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# ***Rocky Mountain Poll***

NEWS RELEASE [RMP 2010-IV-01]

Contact: Earl de Berge  
Research Director

## BREWER LEADS GODDARD BY THREE POINTS

## BREWER'S LEAD WIDENS AMONG LIKELY VOTERS.

## A FIFTH OF VOTERS REMAIN UNDECIDED

Phoenix, Arizona. October 11, 2010. Incumbent Jan Brewer holds a three point lead over challenger Democrat Terry Goddard in the Arizona governor's race and over a fifth of voters remain undecided (21%). Among those voters most likely to go participate in the election, Jan Brewer has a larger lead in the poll (eleven points) and fewer are uncommitted (15%). The Libertarian candidate Barry Hess and Green Party candidate Larry Gist are far behind with just six percent of the vote between the two. The Green candidate Larry Gist may be pulling as much as five percent of the vote away from Goddard.

Democratic candidate Terry Goddard is benefitting from a huge vote from the Latino community, 60 percent of whom say they will vote for him and only 13 percent say they favor Brewer. Goddard also out-polls Jan Brewer among other minority voters, who in Arizona are mostly Native American or Asian. These advantages are off-set by Jan Brewer's anchor of voter strength among those who classify themselves as "Very conservative." Of these voters, 63 percent of people favor Brewer and among voters who consider themselves "conservative" but not extremely so, the Brewer vote is still impressive at 57 percent. Goddard attracts a fifth of conservatives. Brewer also rolls up an impressive 65 percent of the GOP vote and out distances Goddard by only 33 to 26 percent among Independents.

As of the time of this survey, Goddard is leading Brewer in Pima County (46% to 29%) but trails in populous Maricopa country (41% to 36%) and in the rural counties, (28% to 26%). Brewer draws no unique support from the ranks of women and in fact, Goddard leads among women voters by 43 to 31 percent. Male voters lean more strongly toward Brewer and in general, men lean strongly toward GOP candidates in this year's elections.

(Continue)

**STATISTICAL DATA**

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Rocky Mountain Poll - Arizona  
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If Goddard hopes to close the gap further, the key may be getting heavy turnout from women voters under 35 years of age, political moderates and Caucasians. He will also need to find some way to overcome the very serious deficit he has with male voters. Over the ten days of polling in this study, the gap between the candidates was closing steadily and the ranks of undecided voters edged upward – both signs that the Goddard media campaign is having an impact.

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**EDITOR’S NOTE: This Rocky Mountain Poll - Arizona (2010-IV-01), is based on 555 interviews with registered voters statewide conducted between October 1 and 10, 2010. Interviewing was conducted in both English and Spanish by professional interviewers of the Behavior Research Center on either a voter’s landline or cell phone. 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 4.2 percent of what they would have been had the entire voter population been surveyed. 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.

“If the November election for governor of Arizona were bring held today would you vote for the Democrat Terry Goddard, the Republican Jan Brewer, the Libertarian Barry Hess or the Green candidate Larry Gist?”

	<u>OCTOBER</u>	<u>JULY</u>	<u>POINT SHIFT</u>
Jan Brewer (R)	38%	45%	-7
Terry Goddard (D)	35	25	+10
Larry Gist (G)	3	5	-2
Ronald Cavanaugh (July)		3	
Barry Hess (L) (October)	3		0
Uncommitted	21	22	-1

STATISTICAL DATA

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<u>OCTOBER 2010</u>	<u>BREWER</u>	<u>GODDARD</u>	<u>GIST</u>	<u>HESS</u>	<u>UNSURE</u>
All Voters	38%	35%	3%	3%	21%
(Most likely voters)	46	35	2	2	15
<u>DEMOGRAPHIC AREA</u>					
Maricopa	41	36	4	2	17
Pima	29	46	2	5	18
Rural	38	26	2	2	32
<u>POLITICAL PARTY</u>					
Democrats	13	64	5	1	17
Republicans	65	17	1	3	14
Independent	33	26	3	4	34
<u>GENDER</u>					
Men	44	28	4	2	22
Women	31	43	2	3	21
<u>ETHNICITY</u>					
Caucasian	45	31	1	3	20
Hispanic	13	60	6	2	19
Other	14	36	18	0	32
Liberals	9	61	7	3	20
Moderates	33	36	3	4	24
Conservatives	57	21	0	2	20
Very Conservative	63	15	4	*	18

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