



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2003-IV-01]

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HOWARD DEAN AND WESLEY CLARK HOLD LEAD IN ARIZONA AFTER DEMOCRATIC DEBATE

Phoenix, Arizona, October 21, 2003. Presidential candidates Howard Dean and Wesley Clark appear to be emerging as the favorites of Democrat voters in Arizona, particularly within the ranks of Democrats most likely to participate in the primary election.

Joe Lieberman, who led the pack in July, has fallen to third place overall and among Democrats most likely to vote in a presidential primary, he is considerably behind Howard Dean and Wesley Clark and is at risk of being overtaken by John Kerry.

In the wake of the Democratic presidential debate held in Phoenix last week, it also appears that the ranks of undecided voters are shrinking: Thus, 59 percent of Democrats now have a favorite compared to only 53 percent in July.

Among likely Democrat voters with a preference, Howard and Clark are splitting 56 percent of the vote, with 32 percent going to Dean and 24 percent to Clark. Joe Lieberman and John Kerry have 15 percent each and the remaining candidates are far behind, including Dick Gephardt who has eight percent. John Edwards, Carol Mosely Braun, and Al Sharpton have the support for fewer than five percent of decided Democrats. Candidate Dennis Kucinich received no votes in this poll.

Howard Dean appears to be gaining strength among men and among Latino voters while Wesley Clark is more popular with White voters and those Democrats in upper income segments. Joe Lieberman demonstrates unique appeal among younger Democrats and within lower income groups.

Roughly a third of Arizona's Democrats watched the Phoenix-based televised debate two weeks ago another 54 percent took time to watch or read commentary about the debate. A fifth of Republican and Independent voters also tuned in. The general consensus, however, is that there was no clear cut winner in the debate, although among those who thought otherwise, Howard Dean was the most likely to be nominated as the winner.

The findings outlined in this report are based on a survey of voters across Arizona conducted between October 9th and October 16th, 2003, 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 (2003-IV-01) is based on 540 telephone interviews with registered voters, conducted from October 9th through October 16th, 2003 throughout Arizona. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 4.3 percent of what they would have been had the entire voter population been surveyed. The Democrat sample included 205 voters and the margin of error for that subset is plus or minus 7.0. 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.

ENCLOSED: Statistical data for reference.

STATISTICAL DATA

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Rocky Mountain Poll - Arizona
RMP 2003-IV-01

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

"If the Democrat primary election for President were being held today, which of the following candidates would you vote for?" (NAMES ROTATED RANDOMLY)

OCTOBER 11-16, 2003

	All Democrats	Likely Voters With A Preference
Howard Dean	13%	32%
Wesley Clark	12	24
Joe Lieberman	11	15
John Kerry	8	15
Al Sharpton	5	4
John Edwards	4	1
Dick Gephardt	4	8
Carol Mosely Braun	2	1
Dennis Kucinich	0	0
Undecided	41	-

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STATISTICAL DATA

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LIKELY VOTERS WITH PREFERENCES –  
ARIZONA

|                    | Oct. 03 | July 03 | (Point Shift) |
|--------------------|---------|---------|---------------|
| Howard Dean        | 32%     | 16%     | ( + 16)       |
| Wesley Clark       | 24      | NA      | ( + 24)       |
| Joe Lieberman      | 15      | 37      | ( - 22)       |
| John Kerry         | 15      | 23      | ( - 8)        |
| Al Sharpton        | 4       | 0       | ( + 4)        |
| John Edwards       | 1       | 2       | ( - 1)        |
| Dick Gephardt      | 8       | 10      | ( - 2)        |
| Carol Mosely Braun | 1       | 2       | ( - 1)        |
| Dennis Kucinich    | 0       | 2       | ( - 2)        |
| Bob Graham         | NA      | 8       | ( - 8)        |

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