramatic election day battle, especially if younger, minority and middle to lower income families participate in high numbers. Clinton could fare marginally better if the turnout is robust among older, Caucasian and Hispanic voters but Obama could feel a surge if younger Democrats, women and African-Americans go to the polls in large numbers.

At the moment Clinton clings to a lead that appears to be shrinking. Polls taken by ASU a week earlier showed Clinton with a much wider margin. This narrowing vote dynamic may be reflective of what has been seen in other elections around the country – tight contests on election day after early wide leads by Clinton.

There are several factors that should give strong motivation for supporters of both Obama and Clinton to get out their vote on election day. The most obvious of these is that even though 53 percent of Democrats say their voting intentions are “firm,” fully 47 percent of all Democratic voters remain in play. More specifically, 31 percent say they may change their vote even though today they lean toward one of the candidates. Another 18 percent admit that they are still trying to make up their minds.

Things to watch on election day that might favor Obama include a large turn out of women, voters under 35 years of age and African-American voters. Conversely, a strong turn out among middle and lower income Democrats, Hispanics, men and retirement age Democrats favors Clinton’s candidacy.

Candidate John Edwards attracts the support of only 15 percent of Democratic voters while Kucinich and Gravel have little or no appeal here.

Although eight of ten Democratic voters say Governor Napolitano’s endorsement of Barack Obama will have no influence on their vote in the primary, among those Democrats most likely to vote in the that election and who say they would take her endorsement seriously, seven of ten say they would be influenced

to support Obama. Given the fact that so many Democrats remain open to changing their vote, her endorsement should not be taken lightly and if the Governor continues to campaign for Obama’s election, it could have a significant impact. We also noted that among Latino Democrats, Napolitano’s endorsement could soften up the solid support Clinton has enjoyed within their ranks.

On the Republican side, the early low profile campaign strategy of Rudy Giuliani has cost him dearly in Arizona as GOP voters look elsewhere for leadership and find it mostly in John McCain and Mitt Romney. By not competing in the early primaries, it appears that Giuliani has relegated himself to the political non-entity level in Arizona after briefly leading in the polls last fall. Today, Giuliani attracts only seven percent and barely three percent are strongly committed to his election. The marginal performance of Giuliani may come to stand as a classic example of how not to run a presidential campaign in a western state like Arizona where the phrase “From New York City?” may cut deeper than preferences for taco sauce.

McCain holds a commanding 40 percent compared to 23 percent for Romney, nine percent for Huckabee and just seven percent for Thompson. Thompson withdrew from the race earlier this week but his name will remain on the ballot. Some think that Thompson supporters will shift to McCain, but they very well might find Romney or Huckabee of great appeal. If these voters do gravitate toward McCain, it is basically a wrap for McCain in Arizona but if not, the GOP race could also become significantly more competitive. Among most likely to vote Republican, McCain’s lead over Romney shrinks from 17 to 13 points.

While the Republican presidential primary appears more settled than the Democratic race, it too could also experience some shifts by election day. This traces to the fact that a four of ten GOP voters who “lean” toward one candidate or the other admit they could change their mind on who they favor between now and election day. Another ten percent were without any favorite at the time of this survey .

EDITOR’S NOTE: This Rocky Mountain Poll - Arizona (2008-I-01), is based on 628 interviews with voters across Arizona, conducted between January 20 and 24, 2008. 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 Democratic voter sub-sample has a margin of error or +/-6.5. and the GOP voter sample has a margin of error of +/-6.3. 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 (2008-I-01)

For this and other polls, see www.brcpolls.com/results.

Democratic Presidential Primary – Arizona (Includes early voters)

	All Democrats			Most likely to vote		
	Might			Might		
	Firm	Change	Total	Firm	Change	Total
Clinton	24%	13%	37%	24%	14%	38%
Obama	16	11	27	17	15	32
Edwards	8	7	15	6	10	16
Kucinich	1	1	2	2	1	3
Gravel	1	0	1	1	0	1
No preference yet			18			10

Republican Presidential Primary – Arizona (Includes early voters)

	All Republicans			Most likely to vote		
	Might			Might		
	Firm	Change	Total	Firm	Change	Total
McCain	25%	15%	40%	23%	16%	39%
Romney	11	12	23	12	14	26
Huckabee	5	4	9	5	4	9
Guiliani	3	4	7	3	3	6
Thompson ²	3	4	7	2	7	9
Hunter	1	*	1	1	0	1
Keyes	*	0	*	0	*	*
Paul	1	2	3	2	2	4
No preference yet			10			6

* Less than 1/2 of 1 percent

² Thompson withdrew from Campaign this week but his name will still be on the ballot.

“Governor Janet Napolitano recently endorsed Barack Obama for President. Does her endorsement make you more likely to vote for Obama, less likely to vote for Obama, or does it make no difference to you?”

(Asked only of Democrats)

More likely to vote	Total	Likelihood to vote	
		High	Low
For Obama	10%	15%	1%
Against Obama	9	6	16
No influence on me	81	79	83