



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
RMP 2002-IV-11

Contact: Earl de Berge
Research Director

IF EVER A SINGLE VOTE COUNTED, THIS IS IT – GOVERNOR'S RACE TIGHT AND TIGHTENING

Phoenix, Arizona, November 1, 2002. If ever Arizonans entered into an election in which every vote counts, this may be it.

On election eve, less than a percent separates the two top candidates for Governor of Arizona and, among voters most likely to go to the polls, the gap is only three points – and closing. The poll results are all within the margin of error of the study and, as a result, it can only be said with certainty, that the outcome is not predictable – it could go either way.

Arizonans who whine “*I don't vote because my vote does not count for much,*” will properly fall into one of several unflattering categories: lazy, arrogant about their responsibilities as citizens, or simply not very bright.

As of Thursday, the poll results are as follows:

Among all voters, Matt Salmon (R) has a 41.0 to 40.3 percent lead over Janet Napolitano (D) while Independent Dick Mahoney has five percent and Libertarian Barry Hess has two percent. Undecided voters remain at a 13 percent.

Among likely voters, Napolitano has a narrow lead of 42.0 to 40.1 over Salmon. Mahoney has six percent and Hess one percent, leaving eleven percent undecided going into the weekend.

Salmon's last week of media appears to have accomplished three important things: First, it has attracted more conservative Democrats to his banner so the “give-away, take-away” between himself and Napolitano is now about even. Second, Salmon has gained the margin over Napolitano in populous Maricopa County, where he now has 42 percent over her 38 percent. Finally, the intensity of the negative campaign against Napolitano on tax and elderly issues has given Salmon a boost within their ranks. Where Napolitano had a 48 percent to 32 percent lead among older voters a week ago, that lead has now dwindled to 45 percent to 38 percent and, if the shift continues through the weekend, Salmon's strength on election day may be improved enough to pull out a win.

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The findings outlined in this report are based on a survey of 549 registered voters across Arizona conducted between October 29th and November 1st, 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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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2002-IV-11) is based on 549 interviews with registered voters across Arizona conducted from October 29th through November 1st, 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 4.3 percent of what they would have been had the entire voter population been surveyed. The likely voter sample included is 316 voters and has an estimated margin of error of +/-5.6. 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
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"If the election for Governor of Arizona were being held today, which one of the following candidates would you vote for?"

	10/29 – 11/1	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)	40%	43%	41%	37%	39%	35%
Matt Salmon (R)	41	36	34	39	36	36
Dick Mahoney (I)	5	5	5	5	8	6
Barry Hess (L)	1	1	3	1	1	2
Uncommitted	<u>13</u>	<u>15</u>	<u>17</u>	<u>18</u>	<u>16</u>	<u>21</u>
	100%	100%	100%	100%	100%	100%
<u>LIKELY VOTERS</u>						
Janet Napolitano (D)	42%	46%	48%	40%	41%	39%
Matt Salmon (R)	39	36	32	36	35	36
Dick Mahoney (I)	6	6	3	5	8	5
Barry Hess (L)	2	1	2	2	1	2
Uncommitted	<u>11</u>	<u>11</u>	<u>15</u>	<u>17</u>	<u>15</u>	<u>18</u>
	100	100%	100%	100%	100%	100%

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