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Rocky Mountain Poll

NEWS RELEASE
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MATT SALMON CLOSES GAP ON ARPAIO
DEMS CLOSE RANKS AROUND NAPOLITANO
NAPOLITANO LEADS IN GENERAL ELECTION TESTS

Phoenix, Arizona, March 3, 2002.

PRIMARY RESULTS: Sheriff Joe Arpaio's strategy of keeping voters guessing as to whether he will enter the GOP primary race for Governor appears to be working to the advantage of other announced candidates, all of whom have edged upward in this most recent poll. In Maricopa County, the biggest beneficiary has been Matt Salmon, who has now closed to within four points of Arpaio. What is more, Salmon leads Arpaio by a thin but important margin among GOP voters most likely to cast ballots in this Fall's primary.

Betsey Bayless picked up one point between January and today, but is still ten points behind Salmon and 14 behind Arpaio. Candidates Carol Springer and Randall Gnant each gained one point to their current three percent, but remain far behind the leaders.

The growth in Salmon's vote is impressive – increasing to 23 percent from 17 percent last month, while Joe Arpaio lost ground, falling to 27 percent from 29 percent.

A major difference is found in the vote of men and women in this race. More specifically, Matt Salmon already has a plurality among male Republicans, leading Joe Arpaio by 29 to 23 percent, with Betsey Bayless far behind at nine percent.

Among Republican women, on the other hand, Arpaio is very strong – pulling 31 percent compared to Bayless at 17 and Salmon at 16. The gender gap apparent in the Salmon race is unusual and important, particularly if either Springer or Bayless withdraw and throw their weight behind another candidate.

The findings outlined in this report are based on a survey of 453 registered voters throughout Maricopa County conducted between February 16th and February 25th, 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.

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On the Democrat side, Janet Napolitano has pulled away from her only potential major rival, Alfredo Gutierrez, with a commanding 51percent to nine percent lead. Her appeal among Democrats most likely to cast ballots in the Fall primary appears overwhelming – 63 percent – and she continues to cut deeply into the Hispanic Democrat vote, attracting 33 percent; further, she attracts six of ten Democrat women voters as well. For the moment, at least, Democrat voters here appear to be closing ranks around her candidacy.

GENERAL ELECTION TEST RESULTS: On the issue of which of the three leading GOP candidates would have the best chance of defeating Janet Napolitano in November, we pitted each in a head-to-head test election with her. As may be seen in the tables which follow, she beats all three, but appears stronger against Bayless and Salmon than against Arpaio. More specifically, Napolitano bests Bayless by 42 to 20 percent and Matt Salmon by 38 to 24 percent . When run against Joe Arpaio, although she still prevails, the gap is narrower, 42 percent for Napolitano to 32 percent for Arpaio.

When we drill deeper into the data, however, it appears that it is Matt Salmon, not Joe Arpaio who may prove to be Napolitano's strongest opponent. Thus, when analysis is made only of those voters most likely to vote in the November elections, Salmon trails Napolitano by only eight points, whereas Arpaio is 14 points off the pace and Bayless is 20 points back.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2002-I-13) is based on telephone interviews conducted from February 16th through February 25th, 2002, with 453 registered voters throughout Maricopa County including 217 Republicans, 150 Democrats and the balance Independents. In the overall voter sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 4.7 percent of what they would have been had the entire adult population been surveyed. The margin of error for the GOP sample is estimated at +/-6.8 percent and the Democratic sample at +/- 8.1 percent. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

BELOW: Statistical data

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

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2002-I-13

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"If the 2002 Republican primary election for governor of Arizona were being held today, which of the following people would you vote for? (ROTATE ORDER)"

MARICOPA
REPUBLICAN PRIMARY FOR GOVERNOR

	February	January	February Likely Voters
Joe Arpaio	27%	29%	22%
Matt Salmon	23	17	24
Betsey Bayless	13	12	15
Carol Springer	3	2	3
Randall Grant	3	1	2
Tom Patterson	NA	5	NA
Uncommitted	31	34	34

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*"If the 2002 Democratic primary election for governor of Arizona were being held today, which of the following people would you vote for? (ROTATE ORDER)"*

MARICOPA  
DEMOCRAT PRIMARY FOR GOVERNOR

|                   | February | January | February<br>Likely Voters |
|-------------------|----------|---------|---------------------------|
| Janet Napolitano  | 51%      | 31%     | 63%                       |
| Alfredo Gutierrez | 9        | 7       | 10                        |
| Mike Newcomb      | 4        | 4       | 1                         |
| Mark Olsterloh    | 1        | 0       | 1                         |
| Uncommitted       | 35       | 58      | 25                        |

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"If the election for governor of Arizona were being held today, which of the following would you vote for? (ROTATE ORDER)"

	All Voters	Likely Voters
Matt Salmon	24%	32%
Janet Napolitano	38	40
Uncommitted	38	28
Betsey Bayless	20	24
Janet Napolitano	42	44
Uncommitted	38	32
Joe Arpaio	32	31
Janet Napolitano	42	45
Uncommitted	26	24

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