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Rocky Mountain Poll

NEWS RELEASE [RMP 2010-III-01]

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JOHN MCCAIN TROUNCING J.D. HAYWORTH BUT HIS JOB RATINGS STILL SOFT

JAN BREWER WAS CLOBBERING MILLS AND MARTIN ON EVE OF THEIR WITHDRAWAL

Phoenix, Arizona. July 15, 2010. The GOP primary for U.S. Senate between incumbent John McCain and challengers J.D. Hayworth and Jim Deakin appears to be all over but the actual voting. Senator McCain now has 64 percent of the test vote compared to only 19 percent for J.D. Hayworth, five percent for Jim Deakin and just 12 percent undecided. Since April, Hayworth's appeal to Republicans, which appears never to have been widespread, shrank from 28 percent to only 19 percent today. Independents who plan to vote in the GOP primary (roughly 28 percent of their numbers) favor McCain by an even greater percent (71%) than do registered Republicans (62%).

Although there is little doubt that McCain will win his primary, his strong showing may not trace to him being overwhelmingly popular within the ranks of GOP voters. His job ratings remain soft and so it would seem a logical conclusion that many GOP voters simply see neither Deakin nor Hayworth as superior choices. As of this survey even though 43 percent of Republicans rate McCain's performance in office as only fair or as poor, barely 23 percent are willing to vote for either of his Republican rivals. So as McCain cruises toward the nomination the question remains as to whether the Democrat candidate in the general election will be able to attract sufficient cross-over votes from disaffected Republicans and Independents to become competitive. At this moment, unfortunately, this remains impossible to tell because nearly seven in ten Democrats are undecided on how they plan to vote in the Democrat primary.

Senator McCain's job performance ratings in the overall electorate register at 36 percent favorable, 22 percent poor and just under a third in the only "fair" column. Only 29 percent of Independents and 20 percent of Democrats rate his performance in Washington favorably.

(Continue)

STATISTICAL DATA

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In the GOP primary for Governor, after signing SB 1070, Jan Brewer has learned how to surf a political wave and has pulled away from all rivals, including millionaire and new comer Buzz Mills who withdrew several days after this poll was completed. In April, 51 percent of Republican voters remained undecided, but since signing SB 1070, that number has shriveled to 21 percent, a downward shift of 30 points... and Jan Brewer has been the sole beneficiary. In April she had 22 percent of the vote but today she has 57 percent, a gain of 35 points. In contrast, Buzz Mills made no gain (13 percent in April to 12 percent today) and Dean Martin who withdrew from the contest just as this poll was being completed had also lost ground. Matthew Jette revealed no appeal in this survey among Republicans but did attract a small vote from Independents planning to vote in the GOP primary, .

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2010-III-01), is based on 524 interviews with registered voters statewide conducted between June 30 and July 11, 2010 of which 190 were Republicans, 173 Democrats and 161 Independents. A total of 311 came from Maricopa, 78 in Pima and 134 in rural areas. 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 plus or minus 4.4 percent of what they would have been had the entire voter 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 sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

ENCLOSED: Statistical tables.

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(Asked of GOP Voters and Independents Planning to Vote in the GOP Primary)

“If the Republican primary for U.S. Senate were being held today, which of the following candidates would you vote for (ROTATE) – John McCain, J.D. Hayworth or Jim Deakin?”

	JULY 2010	APRIL 2010
John McCain	64%	54%
J.D. Hayworth	19	28
Jim Deakin	5	NA
Uncommitted	<u>12</u>	<u>18</u>
	100%	100%

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“And if the Republican primary for Arizona Governor were being held today, which of the following candidates would you vote for – (ROTATE) Matthew Jette, Jan Brewer, Buz Mills or Dean Martin?”

|               | JULY<br>2010 | APRIL<br>2010 |
|---------------|--------------|---------------|
| Jan Brewer    | 57%          | 22%           |
| Buzz Mills    | 12           | 13            |
| Dean Martin   | 9            | 10            |
| John Munger   | W            | 4             |
| Matthew Jette | *            | NA            |
| Uncommitted   | <u>21</u>    | <u>51</u>     |
|               | 100%         | 100%          |

\* Less than 1%  
W = Withdrawn  
NA = Not asked

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		EXCELLENT/ GOOD	FAIR	POOR/VERY POOR	(NET POS TO NEG)
U.S. Senator John McCain					
July	2010	36%	31%	22%	(+ 14)
January	2010	40	30	21	(+ 19)
September	2009	48	31	21	(+ 27)
November	2007	45	26	17	(+ 28)
July	2007	42	25	30	(+ 12)
March	2007	49	24	18	(+ 31)
January	2007	50	25	17	(+ 33)
January	2006	62	20	9	(+ 53)
October	2005	60	27	7	(+ 53)
July	2005	63	19	9	(+ 54)
April	2005	61	22	10	(+ 51)
January	2005	73	15	6	(+ 67)
October	2004	70	17	8	(+ 62)
July	2004	72	17	6	(+ 66)
April	2004	65	18	9	(+ 56)
January	2004	64	20	9	(+ 55)
October	2003	61	22	7	(+ 54)
July	2003	68	18	8	(+ 60)
April	2003	66	20	6	(+ 60)
January	2003	57	24	9	(+ 48)
October	2002	61	23	10	(+ 51)
July	2002	66	21	8	(+ 58)
April	2002	69	15	9	(+ 60)
January	2002	65	21	9	(+ 56)
October	2001	70	16	9	(+ 61)
July	2001	54	22	13	(+ 41)
April	2001	63	22	8	(+ 55)
January	2001	63	21	7	(+ 56)
October	2000	67	18	8	(+ 59)
July	2000	63	21	8	(+ 55)
April	2000	56	24	9	(+ 47)
January	2000	63	20	7	(+ 56)
January	1999	63	17	9	(+ 54)
January	1998	55	25	8	(+ 47)
January	1997	50	28	9	(+ 41)
January	1996	47	28	11	(+ 36)
January	1995	47	29	11	(+ 37)
January	1994	38	33	14	(+ 24)
January	1993	46	30	14	(+ 32)
January	1992	33	35	17	(+ 16)
January	1991	24	34	19	(+ 05)

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