



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
RMP 2002-IV-7

Contact: Earl de Berge
Research Director

NAPOLITANO NUMBERS IMPROVE IN CLOSING WEEKS OF CAMPAIGN

Phoenix, Arizona, October 21, 2002. Janet Napolitano (D) appears to be opening a significant lead over Republican Matt Salmon in the race for Governor of Arizona. With only 16 days left to go until the close of voting, Napolitano has 41 percent of the overall vote, Salmon is at 34 percent, while Independent Dick Mahoney and Libertarian Barry Hess are far behind (five and four percent, respectively). Hess' vote remains small but is considerably improved over last week so there is some possibility that Hess could overtake Mahoney for the third-place slot, particularly if Mahoney's vote continues to collapse.

Among voters most likely to go to the polls, the emerging strength of Napolitano is most apparent, 48 percent to Salmon's 32 percent. This represents a four-point drop in Salmon's vote from last week and a stunning eight-point gain for Napolitano, most of which traces to Independent voters who are now moving strongly toward Napolitano.

The gains Salmon appeared to have been making last week among women voters proved to be short lived; the momentum has swung back toward Napolitano where she now leads among women by 44 to 32 and is running even with Salmon among men. Salmon's biggest problem remains that he is drawing most strongly from the ranks of younger voters, whereas Napolitano has impressive leads among voters over 35 years of age and especially among those over 55 years of age. Clearly, the Napolitano attack on Salmon's voting record as regards medicaid and social security is having an impact. Finally, the last week of campaigning is beginning to move Independent voters more solidly into Napolitano's camp.

The findings outlined in this report are based on a survey of 662 registered voters across Arizona conducted between October 14th and October 20th, 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.

- 30 -

EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2002-IV-7) is based on 662 interviews with registered voters across Arizona conducted from October 14th through October 20th, 2002 who express interest in voting in the November election. 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 a 95 percent certainty that the results have a statistical precision of plus or minus 3.8 percent of what they would have been had the entire voter population been surveyed. The Republican sample was 285 and the Democratic sample was 248. Independents constituted 130. The respective margins of error for the Republican and Democrat samples are +/-5.2 and +/-6.4. 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 data for reference.

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

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2002-IV-7

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

"If the election for Governor of Arizona were being held today, which one of the following candidates would you vote for?"

	10/14 – 10/20	10/7 – 10/13	9/30 – 10/3	9/23 – 9/29
<u>ALL VOTERS</u>				
Janet Napolitano (D)	41%	37%	39%	35%
Matt Salmon (R)	34	39	36	36
Dick Mahoney (I)	5	5	8	6
Barry Hess (L)	3	1	1	2
Uncommitted	<u>17</u>	<u>18</u>	<u>16</u>	<u>21</u>
	100%	100%	100%	100%
<u>LIKELY VOTERS</u>				
Janet Napolitano (D)	48%	40%	41%	39%
Matt Salmon (R)	32	36	35	36
Dick Mahoney (I)	3	5	8	5
Barry Hess (L)	2	2	1	2
Uncommitted	<u>15</u>	<u>17</u>	<u>15</u>	<u>18</u>
	100%	100%	100%	100%

~~~~~