



behavior research center's

Rocky Mountain Poll

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MCCAIN BESTS HILLARY CLINTON AND BARACK OBAMA
IN ARIZONA - BUT AGAINST MITT ROMNEY, BOTH DEMOCRATS PROVE ARIZONA
COULD BE A SWING STATE IN '08

Phoenix, Arizona, January 26, 2007. As might be expected, had an election been held in Arizona at the time of this January survey, favorite son Republican John McCain would defeat either of two democrats included in the test: Hillary Rodham Clinton of New York and Barack Obama of Illinois. McCain enjoys a wide 56 to 33 percent lead over Barack Obama and a 56 to 34 percent lead over Hillary Clinton.

It may come as a surprise to some observers that McCain's lead over two liberal Democrats is not even stronger than shown in this poll, yet the reality is that Arizona is increasingly moving toward the center and voters look more favorably on moderate and Democrat candidates than has been the case over the past several decades.

This trend can be more clearly seen when we look at a second test election in which the Republican Mitt Romney's name was substituted for McCain. When this is done, both Clinton and Obama run dead even with Romney, making it clear that without a favorite son on the ballot, Arizona could vote Democratic in the presidential election.

This report is based on a survey of 629 voters across Arizona conducted between January 12th and January 22 of 2007, 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.brepolls.com for this and other poll results.

The strength of Obama is also a surprise considering his relatively new status as a national political figure. As of the time of this survey, he is showing strong appeal to women voters and voters under 54 years of age, and has enormous appeal among minority voters. Additionally, he attracts voters from across all income groups, although the most affluent are only lukewarm to him as of the time of this survey.

John McCain's strength in Arizona traces to the fact that he attracts 85 percent of Republicans, 55 percent

EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2007-I-01) is based on 629 telephone interviews with voters across Arizona, conducted from January 12th & January 22nd, 2007. 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 Republican sample includes 251 voters and the Democrat sample 214 voters. The margin of error for each of these sub-samples is plus or minus 6.3 percent. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program.

“Next I will read you some possible match-ups that may occur in the next presidential election. For each match, please just tell me which of the two candidates you would most likely vote for if the election were being held today.”

PRESIDENTIAL TEST SECTION: ARIZONA

John McCain (R)	56%	Mitt Romney(R)	42%
Barack Obama (D)	33	Barack Obama (D)	43
Undecided	11	Undecided	15
John McCain (R)	56	Mitt Romney (R)	45
Hillary Clinton (D)	34	Hillary Clinton (D)	42
Undecided	10	Undecided	13