



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2014-III-02]

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34 PERCENT OF REGISTERED INDEPENDENTS

PLAN TO VOTE IN PRIMARIES

Phoenix, Arizona, July 24, 2014. Registered Independent voters in Arizona may be more active in this year's primary elections. Fully a third (34%) say they plan to vote in one of the political party primaries and another 26 percent are still thinking about it. The balance, 40 percent, declare that they have no interest in voting in the either primary. Republican candidates may feel the greatest impact of the preferences of Independent voters.

In effect, 60 percent of registered Independents currently plan to vote or have not ruled out participating. If they follow through on their declared intentions, the result would be a dramatic change from the past, which in turn could have a significant impact on the outcome of closely contested primaries.

The survey also finds that those expressing the strongest interest in voting are found within the ranks of people generally most likely to vote anyway - upper income groups, voters over 54 years of age and women. Among Independents expressing the strongest interest in participating, 60 percent are eyeing the GOP primary and 40 percent the Democrat primary. Either way, this new dynamic could have a significant impact on the August 26th primaries because generally speaking, registered Independent voters gravitate more toward political moderates than to candidates advancing a far left or far right agenda. For this reason, centrist and moderate candidates may have a very strong motive to target Independents.

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There is already evidence of candidates and special interest groups urging Independents to vote. Last week, for example, a group called *Save Our Future Now* did a targeted mailing to Independents alerting them that they could vote and providing them with straight forward information on how to get a ballot.

The higher interest levels found in this poll may also reflect recent news stories revealing the role Independents might have played in affecting the outcome of primaries in other states such as Mississippi where incumbent Republican Senator Thad Cochran made a major effort to attract the vote of Independents and Democrats to defeat challenger and Tea Party favorite Chris McDaniel on June 24th.

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

RMP (2014-III-02)

EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2014-III-02, is based on 703 interviews with heads of household statewide conducted between July 10 and July 17, 2014. Interviewing was conducted in both English or Spanish by professional interviewers of the Behavior Research Center on both landlines and cell phones. 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 3.8 percent of what they would have been had the entire 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.

STATISTICAL DATA

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“In the upcoming primary election for U.S. Congress and major state offices such as Governor, do you think you will be voting in the Democrat primary, the Republican primary or in neither?”

	Will Participate	Not Sure Yet	Will Not Participate
All Independents Statewide	34%	26%	40%
Maricopa	33	27	40
Pima	29	33	38
Other	37	19	44
Men	27	22	51
Women	42	30	28
Under 35	27	28	45
35 to 54	32	21	47
55 years plus	41	28	31
Income under \$65K	29	28	43
Income \$65K plus	44	22	34

Among those interested in voting, primary most likely to vote in:

	Statewide
Republican	34%
Democrat	23
Not sure yet	43