



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
RMP 2002-IV-10

Contact: Earl de Berge
Research Director

NAPOLITANO HOLDING ON TO LEAD IN FINAL WEEK

Phoenix, Arizona, October 29, 2002. Democrat candidate for Governor, Janet Napolitano, is hanging on to a seven-point lead over Republican rival Matt Salmon in the final week of the campaign and in the wake of a weekend visit by President Bush to boost Salmon's campaign. Both Salmon and Napolitano edged up two points over last week – Napolitano now at 43 percent and Salmon at 36.

Independent Dick Mahoney rose to six percent from five and Libertarian Barry Hess is now at only one percent. The proportion of voters who remain uncommitted rests at 15 percent.

Among voters most likely to vote, Salmon has closed the gap Napolitano enjoyed last week by a fairly significant amount. More specifically, last week Napolitano led Salmon 48 percent to 32 percent in this important voter segment, while this week the gap has narrowed to 46 to 36. Although Napolitano still enjoys a sizable lead among likely voters, there is no doubt that Salmon has made up some ground. Only ten percent of likely voters remain in the undecided column.

Several key trends are more apparent in this survey than last week. Thus, it appears that a plurality of women, Independent and older voters are resolving in favor of Napolitano. Further, Napolitano leads in all geographic regions of the state, although in rural Arizona, the vote is very close, with only one percent separating the two. It also appears that where Napolitano is attracting 17 percent of the rank-and-file GOP vote, Salmon is attracting only nine percent of Democrats. Neither are giving up much to Hess or Mahoney, who draw most of their vote from the ranks of Independents. Finally, Napolitano has a solid two-to-one lead over Salmon among Hispanic voters.

- more -

The findings outlined in this report are based on a survey of 670 registered voters across Arizona conducted between October 21st and October 28th, 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.

-30-

EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2002-IV-10) is based on 670 interviews with registered voters across Arizona conducted from October 21st through October 28th, 2002 who express interest in voting in the November election. 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 3.8 percent of what they would have been had the entire voter population been surveyed. The Republican sample was 288 and the Democratic sample was 251. Independents constituted 131. The respective margins of error for the Republican and Democrat samples are +/-5.2 and +/-6.4. The likely voter sample included is 378 voters and has an estimated margin of error of +/-5.1. 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.

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

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2002-IV-10

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

“If the election for Governor of Arizona were being held today, which one of the following candidates would you vote for?”

	10/21 – 10/28	10/14 – 10/20	10/7 – 10/13	9/30 – 10/3	9/23 – 9/29
<u>ALL VOTERS</u>					
Janet Napolitano (D)	43%	41%	37%	39%	35%
Matt Salmon (R)	36	34	39	36	36
Dick Mahoney (I)	5	5	5	8	6
Barry Hess (L)	1	3	1	1	2
Uncommitted	<u>15</u>	<u>17</u>	<u>18</u>	<u>16</u>	<u>21</u>
	100%	100%	100%	100%	100%
<u>LIKELY VOTERS</u>					
Janet Napolitano (D)	46%	48%	40%	41%	39%
Matt Salmon (R)	36	32	36	35	36
Dick Mahoney (I)	6	3	5	8	5
Barry Hess (L)	1	2	2	1	2
Uncommitted	<u>11</u>	<u>15</u>	<u>17</u>	<u>15</u>	<u>18</u>
	100%	100%	100%	100%	100%

~~~~~