



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2010-III-02]

Contact: Bruce Hernandez
Vice President or
Earl de Berge
Research Director

TERRY GODDARD TRAILING 20 POINTS BEHIND JAN BREWER IN CONTEST FOR GOVERNOR

Phoenix, Arizona. July 16, 2010. Incumbent Governor Jan Brewer had a commanding lead in her primary election even before her principal GOP rivals withdrew from the race. As well she has a 20 point lead over Democrat Terry Goddard in the test general election. Governor Brewer does not, however, have majority of the vote against Mr. Goddard (45% to 25%), the current State Attorney General who has yet to launch a major media campaign. Additionally, eight percent of the vote is flowing to third party candidates.

Governor Brewer's job ratings have certainly improved since January of this year when only a fifth of voters thought she was doing a good job in office and she was facing what looked like a major challenge from Dean Martin and Buzz Mills. On the other hand, even with a major increase in positive job ratings from Republican voters, her overall job rating among the general electorate remains very mixed with 40 percent rate her performance as good, 23 percent say her performance is only fair and another 23 percent rate her performance as poor. Fourteen percent are not sure how to evaluate her performance. Two thirds of Democrats and over half of Independent voters rate her performance as only fair or as poor, as do 31 percent of Republicans. That being said, she no longer faces significant opposition in her primary election and starts into the general with a 20 point lead over rival Terry Goddard. The Libertarian and Green Party candidates attract five or less percent to their banners.

Terry Goddard and other Democrat candidates are facing a new reality in that Republican voters across the state are beginning to circle the wagons around their presumptive candidates. For example, even before the withdrawal from the GOP primary of Buzz Mills and Dean Martin, 72 percent of Republicans were supporting Jan Brewer for Governor and 77 percent are backing John McCain for the Senate nomination. Additionally, Brewer outpaces Goddard by a 40 to 22 percent margin among registered Independents and even taps 20 percent of registered Democrats. In all fairness to Goddard, however, Brewer is riding a wave of approval for signing the SB 1070 measure and Goddard has yet to launch his media campaign.

(Continue)

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP (2010-III-02)

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

Of interest is the finding that Terry Goddard runs even with Brewer (33% to 35%) among women voters but trails badly among men (54% to 20%). At the same time, Goddard has a powerful 58 to 16 percent lead over Brewer among Latino voters and a two to one lead over her among other non-Latino minority voters. Whether this will be of great benefit to him in November is an open question despite much talk about the growth of the Latino population in Arizona, there is little evidence as yet that Latino leaders here have found the key to actually getting Latinos at rates proportionate to turnout among non-Latino voters. .

-30-

EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2010-III-02), 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. 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 Independent 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 data for reference.

“And if the November general election for Governor were being held today, would you vote for the Democrat Terry Goddard, the Republican Jan Brewer, the libertarian Ronald Cavanaugh or the green candidate Larry Gist?”

	STATEWIDE	MARICOPA	PIMA	RURAL
Jan Brewer	45%	46%	46%	43%
Terry Goddard	25	27	24	21
Larry Gist	5	3	12	3
Ronald Cavanaugh	3	4	0	3
Undecided	<u>22</u>	<u>20</u>	<u>18</u>	<u>30</u>
	100%	100%	100%	100%

~~~~~

**STATISTICAL DATA**

Behavior Research Center  
 Rocky Mountain Poll - Arizona  
 RMP (2010-III-02)

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

|                | EXCELLENT/<br>GOOD | FAIR | POOR/<br>VERY POOR | UNSURE | NET<br>POSITIVE<br>TO<br>NEGATIVE |
|----------------|--------------------|------|--------------------|--------|-----------------------------------|
| July 2010      | 40%                | 23%  | 23%                | 14%    | +17                               |
| January 2010   | 21                 | 30   | 29                 | 20     | - 8                               |
| September 2009 | 22                 | 29   | 28                 | 21     | - 6                               |

| <u>JULY DETAIL</u> | EXCELLENT/<br>GOOD | FAIR | POOR/<br>VERY POOR | (NET) |
|--------------------|--------------------|------|--------------------|-------|
| State              | 40%                | 23%  | 23%                | +17   |
| Maricopa           | 40                 | 24   | 23                 | +17   |
| Pima               | 37                 | 20   | 30                 | +7    |
| Rural              | 40                 | 23   | 20                 | +20   |
| Democrat           | 22                 | 23   | 44                 | - 22  |
| Independent        | 39                 | 27   | 25                 | +14   |
| Republican         | 67                 | 20   | 11                 | +56   |

~~~~~