



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2004-III-04]

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INDEPENDENT VOTER RANKS MAY BE DRAWING MORE FROM REPUBLICAN THAN DEMOCRAT LISTS

Phoenix, Arizona, July 20, 2004. By a modest, but nonetheless potentially important ratio, the growth in the number of Independent voters in Arizona traces more heavily to individuals switching to Independent from the voter rolls of the Republican Party than from the rolls of the Democratic Party. More specifically, among voters who become Independents after having been members of another political party, 54 percent used to be Republicans, 36 percent say they were Democrats and the balance were members of such parties as the Libertarians, the Green Party and the Reform Party of Ross Perot.

Overall, nearly six of ten Independents were formerly members of other political parties. The balance are people who, upon their first entry to the world of registered voters, elected to do so as Independents.

Questioning in this poll also reveals that among today's Arizona Independents, four in ten have elected to register in this way during just the past five years and that these new Independents tend to be fairly young. Among those signing up to vote as Independents with the past five years, 42 percent are under the age of 35 and another 40 percent are in the 35 to 54 age bracket. Under a fifth of Independents are 55 years of age or older. By way of comparison, among Democrat and Republican voters, a third are 55 or older.

The findings outlined in this report are based on a survey of 700 adults, including 515 registered voters, across Arizona conducted between July 1st and July 8th, 2004, 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 new Independents may also be showing some signs that they differ from rank and file members of the Democrat or Republican parties in that they are somewhat more likely to be men than women and are more likely to hold college degrees.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2004-III-04) is based on 700 telephone interviews with adults, including 515 registered voters, conducted from July 1st through July 8th, 2004 throughout Arizona. In the overall sample, one may say with 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 adult population been surveyed. The voter sample has an estimated margin of error of plus or minus 4.4. 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.

ENCLOSED: Statistical data for reference.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2004-III-04

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

"About how many years have you been registered to vote as an Independent?"

5 years or less	40%
6+ years	<u>60</u>
	100%

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*"Prior to registering to vote as an Independent, were you registered as a Democrat, A Republican, a member of some other political party or were you not registered to vote?"*

| <u>PRIOR REGISTRATION</u> | <u>ALL INDEPENDENTS</u> | <u>THOSE PREVIOUSLY REGISTERED WITH ANOTHER PARTY</u> |
|---------------------------|-------------------------|-------------------------------------------------------|
| Republican                | 31%                     | 54%                                                   |
| Democrat                  | 20                      | 36                                                    |
| Other party               | 6                       | 10                                                    |
| Not previously registered | <u>43</u>               | <u>-</u>                                              |
|                           | 100%                    | 100%                                                  |

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<u>PROFILE</u>	<u>INDEPENDENTS</u>	<u>DEMOCRATS AND REPUBLICANS</u>
Male	58%	52%
Female	42	48
No college degree	47	54
College degree	53	46
Income under \$45,000	45	36
Income over \$45,000	55	64

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