



behavior research center's

Rocky Mountain Poll

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GOVERNOR'S RACE: RIVALS FALLING BEHIND NAPOLITANO ARPAIO MORE THAN JUST A PRETTY FACE

Phoenix, Arizona. August 18, 2001. More Democrat voters are unsure about how they will vote in next year's primary for Governor, but State Attorney General Janet Napolitano's lead over rivals appears to be widening in Maricopa county. Napolitano currently garners 28 percent of the Democratic vote, compared to 18 percent for former Mayor of Phoenix Terry Goddard and barely five percent for lobbyist and former state senator Alfredo Gutierrez. She now has a ten point lead over Goddard, compared to only three points in February and a 23 point lead over Gutierrez, compared to a 17 point lead in February. Recently announced candidate Mark Osterloh of Tucson attracts only a one percent share of the vote among Maricopa county Democrats.

Of considerable importance is the additional finding that the proportion of Democrat voters who are uncommitted to any of the candidates has risen to 48 percent from 27 percent earlier in the year. Nearly 80 percent of the shift into the uncommitted column has been among previous Goddard and Gutierrez voters. The Goddard decline might be attributable to well-publicized rumors that he may be more interested in running for Attorney General than running for Governor. The decline for Gutierrez seems to trace to shrinkage in the vote he is receiving from Hispanic voters, now only 21 percent compared to 46 percent in February.

Napolitano is showing considerable muscle among Democrat women (32%) as well as upper income and college educated Democrats (39%). Among Democrats most likely to visit the polls, 34 percent favor Napolitano, 22 percent Goddard and six percent Gutierrez. The grip Gutierrez had on the Hispanic vote appears to be loosening. As of this survey, 50 percent of Hispanic voters remain uncommitted; Gutierrez pulling 21 percent, but Napolitano is pacing him with 20 percent and another nine percent are defecting to Goddard or Osterloh.

The findings outlined in this report are based on a survey of 444 voters in Maricopa county

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conducted between August 8th and 14th , 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.

On the Republican side, Maricopa County Sheriff Joe Arpaio may be on the road to proving that his popularity is deeper and broader than a shiny badge. He now leads the GOP pack, pulling 26 percent compared to 21 percent for former Congressman Matt Salmon, 12 percent for Secretary of State Betsy Bayless and just four percent for State Treasurer Carol Springer. As of the time of this survey, a third (37%) of Republican voters in Maricopa county remain uncommitted.

It also appears that women may prove to be key players in the GOP primary as an impressive 44 percent within their ranks remain uncommitted, compared to only 28 percent of Republican men. Further, the women's vote is split fairly even among the candidates: 22 percent for Arpaio, 18 percent for Salmon, 14 percent for Bayless and four percent for Springer.

Joe Arpaio has very impressive numbers among retired Republican voters — 37 percent compared to 19 percent for Salmon and 15 percent for Bayless. Among working age Republicans, Salmon and Arpaio are neck and neck at 22 percent and 24 percent respectfully. Finally, among Republican voters most likely to participate in a GOP primary, Salmon and Arpaio are literally tied at 26 percent each, while Bayless has 14 percent and Springer has three percent. As of the time of this survey, three of ten likely GOP voters remain uncommitted.

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2001-III-14), is based on 444 interviews with registered voters throughout Maricopa county between August 8th and 14th, 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 +/-4.7 percent of what they would have been had the entire adult population been surveyed. The Republican sample of 213 has a margin of error of +/- 6.8 percent and the Democratic sample of 148 of +/- 8.3 percent. 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
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"In the 2002 (Republican/Democrat) primary for governor of Arizona, which of the following people would you vote for?"

<u>August 2001</u>					
	All Republican Voters	Most Likely To Vote		All Democrat Voters	Most Likely To Vote
Joe Arpaio	26%	26%	Janet Napolitano	28%	34%
Matt Salmon	21	26	Terry Goddard	18	22
Betsy Bayless	12	14	Alfredo Gutierrez	5	6
Carol Springer	4	3	Mark Osterloh	1	1
Uncommitted	37	31	Uncommitted	48	37

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