



NEWS RELEASE [2000-IV-01]

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ONE POINT SEPARATES BUSH AND GORE IN ARIZONA
BUSH SUPPORTERS MORE FIRMLY COMMITTED

PHOENIX, Ariz. (October 06, 2000) – George W. Bush appears to have emerged from the first televised presidential debate a little stronger than he was earlier. He currently holds a 41 percent to 40 percent edge over Democrat Al Gore in Arizona, whereas polls in late September showed Gore either ahead (KAET) or in an even race (Arizona Republic). The current vote spread indicates a literal dead heat within the general electorate, and among voters most likely to go to the polls in November, a category in which Republican candidates usually perform more strongly, the race is still very close – 45 percent to Bush and 42 percent to Gore.

Additionally, 70 percent or more of each candidate's supporters say they are "firmly committed" to their choice, but Bush's supporters are more unified in this regard (77% firmly committed compared to 70% for Gore), a factor that could be decisive in such a tight race.

Pat Buchanan is attracting only one percent of the vote, but 60 percent of his followers admit they may switch in November, and since nearly all of his admirers are Republican, Bush is likely to pick up a few voters from them. Green Party candidate Ralph Nader is attracting four percent of the vote and interestingly, a plurality of these voters are Republicans (39%) and another 29 percent are Independents. Nearly seven in ten of Nader voters say they are firmly committed to his candidacy, so it is unlikely that there will be sufficient shifts within their ranks to help either major party candidate.

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The findings outlined in this report are based on a survey of 535 registered voters throughout Arizona conducted in October by the Behavior Research Center of Arizona as part of the center's independent and non-partisan Rocky Mountain Poll series begun in 1969. For more information you may visit www.brcpolls.com.

The best chances for a clear Bush victory here rest in turning out a big vote in Maricopa County and in the rural areas where Bush currently enjoys a 43 to 39 lead. Gore can remain competitive and perhaps even win if Pima voters turn out in strong numbers. In Pima County, Gore currently enjoys an impressive 13 point edge. Gore needs Democrats to turn out in heavy numbers, as well as Hispanics, women and retirees. There is no doubt that the Gore campaign themes on women's issues are resonating, for he enjoys a 46 to 34 lead among women. Additionally, the Gore strategy on social security issues appears to be giving him greater competitive strength in Arizona than is usually the case for a Democratic presidential candidate. He currently leads Bush among retirees by a 43 to 39 percent margin.

Bush's vote grows appreciably among more affluent voters while Gore peaks among middle and lower income voters.

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2000-IV-01), is based on 535 interviews with registered voters throughout Arizona between October 4 and 6, 2000. 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 4.3 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.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2000-IV-01

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“If the election for President of the United States were being held today would you vote for...” (NAMES ROTATED RANDOMLY)

OCTOBER 4-6, 2000

	<u>All Voters</u>	<u>Most Likely Voters</u>
George W. Bush (R)	41%	45%
Al Gore (D)	40	42
Ralph Nader (G)	4	2
Pat Buchanan (Ref.)	1	0
Not committed	<u>14</u>	<u>11</u>
	100%	100%

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“Are you firmly committed to this candidate or might you change your mind between now and November?”

|                 | <u>Totally<br/>Committed</u> | <u>Might<br/>Change</u> |        |
|-----------------|------------------------------|-------------------------|--------|
| Bush voters     | 77%                          | 23%                     | (100%) |
| Gore voters     | 70                           | 30                      | (100%) |
| Nader voters    | 66                           | 34                      | (100%) |
| Buchanan voters | 40                           | 60                      | (100%) |

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