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Rocky Mountain Poll

NEWS RELEASE [RMP 2010-III-04]

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FOUR OF TEN INDEPENDENTS MAY PARTICIPATE IN PRIMARY ELECTIONS... GOP THE MAJOR BENEFICIARY

Phoenix, Arizona. July 20, 2010. The proportion of Independent voters who plan to participate in the upcoming primary elections has swollen to 40 percent from only 26 percent in April. This no doubt reflects the increased intensity in the various campaigns, the ramped up spending of major candidates and the galvanizing impact the 1070 anti-illegal immigrant law has had on many voters. It also appears that the GOP will be the major beneficiary of new interest in the elections among Independents. By a ratio greater than two to one, Independents are more interested in voting for GOP candidates than for Democrats. More specifically, 28 percent plan to vote in the GOP primary compared to only 12 percent in the Democratic primary.

This higher level of interest could be very important in the general election, for once a voter has cast a ballot for Republicans in the primary, there is a greater probability that they will stick with their party of choice when the general election rolls around. It also appears that Independents who plan to vote in the GOP primary favor incumbents by heavy margins. So if Democrats are banking on the belief that Independents will be in a strong anti-incumbent mood this fall, they may be very wrong.

The comparatively low intensity of the Democratic primary is attracting the attention of only 12 percent of Independents. What is more, a whopping 74 percent of these Independents have no favorite in the major Democrat races – perhaps hoping that Democratic candidates will soon stop playing insider party politics and start talking to the general voting public through media campaigns designed to explain their position on major issues of the day.

(Continue)

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP (2010-III-04)

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Examination of the profile of Independent voters compared to Democrats and Republicans reveals few significant differences in their age or income or even their views on the health of the job market in Arizona. On the other hand, whereas nine of ten Republicans are Caucasian, 74 percent of Independents and 60 percent of Democrats are Caucasian.

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2010-III-04), is based on 524 interviews with registered voters statewide conducted between June 30 and July 11, 2010 of which 190 were Republicans, 173 Democrats and 161 Independents. 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 4.4 percent of what they would have been had the entire voter population been surveyed (+/- 7.9% among Independent voters). 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.

(Asked only of Registered Independents)

“In the upcoming primary elections for U.S. Senate, Congress and major state offices such as Governor, do you think you will be voting in the Democrat primary, the Republican primary or in neither?”

	REGISTERED INDEPENDENTS		
	JULY	APRIL	(SHIFT)
Republican Primary	28%	17%	(+ 11)
Democrat Primary	12	9	(+ 3)
Neither	36	56	(- 20)
Unsure	<u>24</u>	<u>18</u>	(+ 6)
	100%	100%	

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| <u>U.S. GOP SELECT PRIMARY</u> | JULY 2010            |                                    |
|--------------------------------|----------------------|------------------------------------|
|                                | INDEPENDENTS         |                                    |
|                                | REPUBLICAN<br>VOTERS | PLANNING TO VOTE<br>IN GOP PRIMARY |
| McCain                         | 62%                  | 71%                                |
| Hayworth                       | 20                   | 12                                 |
| Deakin                         | 3                    | 13                                 |
| Undecided                      | <u>15</u>            | <u>4</u>                           |
|                                | 100%                 | 100%                               |

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<u>GOVERNOR'S RACE</u>	JULY 2010	
	INDEPENDENTS	
	REPUBLICAN VOTERS	PLANNING TO VOTE IN GOP PRIMARY
Jan Brewer	54%	67%
Buzz Mills ²	12	12
Dean Martin ¹	10	6
Matthew Jette	*	2
Not sure	<u>24</u>	<u>13</u>
	100%	100%

1 = Withdrew during polling

2 = Withdrew after polling

* = Less than 1 percent

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PROFILE OF DEMOCRAT, REPUBLICAN AND INDEPENDENT VOTERS – JULY 2010

|                                    | <u>REPUBLICANS</u> | <u>DEMOCRATS</u> | <u>INDEPENDENTS</u> |
|------------------------------------|--------------------|------------------|---------------------|
| <u>INCOME</u>                      |                    |                  |                     |
| Under \$65,000                     | 52%                | 55%              | 54%                 |
| \$65,000 +                         | 48                 | 45               | 46                  |
| <u>RACE</u>                        |                    |                  |                     |
| Caucasian                          | 88                 | 60               | 74                  |
| Latino                             | 4                  | 16               | 11                  |
| Native American                    | 3                  | 9                | 2                   |
| African American                   | –                  | 8                | 2                   |
| Other                              | 5                  | 7                | 11                  |
| <u>AGE</u>                         |                    |                  |                     |
| Under 35                           | 21                 | 25               | 29                  |
| 35 to 54                           | 45                 | 42               | 38                  |
| 55 +                               | 34                 | 33               | 33                  |
| <u>VIEWS ON CURRENT JOB MARKET</u> |                    |                  |                     |
| Plenty of jobs                     | 3                  | 4                | 3                   |
| Not so many                        | 31                 | 25               | 24                  |
| Hard to get                        | 61                 | 62               | 66                  |
| Unsure                             | 5                  | 9                | 7                   |

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