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Rocky Mountain Poll

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GOP PRIMARY: MATT SALMON NO LONGER MAN TO BEAT; IS SECOND IN
FIELD OF SIX & FACES DEAD HEAT IN ONE-ON-ONE WITH BAYLESS

NAPOLITANO LEADS DEMOCRAT PRIMARY FOR GOVERNOR
BUT RANKS OF UNDECIDED GROW

Phoenix, Arizona, January 24, 2002. The Republican primary for governor of Arizona is getting more complex as the field of potential candidates widens, but one thing seems certain. . . Matt Salmon is no longer a clear leader in the field. In a six-person field including Betsey Bayless, Salmon, Carol Springer, Randall Gnant, Joe Arpaio and Tom Patterson, Matt Salmon attracts only 17 percent of the vote and makes a weak showing outside Maricopa County. Furthermore in a head-on contest with Betsey Bayless, who formally announced her candidacy on Monday, the two are in a tight race (Bayless 34% to Salmon 38%). Salmon's weakness outside of Maricopa County is also evident in that two-person test election: he attracts only 22 percent of the vote there compared to 44 percent in Maricopa County. In contrast, Bayless attracts 34 percent in Maricopa and, when compared to Salmon, a hefty 37 percent outside Maricopa.

The leader in the six-person contest is Joe Arpaio, with 29 percent, a figure similar to what was registered for him among Maricopa voters last August. Of interest is that Arpaio's appeal is fairly level in the various regions of the State, showing none of the geographic weakness evident in Salmon's vote. Hopefuls Carol Springer, Randall Gnant and Tom Patterson all register five percent or less of the vote. Betsey Bayless is in third place at 12 percent, only five points behind Matt Salmon.

The findings outlined in this report are based on a survey of 540 registered voters across Arizona conducted between January 9 and January 17, 2002, by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit www.brcpolls.com to read this and other recent polls.

The potential outcome of the GOP primary is even less clear when we look only at the voting intentions of Republican voters most likely to go to the polls. In that measure, Arpaio has only

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22 percent, Salmon is slightly ahead at 23 percent and Bayless attracts 14 percent. The remaining three candidates have three percent or less. Bayless may be the sleeper in the race, particularly if Arpaio and Salmon get in a pitched battle for the right wing of the GOP vote or if Arpaio elects to stay out of the fray; in a two person race against Salmon, Bayless is already evincing strong voter appeal.

The lackluster Democratic primary appears to be boring an increasing number of Democratic voters. The proportion who are undecided has increased ten points in the last three months (now at 54 percent) and both Napolitano and Gutierrez have lost some support, although Napolitano is still far ahead of the field. As of this survey, Napolitano has 34 percent, Gutierrez seven percent and candidates Mark Osterloh and Mike Newcomb barely move the needle at one and four percent respectively. Among Democratic voters most likely to go to the polls on election day, Napolitano's lead is more impressive, 40 percent to five percent or less for any of her would-be challengers.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2002-I-02) is based on 540 interviews with registered voters across Arizona conducted from January 9th through January 17th, 2002. Where necessary, figures for age, sex, and race were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one may say with a 95 percent certainty that the results have a statistical precision of plus or minus 4.3 percent of what they would have been had the entire voter population been surveyed. The Republican sample was 235 and the Democratic sample was 203. Independents constituted 102. The respective margins of error for the Republican and Democrat samples are +/- 6.5 and +/- 6.9. 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 data for reference.

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"If the Democrat primary election for Governor were being held today, which of the following candidates would you vote for?" (READ EACH NAME - ROTATE SEQUENCE)

	<u>STATEWIDE</u>	<u>LIKELY VOTERS</u>
<u>DEMOCRAT PRIMARY</u>		
Janet Napolitano	34%	40%
Alfredo Gutierrez	7	5
Mike Newcomb	4	2
Mark Osterloh	1	0
Uncommitted	<u>54</u>	<u>53</u>
	100%	100%

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*"If the Republican primary for Governor were being held today, which of the following candidates would you vote for?" (READ EACH NAME - ROTATE SEQUENCE)*

|                           | <u>STATEWIDE</u> | <u>LIKELY VOTERS</u> |
|---------------------------|------------------|----------------------|
| <u>REPUBLICAN PRIMARY</u> |                  |                      |
| Joe Arpaio                | 29%              | 22%                  |
| Matt Salmon               | 17               | 23                   |
| Betsey Bayless            | 12               | 14                   |
| Tom Patterson             | 5                | 2                    |
| Carol Springer            | 2                | 3                    |
| Randall Grant             | 1                | 1                    |
| Uncommitted               | <u>34</u>        | <u>35</u>            |
|                           | 100%             | 100%                 |

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"And what if the race were between Matt Salmon and Betsey Bayless?" (READ EACH NAME - ROTATE SEQUENCE)

	<u>STATEWIDE</u>	<u>LIKELY VOTERS</u>
<u>REPUBLICAN PRIMARY</u>		
Matt Salmon	38%	43%
Betsey Bayless	34	37
Uncommitted	<u>28</u>	<u>20</u>
	100%	100%

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