



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2010-IV-03]

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ATTORNEY GENERAL A DEAD HEAT

Phoenix, Arizona, October 12, 2010. Republican Tom Horne and Democrat Felecia Rotellini are locked in a dead heat with each attracting 34 percent of the vote and nearly a third of voters still undecided. Among likely voters, Horne has a lead of four points (40 to 36 percent). Horne is attracting 59 percent of the GOP vote, but Rotellini off-sets this by pulling 63 percent of the Democrat vote. Among registered Independents, the vote is also close with Horne at 30 and Rotellini at 26.

A very large 32 percent of the overall electorate and a quarter of likely voters remain uncommitted, so the race could see-saw between now and election day. Tom Horne is pulling a disproportionate vote from among the ranks of male voters (39% to 29%) but this is offset among women voters where Rotellini has a 41 to 27 percent edge over Horne. At the same time, Rotellini has a strong anchor of votes among Latino voters where she leads Horne by an impressive 52 to 14 percent lead. If Latinos turn out strongly this year, which historical trends suggest they may, some Democrat candidates, such as Rotellini may owe whatever success they have to Latino participation. Rotellini trails Horne by only seven points among Caucasian voters, and among non-Latino minorities, Rotellini enjoys a 39 to 27 lead over Horne.

The two are running close in Arizona's rural areas but a whopping 46 percent of rural county voters are currently undecided and how they bring their vote in the next few weeks could have a major impact on the outcome. Rotellini is at near parity with Horne in Maricopa county (39% Horne and 33 % Rotellini) but is showing great strength in Pima county where she leads him by a 51 to 28 percent margin.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP (2010-IV-03)

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

EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2010-IV-03), 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 likely voter sample includes 450 voters and has a margin of error of +/-4.7 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.

“And if the November general election for Attorney General of Arizona were being held today, would you vote for the Democrat Felecia Rotellini or the Republican Tom Horne?”

	<u>HORNE</u>	<u>ROTELLINI</u>	<u>UNSURE</u>
TOTAL	34%	34	32
(Most likely voters)	40	36	24
<u>DEMOGRAPHIC AREA</u>			
Maricopa	39	33	28
Pima	28	51	21
Rural	29	25	46
<u>GENDER</u>			
Men	39	29	32
Women	27	41	32
<u>POLITICAL PARTY</u>			
Democrats	9	63	28
Republicans	59	16	25
Independents/other	30	26	44
<u>ETHNICITY</u>			
Caucasian	38	31	31
Hispanic	14	52	34
Other	27	39	34

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