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Rocky Mountain Poll

NEWS RELEASE
RMP 2002-III-08

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SUPPORT FOR SALMON SLIPS: GOP PRIMARY TIGHTENS
NAPOLITANO IN DEAD HEAT AGAINST EITHER BAYLESS OR SALMON

Phoenix, Arizona, August 20, 2002. Matt Salmon has lost his 25 point lead over Betsey Bayless among GOP voters in Maricopa County but he maintains a formidable 16 point edge. Both Bayless and Carol Springer have edged upward and some GOP voters have moved back into the “undecided” column, apparently waiting for more fireworks between the candidates or definitive answers to the questions the Bayless campaign has raised.

The nine point negative shift in Salmon’s numbers comes in the wake of a hard-hitting attack from Bayless tying Salmon to the alternative fuel scandal, which voters have neither forgotten nor forgiven, and of critical reviews from some sources on Salmon’s response to “Vote Mormon” signs that appeared in the East Valley last week and which his campaign workers were instructed to tear down.

Salmon still has a significant lead in Maricopa County, and it is clear from the modest increase in her numbers that the Bayless attack has not resulted in a stampede of once-uncommitted voters into her camp so much as it has disaffected some of Salmon’s followers. Nonetheless, both Bayless and Springer picked up votes – roughly two points each. At the same time, the “uncommitted” column swelled to its highest level here since April, 43 percent.

In test elections for the general election, it appears that Bayless has also become a stronger potential challenger to Democrat Janet Napolitano than was true just last month. Thus, while she trailed Napolitano by 11 points in July, she has narrowed the gap to four points in August.

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The findings outlined in this report are based on a survey of 451 registered voters throughout Maricopa County conducted between August 8th and August 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.

In the Democratic primary, Janet Napolitano continues to widen her lead – now with 47 percent (up from 44 percent in July), compared to only 11 percent for Alfredo Gutierrez, five percent for Mike Newcomb and just one percent for Mark Osterloh. Although still a large number, the proportion of Democrats in this county who are “uncommitted” shrank from 41 to 36 percent.

While Bayless still has much ground to cover to close the gap with Salmon in GOP-voter-rich Maricopa County, she may, on a statewide basis, be closer than this poll suggests. In past polls, Bayless has shown greater strength among rural Republicans and in the Tucson area. When these groups are factored in, there may be only five to seven percentage points between the two candidates at this time. The bottom line is that with the recent shift in candidate preferences and the large uncommitted voter factor, the race remains volatile. The large undecided block of voters also suggests that many Republicans are looking for reasons to vote for one of the three rather than trying to identify which one not to support.

The general election test elections are very close, with only from one to four points separating the GOP leaders from Napolitano. This is a considerable improvement for Bayless compared to April when she trailed Napolitano by 11 points; today, she has closed to within four. Salmon is within one point of Napolitano. Carol Springer has actually lost ground, attracting but 17 percent of the vote and thus is the weakest potential GOP challenger. Independent Richard Mahoney, whose 4'x8' posters have begun to appear around the state, bolstered by the fairly clever campaign slogan “Independent like You,” continues to attract from nine to 13 percent of the vote. At the moment, Mahoney's candidacy appears to be pulling fairly evenly from the ranks of Democrats, Republicans and Independents.

EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2002-III-08) is based on telephone interviews conducted from August 8th through August 15th, 2002, with 452 registered voters throughout Maricopa County, including: 214 Republicans, 153 Democrats and 85 Independents. In the overall voter sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 4.7 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 +/- 8.1 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)

| | <u>MARICOPA</u> | | | | | |
|----------------|---------------------------------|------|-----|-------|----------|---------|
| | REPUBLICAN PRIMARY FOR GOVERNOR | | | | | |
| | August | July | May | April | February | January |
| Matt Salmon | 34% | 41% | 40% | 33% | 23% | 17% |
| Betsey Bayless | 18 | 16 | 18 | 13 | 13 | 12 |
| Carol Springer | 5 | 3 | 7 | 9 | 3 | 2 |
| Randall Gnant | NA | NA | NA | 1 | 3 | 1 |
| Tom Patterson | NA | NA | NA | NA | NA | 5 |
| Joe Arpaio | NA | NA | NA | NA | 27 | 29 |
| Uncommitted | 43 | 40 | 35 | 45 | 31 | 34 |

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**STATISTICAL DATA**

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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

|                   | August | July | May | April | February | January |
|-------------------|--------|------|-----|-------|----------|---------|
| Janet Napolitano  | 47%    | 44%  | 43% | 56%   | 51%      | 31%     |
| Alfredo Gutierrez | 11     | 10   | 11  | 12    | 9        | 7       |
| Mike Newcomb      | 5      | 4    | 5   | 2     | 4        | 4       |
| Mark Osterloh     | 1      | 1    | 1   | 1     | 1        | 0       |
| Uncommitted       | 36     | 41   | 40  | 29    | 35       | 58      |

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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)

MARICOPA COUNTY

| | August | July |
|--|--------|------|
|--|--------|------|

| | | |
|------------------|-----|-----|
| Janet Napolitano | 32% | 33% |
| Matt Salmon | 31 | 32 |
| Richard Mahoney | 9 | 7 |
| Uncommitted | 28 | 28 |

| | | |
|------------------|-----|-----|
| Janet Napolitano | 29% | 34% |
| Betsey Bayless | 25 | 23 |
| Richard Mahoney | 12 | 13 |
| Uncommitted | 34 | 30 |

| | | |
|------------------|-----|-----|
| Janet Napolitano | 35% | 36% |
| Carol Springer | 17 | 20 |
| Richard Mahoney | 13 | 12 |
| Uncommitted | 35 | 32 |

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