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# *Rocky Mountain Poll*

NEWS RELEASE  
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## RANKS OF UNCOMMITTED GROWING – BOTH KERRY AND BUSH LOSE GROUND

Phoenix, Arizona, May 28, 2004. The ranks of uncommitted voters in the Presidential race are growing in Arizona, although they are still relatively small and we may be seeing early signs of negative responses to opponent bashing by both camps, as well as the desire among registered Independents to see clearer differences between candidates George W. Bush and John Kerry on key issues.

In Maricopa County, which embraces the Phoenix metropolitan area and is one of the state's more conservative regions, the proportion of undecided voters grew to 14 percent in May, from just under ten percent in April. Simultaneously, both George W. Bush and John Kerry lost votes. In a two-way race between Bush and Kerry, George Bush has 49 percent of the vote to Kerry's 37 percent. As both candidates lost two points since April, the gap between their vote has remained stable at 12 points.

In a three-way race which includes Independent Ralph Nader, compared to the April readings, Bush loses three points and Kerry loses one point, but Bush still has a 47 to 34 lead over Kerry; Nader attracts a paltry seven percent. Still, the Kerry camp can argue that in the three-way race they closed the gap with Bush from 15 to 13 points over the last 30 days.

An interesting aspect in the increase in uncommitted voters is that it traces almost entirely to what is happening among Arizona's registered Independents, an increasingly powerful block comprising close to a quarter of all voters here. In April, only ten to eleven percent of Democrats or Republicans declared themselves to be undecided. Among Independents, the figure was about 15 percent. Nothing has changed since then among Democrats or Republicans, but among Independents, 22 percent are now in the uncommitted column.

The findings outlined in this report are based on a survey of 454 voters throughout Maricopa County conducted between May 16 and May 24, 2004, 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](http://www.brcpolls.com) to read this and other recent polls.

Another important development within the ranks of Independents is that Bush's appeal may be growing. In April 39 percent of Independents here favored Kerry – a figure that has since dropped to 34 percent. Simultaneously, Bush's vote rose to 34 from 25 percent, entirely wiping out any advantage Kerry may have had a month ago. The Bush strategy to paint Kerry as too liberal to be president may be scooping up some Independents.

**EDITOR'S NOTE:** This Rocky Mountain Poll Arizona (2004-II-06) is based on 454 telephone interviews conducted from May 16 through May 24, 2004, with adult heads of household throughout Maricopa County. In a sample of this size, 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 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](http://www.brcpolls.com/results)

**STATISTICAL DATA**

Behavior Research Center  
 Rocky Mountain Poll - Arizona  
 RMP 2004-II-06

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<u>PRESIDENT</u>	<u>MARICOPA COUNTY</u> (Phoenix Region)	
	<u>May</u> <u>2004</u>	<u>April</u> <u>2004</u>
Bush	49%	51%
Kerry	37	39
Uncommitted	<u>14</u>	<u>10</u>
	100%	100%
Bush	47%	50%
Kerry	34	35
Nader	7	6
Uncommitted	<u>12</u>	<u>9</u>
	100%	100%

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