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Rocky Mountain Poll

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U.S. SENATE RACE: PEDERSON LOSES GROUND AFTER EARLY GAIN –
NEED TO SUSTAIN MEDIA CAMPAIGN VERY APPARENT

Phoenix, Arizona, July 26, 2006. After mounting a heavy early media campaign Jim Pederson, the Democratic challenger to Jon Kyl (R) for the U.S. Senate, closed the incumbent's lead to the single digit level, but after his campaign went dark for close to a month, the Kyl lead has re-opened to a very respectable level – 18 points. The poll was completed just prior to Pederson's second wave of advertising which started late last week.

Critical in Senator Kyl's resurgence is the fact that he is doing a very good job of holding the loyalty of Republican rank and file voters who today are giving 79 percent of their vote to Kyl, only five percent to Pederson and one percent to the Libertarian candidate Richard Mack. Only 15 percent of GOP voters are undecided about whom they plan to support.

At the same time, while Pederson is attracting 55 percent of Democratic voters, but is giving up close to a fifth of Democrats to Kyl while another four percent are voting for the Libertarian candidate. Just under a quarter of Democrats are uncommitted. To close the lead currently enjoyed by Kyl, Pederson will have to find ways to reduce the cross-over voting among registered Democrats and strengthen his appeal among Independents. As of this survey, the two candidates are splitting the vote of Independents: 24 percent to Pederson, 27 percent to Kyl and a handful to Richard Mack. Close to half of independents remain undecided and so they could play a major role in the outcome in November.

In the long run, if Pederson is to be successful in his campaign it is clear that he will need to keep his name and ideas before the voters with paid media and runs considerable risk by "pulsing" his media and going dark between media buys. He will also need to find issue positions that bring more Democrats into his camp and which appeal more broadly to registered Independents. An earlier poll by BRC last week showed that he is showing strong appeal among Latino voters but he will need to stimulate their turnout on election day if he is to stand a chance of winning in November.

Jon Kyl is also showing above average strength among voters who are male – besting Pederson by 50 to 22 percent. On the other hand, Pederson is very competitive among women, trailing Kyl by only seven percentage points (39 to 32 percent)

This report is based on a survey of 627 voters across Arizona conducted between July 8th and July 21st, 2006, 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 for this and other polls.

-30-

EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2006-III-01) is based on 627 telephone interviews with voters across Arizona, conducted from July 8th through July 21st, 2006. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 3.9 percent of what they would have been had the entire adult population been surveyed. 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
2006-III-01

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

“If the election for U.S. Senator from Arizona were being held today, would you vote for the Republican Jon Kyl, the Democrat Jim Pederson, or the Libertarian Richard Mack?”
(Names Rotated)

	July 2006	May 2006	Jan 2006	Oct 2005
Jon Kyl	45%	40%	55%	54%
Jim Pederson	27	33	26	30
Richard Mack	3	NA	NA	NA
Undecided	<u>25</u>	<u>27</u>	<u>19</u>	<u>16</u>
	100%	100%	100%	100%

July 2006 Detail

	Kyl	Pederson	Mack	Undecided
Total	45%	27%	3%	25%
Maricopa	45	27	2	26
Pima	45	30	2	23
Rural	43	26	5	26
Men	50	22	5	23
Women	39	32	1	28
Republican	79	5	1	15
Democrat	19	55	4	22
Independent	27	24	4	45
Caucasian	50	25	2	23
Non-Caucasian	26	51	5	18