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Rocky Mountain Poll

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NAPOLITANO LEADS, BUT IS LOSING GROUND GAINED
EARLIER IN DEMOCRAT PRIMARY;
BOTH SALMON AND BAYLESS GAIN IN GOP PRIMARY

Phoenix, Arizona, June 12, 2002. Democrat and sitting Attorney General Janet Napolitano enjoys a four to one lead in the Democratic primary for governor among Democrats in Maricopa County. Nonetheless, Napolitano's no debate or joint appearance strategy toward Democratic rivals may be costing her followers, a loss that may carry over into the general election as she is apparently losing marginal, but noticeable support among registered Independents. Napolitano's share of the Democratic primary vote has shrunk from over 50 percent in both April and February to only 43 percent today. While her nearest rival, Alfredo Gutierrez, attracts only eleven percent of the vote, he now has a majority of the Democratic Hispanic vote in this county.

At the same time, the proportion of Democrats who are uncommitted in the primary surged to 40 percent after declining to under 30 percent as recently as April. It seems that the lackluster campaign is producing no good effects for any of the candidates. The 40 percent of undecided Democrats includes 15 percent who say that "none" of the candidates appeal to them and may imply that some Democrats are looking more closely at Republican or Independent candidates. This phenomena is most noticeable among Democratic women and may signal a need for Napolitano to widen her campaigning among these voters. It may also signal growing Democratic voter interest in the race and impatience with being afforded few opportunities to see the candidates in debate environments.

On the Republican side, Matt Salmon and Betsey Bayless have both gained ground – Bayless moving up from 13 to 18 percent and Salmon from 33 to 40 percent in Maricopa County. Carol Springer has lost a little ground and remains below ten percent. Most of the gains made by Matt Salmon are in the Mesa, Scottsdale, Tempe, Chandler and Gilbert areas, while Bayless is showing considerable strength in Phoenix and particularly on the west side.

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Inasmuch as earlier polls have shown Bayless to have greater strength in rural Arizona and that she is, for the first time in many months, beginning to show some traction in Maricopa County, it is too early to imagine that Salmon will be the winner of the GOP primary. Independent Richard Mahoney attracts only seven to 13 percent of the vote and is least effective against Salmon.

Three separate general election test races were run pitting Democrat Janet Napolitano and Independent Richard Mahoney against the three Republican hopefuls. The results of these tests show Matt Salmon is currently the strongest candidate, running evenly with Napolitano, while Bayless trails Napolitano by eleven points and Springer trails by 16 points.

Additionally, Janet Napolitano's once double digit lead over all candidates in the general election appears to be evaporating in the case of Salmon and is narrower for both Bayless and Springer. It seems reasonable to expect that Napolitano will be in a tight race, regardless of who Republican voters ultimately nominate.

The findings outlined in this report are based on a survey of 436 registered voters throughout Maricopa County conducted between May 16th and 25th, 2002 by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit www.brcpolls.com to read this and other recent polls.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2002-II-16) is based on telephone interviews conducted from May 16th through May 25th 2002, with 600 adult heads of household throughout Maricopa County, including 436 registered voters: 211 Republicans, 160 Democrats and 65 Independents. In the overall voter sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 4.6 percent of what they would have been had the entire adult population been surveyed. The margin of error for the GOP sample is estimated at +/-6.8 percent and the Democratic sample at +/- 7.9 percent. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

BELOW: Statistical data

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

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
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"If the 2002 Republican primary election for governor of Arizona were being held today, which of the following people would you vote for?" (ROTATE ORDER)

MARICOPA
REPUBLICAN PRIMARY FOR GOVERNOR

	May	April	February	January
Matt Salmon	40%	33%	23%	17%
Betsey Bayless	18	13	13	12
Carol Springer	7	9	3	2
Randall Gnant	NA	1	3	1
Tom Patterson	NA	NA	NA	5
Joe Arpaio	NA	NA	27	29
Uncommitted	35	45	31	34

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*"If the 2002 Democratic primary election for governor of Arizona were being held today, which of the following people would you vote for?" (ROTATE ORDER)*

MARICOPA  
DEMOCRATIC PRIMARY FOR GOVERNOR

|                   | May | April | February | January |
|-------------------|-----|-------|----------|---------|
| Janet Napolitano  | 43% | 56%   | 51%      | 31%     |
| Alfredo Gutierrez | 11  | 12    | 9        | 7       |
| Mike Newcomb      | 5   | 2     | 4        | 4       |
| Mark Osterloh     | 1   | 1     | 1        | 0       |
| Uncommitted       | 40  | 29    | 35       | 58      |

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STATISTICAL DATA

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"If the election for governor of Arizona were being held today, which of the following would you vote for?" (ROTATE ORDER)

Janet Napolitano	33%
Matt Salmon	32
Richard Mahoney	7
Uncommitted	28

Janet Napolitano	34%
Betsey Bayless	23
Richard Mahoney	13
Uncommitted	30

Janet Napolitano	36%
Carol Springer	20
Richard Mahoney	12
Uncommitted	32

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