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Rocky Mountain Poll

NEWS RELEASE
RMP 2002-III-02

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PRIMARY RACES FOR GOVERNOR:

GOP CONTEST STILL VOLATILE

NAPOLITANO HAS 4 TO 1 LEAD AMONG DEMS

GENERAL ELECTION RACE GETTING TIGHTER

Phoenix, Arizona. July 20, 2002. There is less and less doubt that Janet Napolitano will win the Democrat primary for governor of Arizona. She enjoys a four to one lead over her nearest competitor, Alfredo Gutierrez, a margin she has held throughout the first six months of the year. Further, among Democrats most likely to go to the polls this September, Napolitano currently enjoys a 56 to 12 percent lead over Gutierrez.

The findings outlined in this report are based on a survey of 537 registered voters across Arizona conducted between July 10th and July 15th, 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.

On the other hand, the Republican primary appears to be settling into a two person race between Matt Salmon and Betsey Bayless, both of whom have gained ground since April, but neither of which has a commanding lead. They are pulling away from Carol Springer, who has never had even ten percent of the vote and most recently lost ground to only six percent in July. As of this survey, Salmon has 34 percent of the GOP vote (up from 28 percent in April) and Bayless has 16 percent, up from only 12 percent in April. While Salmon's lead is significant, an impressive 44 percent of Republican voters remain uncommitted. It will be most interesting to see if Salmon's strategy of ignoring Bayless and Springer while running principally against Janet Napolitano will, in the final hours of the campaign, allow Bayless to close the gap and make a stronger race of it. The GOP primary race is somewhat closer among Republicans most likely to vote: 33 percent for Salmon, 18 percent for Bayless and six points for Springer, but even among likely GOP voters, 43 percent remain uncommitted as of the time of this survey.

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Betsey Bayless is running fairly evenly with Matt Salmon for the votes of GOP women but within the ranks of Republican men, Salmon clearly has stronger appeal. An unusual and perhaps unique situation may be developing within the ranks of rank and file GOP voters. For the first time in our memory, Republican women have assumed a standoffish attitude toward all of the candidates. Thus, while the proportion of undecided Republican men registers at only 30 percent, it leaps to 55 percent among women. From a different perspective, 66 percent of undecided GOP voters are women. In most past election polls, GOP men and women have tended to be more similar than dissimilar in their candidate preferences so the current coolness of GOP women toward all of their candidates is both unusual and unique. This pattern may be an early indication that Republican women are in the vanguard of GOP voters searching for candidates to redefine party issues.

Also of interest is the finding that GOP voters most likely to be uncommitted are not only women, but are in the work force as well.

We next explored voter preferences for the general election by running three separate test elections pitting Democrat Janet Napolitano, Independent Richard Mahoney and Libertarian Gary Fallon against each of the three GOP hopefuls. The results reveal two key patterns: First, Janet Napolitano currently leads all would be challengers, but by narrower margins than in April. Second, in the general election test election, both Betsey Bayless and Matt Salmon are within eight to 12 points of overtaking Napolitano, suggesting that neither can yet lay claim to being the stronger general election candidate. Among voters most likely to go to the polls in November, Salmon closes to within six points of Napolitano and Bayless to within ten points. Thus, regardless of who wins the GOP primary, the promise of a close governor's race seems in the offing, particularly if Independent Richard Mahoney weighs in with what most expect to be a vigorous and issue-oriented campaign.

Independent candidate Richard Mahoney attracts only eight percent of the vote and Libertarian Gary Fallon less than four percent, but both may be expected to garner more votes after the primary when media attention switches to the full range of candidates vying in the general election contest.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2002-III-02) is based on 537 interviews conducted with registered voters across Arizona from July 10th through July 15th, 2002. Where necessary, figures for age, sex and race were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 3.7 percent of what they would have been had the entire voter population been surveyed. The Republican sample was 234 and the Democrat sample was 200. Independents constitute 103. The respective margins of error for the Republican and Democrat samples are +/- 6.5 and +/-7.1. 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.

BELOW: Statistical data

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

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2002-III-02

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"If the Democrat primary election for Governor were being held today, which of the following candidates would you vote for?" (READ EACH NAME - ROTATE SEQUENCE)

	JULY	APRIL	LIKELY VOTER JULY
<u>DEMOCRAT PRIMARY</u>			
Janet Napolitano	44%	48%	56%
Alfredo Gutierrez	10	11	12
Mike Newcomb	4	2	5
Mark Osterloh	1	2	1
Uncommitted	<u>41</u>	<u>37</u>	<u>26</u>
	100%	100%	100%

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*"If the Republican primary for Governor were being held today, which of the following candidates would you vote for?" (READ EACH NAME - ROTATE SEQUENCE)*

|                           | JULY      | APRIL     | LIKELY VOTER JULY |
|---------------------------|-----------|-----------|-------------------|
| <u>REPUBLICAN PRIMARY</u> |           |           |                   |
| Matt Salmon               | 34%       | 28%       | 33%               |
| Betsy Bayless             | 16        | 12        | 18                |
| Carol Springer            | 6         | 8         | 6                 |
| Randall Gnant             | 0         | 4         | 0                 |
| Uncommitted               | <u>44</u> | <u>48</u> | <u>43</u>         |
|                           | 100%      | 100%      | 100%              |

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STATISTICAL DATA

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RMP 2002-III-02

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"If the election for governor of Arizona were being held today, which of the following would you vote for?" (READ EACH NAME & POLITICAL PARTY - ROTATE SEQUENCE)

	ALL VOTERS		LIKELY VOTERS
	July	April	July
Matt Salmon (R)	27%	24%	28%
Janet Napolitano (D)	35	40	34
Richard Mahoney (I)	8	9	6
Gary Fallon (L)	2	NA	1
Uncommitted	<u>28</u> 100%	<u>27</u> 100%	<u>31</u> 100%

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|                      | ALL<br>VOTERS     |                   | LIKELY<br>VOTERS  |
|----------------------|-------------------|-------------------|-------------------|
|                      | July              | April             | July              |
| Betsey Bayless (R)   | 23%               | 22%               | 24%               |
| Janet Napolitano (D) | 35                | 37                | 34                |
| Richard Mahoney (I)  | 8                 | 13                | 6                 |
| Gary Fallon (L)      | 2                 | NA                | 2                 |
| Uncommitted          | <u>32</u><br>100% | <u>28</u><br>100% | <u>34</u><br>100% |

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	ALL VOTERS	LIKELY VOTERS
Carol Springer (R)	17%	19%
Janet Napolitano (D)	37	38
Richard Mahoney (I)	8	7
Gary Fallon (L)	3	3
Uncommitted	<u>35</u> 100%	<u>33</u> 100%

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