



behavior research center's

# Rocky Mountain Poll

NEWS RELEASE  
RMP 2002-I-03

Contact: Earl de Berge  
Research Director

ATTORNEY GENERAL PRIMARIES:  
GODDARD LEADS DEMOCRAT FIELD:  
GREENE LEADS GOP CONTEST

Phoenix, Arizona, January 25, 2002. Former Mayor of Phoenix, Terry Goddard, has a comfortable lead in the four person race for the Democrat nomination for Attorney General. Although half of Democrat voters are uncommitted, Goddard attracts two-thirds of the vote of those who have made up their minds. Overall, the vote currently stands at 31 percent for Goddard, ten percent for Steve Owens, four percent for Chuck Blanchard and just under four percent for Dennis Burke.

Goddard's strength as a vote getter is anchored principally by a huge four-to-one edge over any rival in Maricopa County and by a similar ratio in Pima Country, where his father and former Governor Sam Goddard made his home and was very popular.

Another anchor of Goddard's strength is found in the increasingly potent Hispanic vote in Democrat primaries. Within their ranks, he attracts 45 percent of the vote compared to less than ten percent for any of his rivals.

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](http://www.brcpolls.com) to read this and other recent polls.

The GOP primary for Attorney General appears to be invisible to most rank and file Republican voters, since 72 percent remain undecided about who they will support. On the other hand, among those who do have a preference, John Greene is a two-to-one favorite over Foster Robberson. John Greene's support traces principally to younger male Republicans. With such a high uncommitted percentage, however, the outcome of this race is far from decided. The materiality of this observation is made more clear when we examine the vote of Republicans most likely to vote in a GOP primary. Within their ranks, a whopping 81 percent are undecided.

-30-

**EDITOR'S NOTE:** This Rocky Mountain Poll Arizona (2002-I-03) is based on 540 interviews with registered voters across Arizona conducted from January 9<sup>th</sup> through January 17<sup>th</sup>, 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 Democrat 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.

---

**STATISTICAL DATA**

Behavior Research Center  
Rocky Mountain Poll - Arizona  
RMP 2002-I-03

---

ATTORNEY GENERAL RACE

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

	ALL VOTERS	MOST LIKELY VOTERS
<u>Democrat Primary</u>		
Terry Goddard	31%	33%
Steve Owens	10	6
Chuck Blanchard	4	5
Dennis Burke	4	0
Uncommitted	51	56

~~~~~

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

|                    | ALL<br>VOTERS | MOST LIKELY<br>VOTERS |
|--------------------|---------------|-----------------------|
| <u>GOP Primary</u> |               |                       |
| John Greene        | 20%           | 13%                   |
| Foster Robberson   | 8             | 6                     |
| Uncommitted        | 72            | 81                    |

~~~~~