



*behavior research center's*

# *Rocky Mountain Poll*

NEWS RELEASE  
RMP 2001-III-02

Contact: Earl de Berge  
Research Director

INDEPENDENT IN GOVERNOR'S RACE COULD PLAY A MAJOR ROLE...  
40 PERCENT WOULD CONSIDER VOTING FOR MAHONEY

Phoenix, Arizona (July 16, 2001). Forty percent of voters in Arizona say they would not rule out voting for Independent candidate for governor Richard Mahoney, including 15 percent who already lean toward supporting his candidacy.

Although Mahoney comes from a family with a long line of Democrats, there is little evidence in this most recent poll that his name on the ballot would hurt Democrats more than Republicans. Thus 31 percent of Republicans and 37 percent of Democrats say they would not rule out voting for him.

His presence on the ballot, however, might make it very difficult for the winners of the Democrat and Republican party to attract voters from within the dramatically growing ranks of Independent voters: 65 percent of Independents say they would consider voting for Mahoney.

The presence of an Independent does not, however, mean it will be easy going for Mahoney. First, while 40 percent saying they would not rule out voting for him, only 14 percent currently are willing to say they probably would vote for him and only one percent would "definitely" vote for him. Additionally, when his name is tested in a field of seven potential candidates, he is the favorite choice of a meager three percent. The moniker of "favorite" more commonly falls to Janet Napolitano (21%), Terry Goddard (17%) or Matt Salmon (17%).

-more-

The findings outlined in this report are based on a survey of 540 registered voters across Arizona conducted in July, 2001 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 poll results.

-30-

**EDITOR'S NOTE:** This Rocky Mountain Poll - Arizona (2001-III-02), is based on 540 interviews with registered voters throughout Arizona during July of 2001. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one can say with a 95 percent certainty that the results have a statistical precision of +/- 4.3 percent of what they would have been had the entire adult population been surveyed. Estimated margin of error for the Democrat sample is +/- 6.9 percent and for the Republican sample, +/- 6.5 percent. 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.

For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results).

**BELOW: Statistical tables.**

**STATISTICAL DATA**

Behavior Research Center  
 Rocky Mountain Poll - Arizona  
 RMP 2001-III-02

For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results).

*“Richard Mahoney has announced that he will run for Governor this year as an Independent. If you were voting today in the election for governor would you definitely, probably, probably no or definitely not vote for the Independent Richard Mahoney?”*

	Definitely	Probably	Probably Not	Definitely Not	Unsure / Would Not Rule It Out
Statewide	1%	14%	38%	22%	25%
Republicans	1	9	41	28	21
Democrats	0	14	42	21	23
Independents	0	28	22	13	37
Maricopa	1	15	36	25	23
Pima	0	10	42	17	31
Rural	0	16	40	18	26
Men	1	16	37	26	20
Women	0	13	38	19	30

~~~~~

“If the general election for governor were being held today, which one of the following seven candidates would you be most likely vote for.” (Names Randomly Rotated)

|                              | Statewide         |                  |                  |                  |
|------------------------------|-------------------|------------------|------------------|------------------|
|                              | Total             | Republicans      | Democrats        | Independents     |
| Janet Napolitano, Democrat   | 21%               | 9%               | 33%              | 23%              |
| Matt Salmon, Republican      | 17                | 35               | 3                | 6                |
| Terry Goddard, Democrat      | 17                | 7                | 28               | 16               |
| Betsy Bayless, Republican    | 7                 | 15               | 1                | 3                |
| Alfredo Gutierrez, Democrat  | 5                 | 2                | 11               | 2                |
| Carol Springer, Republican   | 2                 | 4                | 0                | 1                |
| Richard Mahoney, Independent | 3                 | 0                | 1                | 11               |
| None of These                | <u>28</u><br>100% | <u>28</u><br>100 | <u>23</u><br>100 | <u>38</u><br>100 |

~~~~~