



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
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Contact: Earl de Berge
Research Director

NAPOLITANO STRONG STATEWIDE
OVER HALF OF REPUBLICANS UNCOMMITTED IN GOP PRIMARY
BAYLESS SHOWING NEW STRENGTH

Phoenix, Arizona (Saturday, July 14, 2001). In a statewide poll testing Attorney General Janet Napolitano in the Democrat primary for governor against former mayor of Phoenix Terry Goddard and former state senator Alfredo Gutierrez, she emerges as by far the strongest candidate: 34 percent to Napolitano, 22 percent to Goddard and only eleven percent for Gutierrez. A third of Democrats are uncommitted.

In a one-on-one test race between Gutierrez and Napolitano, Napolitano trumps Gutierrez by an impressive 44 to 14 percent – a ratio that holds in every geographic region of Arizona and demonstrates the very real problem Gutierrez has from having been out of office for many years and thus out of the public eye.

On the Republican side, a three-way race between Secretary of State Betsy Bayless, State Treasurer Carol Springer and former congressman Matt Salmon, finds Salmon in the lead with 27 percent, Bayless fairly close behind at 15 percent. Carol Springer attracts only six percent of the vote. An impressive 52 percent of Republicans are uncommitted – a figure that jumps to around 60 percent among women and Republicans outside Maricopa county.

In a two-way test race between Bayless and Salmon, Bayless attracts 15 percent and Salmon 29 percent, and the proportion who are uncommitted rises to 56 percent. Thus, the GOP primary for

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governor seems to be wide open, and it may be noteworthy that support for Betsy Bayless in Maricopa County has nearly tripled since April. Additionally, Bayless appears to be showing above normal strength among women (20 percent) and among Pima County Republicans (22 percent).

The findings outlined in this report are based on a survey of 540 registered voters across Arizona conducted in July, 2001 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 poll results.

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2001-III-01), is based on 540 interviews with registered voters throughout Arizona during July of 2001. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one can say with a 95 percent certainty that the results have a statistical precision of +/- 4.3 percent of what they would have been had the entire adult population been surveyed. Estimated margin of error for the Democrat sample is +/- 6.9 and for the Republican sample, +/- 6.5. 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.

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

BELOW: Statistical tables.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2001-III-01

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"IF DEMOCRAT: If the Democrat primary election for Governor were being held today, which of the following candidates would you vote for? (Rotate Name Sequence)"

<u>Democrat Primary</u>	<u>Democrat Voters</u>	<u>Independents Planning to Vote in Dem. Primary</u>
Janet Napolitano	34%	33%
Terry Goddard	22	17
Alfredo Gutierrez	11	6
Uncommitted	<u>33</u>	<u>44</u>
	100%	100%

"IF REPUBLICAN: If the Republican primary for Governor were being held today, which of the following candidates would you vote for? (Rotate Name Sequence)"

<u>GOP Primary</u>	<u>Republican Voters</u>	<u>Independents Planning to Vote in GOP Primary</u>
Matt Salmon	27%	14%
Betsy Bayless	15	8
Carol Springer	6	32
Uncommitted	<u>52</u>	<u>46</u>
	100%	100%

"And what if the race were between Janet Napolitano and Alfredo Gutierrez? (Rotate Name Sequence)"

<u>Democrat Primary</u>	<u>State</u>	<u>Maricopa</u>	<u>Pima</u>	<u>Rural</u>
Janet Napolitano	44%	47%	41%	41%
Alfredo Gutierrez	15	17	13	9
Uncommitted	<u>41</u>	<u>36</u>	<u>46</u>	<u>50</u>
	100%	100%	100%	100%

"And what if the race were between Matt Salmon and Betsy Bayless? (Rotate Name Sequence)"

<u>Republican Primary</u>	<u>State</u>	<u>Maricopa</u>	<u>Pima</u>	<u>Rural</u>
Matt Salmon	29%	34%	7%	24%
Betsy Bayless	15	13	25	12
Uncommitted	<u>56</u>	<u>53</u>	<u>68</u>	<u>64</u>
	100%	100%	100%	100%

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