



behavior research center's

Rocky Mountain Poll

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NOVEMBER TURNOUT COULD BE ABOVE AVERAGE.
ESPECIALLY FOR MODERATES, REPUBLICANS & OLDER VOTERS

Phoenix, Arizona, October 11, 2010. A month before the November election, over seven of ten registered voters (73%) in Arizona express a keen interest in voting. Usually only 60 percent express such strong interest. Even though turnout is unlikely to reach such a high level (voters tend to over-state their likelihood to vote), the reading of intent to vote suggests that turnout may be above average turnout in off-year elections.

In addition, while interest in participating is strong in all political subgroups, it is significantly higher among registered Republicans (89%) than for either Democrats (65%) or Independents (64%). It is also higher among men who this year lean toward GOP candidates.

In addition, interest in voting is strongest in the center - not at either end - of the political ideological spectrum. For example, 87 percent of "conservatives" compared to 72 percent of "very conservative" voters say they definitely plan on voting this year. Similarly, 75 percent of "very liberal" voters compared to 80 percent of "liberals" definitely plan to vote. Voters over 35 years of age are also more likely than their younger counterparts to cast ballots – a fairly normal pattern among Arizona voters.

Overall, 22 percent of Arizona voters think of themselves as political liberals, 35 percent as political moderates and 43 percent as conservative. Among self-defined conservatives, 51 percent define themselves as "very conservative." This October survey also reveals that even though a plurality (43%) of registered voters in Arizona call themselves politically conservative, the far right comprises only 22 percent of the overall electorate. Even within the ranks of Republican voters 64 percent of whom classify themselves as "conservative, only 33 percent peg their conservatism as far to the right.

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STATISTICAL DATA

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

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

EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2010-IV-02), is based on 555 interviews with registered voters statewide conducted between October 1 and 10, 2010. Interviewing was conducted in both English and Spanish by professional interviewers of the Behavior Research Center on either a voter's landline or cell phone. 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 4.2 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.

“And how likely is it you will vote in this year’s November general election: will you definitely vote, probably vote, probably not vote or will you definitely not vote?”

| | <u>Percent Definitely Vote</u> |
|-----------------------|------------------------------------|
| Total | 73% |
| Republicans | 89 |
| Independents | 64 |
| Democrats | 65 |
| Very conservative | 72 |
| Conservatives | 87 |
| Moderates | 71 |
| Liberals | 80 |
| Very Liberal | 75 |
| Men | 76 |
| Women | 71 |
| Age 55+ | 84 |
| Age 35 to 54 | 75 |
| Age under 35 | 57 |
| Caucasian | 74 |
| Non-Hispanic minority | 69 |
| Hispanics | 73 |
| Maricopa | 74 |
| Pima | 88 |
| Rural | 64 |

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“On a scale of one to ten where one means you consider yourself to be very liberal and ten means you consider yourself to be very conservative, how you’re your rate yourself politically.”

| LIBERAL - CONSERVATIVE PROFILE OF ARIZONA VOTERS | ALL | | | |
|---|--------|----------|------------|-------------|
| | VOTERS | DEMOCRAT | REPUBLICAN | INDEPENDENT |
| (Net Liberal) | 22% | 47% | 8% | 20% |
| Very liberal (1-2) | 9 | 19 | 3 | 7 |
| Liberal (3-4) | 13 | 28 | 5 | 13 |
| Moderate (5-6) | 35 | 27 | 27 | 46 |
| (Net Conservative) | 43 | 26 | 64 | 35 |
| Conservative (7-8) | 21 | 16 | 31 | 20 |
| Very Conservative (9-10) | 22 | 10 | 33 | 15 |

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