



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [2001-I-09]

Contact: Earl de Berge

Info@brcpolls.com

GOVERNOR'S RACE:
SALMON AND WOODS EARLY GOP FAVORITES:
DEMOCRATS LIKE NAPOLITANO AND GODDARD

Phoenix, Arizona, February 16, 2001. Arizona Attorney General Janet Napolitano is the favorite pick of Maricopa Democrats to be the standard bearer in next year's governor's race, but Terry Goddard could also be a contender as he appears to have considerable remaining political equity from prior races and his tenure as Mayor of Phoenix. Napolitano attracts 30 percent of the vote compared to 27 percent for Terry Goddard.

A third Democrat, former State Senator Alfredo Gutierrez draws a respectable 13 percent of the Democrat vote, principally from younger and less affluent Democrats. Additionally, eight of ten of his supporters are of Hispanic descent, certainly a clear statement of the interest of Hispanics in supporting leadership from within their own community.

Maricopa Republicans also have a favorite candidate, or perhaps two. On the one hand, former congressman Matt Salmon attracts 27 percent of the vote in this early poll, but former State Attorney General Grant Woods is not far behind with 21 percent. Further, Salmon's lead is boosted by a hefty vote from the core of his old constituency (Mesa 44%), but in the rest of the county, the race is very close - literally too close to call (Salmon 23% and Woods 22%).

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The GOP race is also interesting in that former Governor Fife Symington attracts seven percent of the GOP vote and is marginally ahead of Lisa Graham Keegan (6%) and Secretary of State Betsy Bayless (4%). The GOP race is also notable in the fact that 36 percent of Republicans are uncommitted even though all five names tested are those of Maricopa residents and are generally well known to rank and file Republicans. Among Democrats, the uncommitted factor totals 27 percent.

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

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2001-I-09), is based on interviews with 192 Republican voters and 162 Democrat voters in Maricopa County between February 9 and 12, 2001. 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 +/-7.2% percent for the Republican sample and +/- 7% for the Democrat sample of what they would have been had the entire registered 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 2001-I-09

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"If the 2002 (Republican/Democrat) Primary for Governor of Arizona were being held today, which of the following people would you vote for?"

	Republican Voters		Democrat Voters
Matt Salmon	27%	Janet Napolitano	30%
Grant Woods	21	Terry Goddard	27
Fife Symington	7	Alfredo Gutierrez	13
Lisa Graham Keegan	6	Jim Pederson	3
Betsy Bayless	4	Non of the above	27
None of the above	35		

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